



**Subject: Big Ideas 2015-2016 Contest Launches!**

2015-16 **BIG IDEAS** CONTEST

<b>ENERGY &amp; RESOURCE ALTERNATIVES</b>	<b>ART &amp; SOCIAL CHANGE</b>	<b>MOBILES FOR READING</b>	<b>GLOBAL HEALTH</b>	<b>IMPROVING STUDENT LIFE</b>	<b>FINANCIAL INCLUSION</b>	<b>INFORMATION TECHNOLOGY FOR SOCIETY</b>	<b>FOOD SYSTEMS</b>	<b>SCALING UP BIG IDEAS</b>
Encourage the adoption of clean energy alternatives that are sustainable and have the potential for broad impact.	Create an innovative arts project that meaningfully engages with issues of advocacy, justice, and community-building.	Develop novel mobile technology-based innovations to enhance reading scores for early grade children in developing countries.	Develop an action-oriented, interdisciplinary project that would help alleviate a global health concern among low-resource communities.	Describe a new initiative that improves the UC Berkeley student experience, or that encourages students to engage and improve the surrounding community.	Propose innovations that either address unmet needs of the financially underserved, or help extend existing services to low-income populations.	Describe an innovation project that would demonstrate the capacity of IT to help address a major societal challenge.	Encourage the development of innovative solutions that address challenges and lead to improvements in global food systems.	For previous Big Ideas award winners who have advanced their projects, and are looking to take their projects to the next level.

Big Ideas is an innovation contest that provides funding, support, and encouragement to interdisciplinary teams of students who have 'Big Ideas.' By encouraging novel proposals and supporting concrete next steps, Big Ideas helps contest winners make an impact all over the world. **Pre-proposals are due November 12th, 2015.**

FOR MORE INFORMATION VISIT **BIGIDEAS.BERKELEY.EDU**

Logos for sponsors: Berkeley Food Institute, Higher Education Solutions Network, UC Davis Center for Entrepreneurship, ASURE, BLUM CENTER FOR CREATING LEADERSHIP, UNIVERSITY OF CALIFORNIA Office of the President, and The Rudd Family Foundation.

**The 2015-2016 Big Ideas contest opens September 8th!**

Join us for our first information session on Wednesday, September 9th, at 6:30pm PST in B100 Blum Hall (Plaza Level)!

Big Ideas is an innovation contest that provides funding, support, and encouragement to interdisciplinary teams of undergraduate and graduate students who have 'big ideas.' Since its founding in 2006, the competition has inspired over 1,000 student-led projects aimed at solving the world's most pressing problems.

Applicants have access to the following resources to help them develop their projects:

- **Up to \$15,000 in funding per team!**
- Extensive feedback from judges
- Information, proposal writing, budgeting, and skills development workshops

- Access to advisors and Practitioners in Residence
- 6-week mentorship period for finalist teams

The following [2015-16 Big Ideas contest categories](#) are open to UC Berkeley students:

- Art & Social Change
- Energy & Resource Alternatives
- Financial Inclusion
- Food Systems
- Global Health
- Improving Student Life
- Information Technology for Society
- Mobiles For Reading
- Scaling Up Big Ideas

Submissions are due by November 12, 2015 at 12:00 noon PST

To learn more, visit the Big Ideas website: <http://bigideas.berkeley.edu/>



## Contest Promotion Emails

### **Subject: Big Ideas Art & Social Change Category - Call for Applications**

Dear [Department, Class, Student Group, Center],

The 2015-2016 Big Ideas Contest is underway with up to \$300,000 in prizes available to graduate and undergraduate students who have creative solutions to pressing social challenges. The contest features a variety of categories this year, and given the scope of your organization's work, we feel that the [Art & Social Change](#) category would be of particular interest to students affiliated with [School]'s [Department]! For this category, Big Ideas teams are asked to create an innovative arts project that meaningfully engages with issues of advocacy, justice, and community-building. We believe that your students are well-positioned to be successful in this category, and highly encourage anyone interested to submit a proposal to this year's contest! Full information on the category can be found [here](#).

Student teams are required to submit a 3-page pre-proposal by 12pm PST on November 12th. To learn more about the rules and eligibility requirements of the category, please visit our [Big Ideas website](#). We are holding a special online information session for remote teams that will be [webcast](#) on **October 13th at 3:00pm PST**, where we can answer students' questions about the contest.

Feel free to email [bigideas@berkeley.edu](mailto:bigideas@berkeley.edu) with any questions you may have!

Best,

Big Ideas Program Manager

### Subject Line: Promoting Big Ideas on UC Campuses

Dear [Partner Name],

The 2015-2016 Big Ideas Contest, managed through the Blum Center for Developing Economies at UC Berkeley, has officially launched! With 8 categories open this year to students across the UC System, the competition seeks to inspire students to develop innovative and high-impact projects aimed at solving important social challenges.

We need your help to reach out to your student networks, so we ask that you please help us spread the word about this year's contest!

Given the high quality of proposals that we received from our UC system partners last year, we are especially excited about the participation of students from your campus in this year's competition! We would appreciate it if you could help us poster advertisements across campus, make announcements, or share materials on your website, Facebook, or Twitter! To facilitate this process we have included links to promotional materials and suggested social media communications, below.

I will be in touch next week to provide any assistance that you think would be helpful on your campus. The Big Ideas Network Coordinator will also be in touch in the coming weeks to gather recommendations for potential mentors and judges who might be interested in participating in our contest.

Feel free to contact our team with any questions you may have, and thanks for supporting Big Ideas on your campuses!

Best regards,  
Big Ideas Program Manager

### Promotional Materials

All of the UC-specific promotional materials are accessible on the Big Ideas website.<sup>1</sup>

- General Contest Promotion: [UC System Multi-Category Poster](#) and [Big Ideas Timeline Poster](#).
- Focus Areas: If you want to tailor outreach to specific centers/departments, use the [Individual Category Posters](#).

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<sup>1</sup> <http://bigideas.berkeley.edu/promote-uc/>

- 10/13 Online Information Session: [Use the Information Session Poster](#) if you want to promote the Online Information Session that we are holding specially for remote teams on Oct 13, 3pm PST, which will be live-streamed [here](#).

### Social Media Outreach

Feel free to also post our outreach materials on social media! Here are some suggested posts to promote the contest:

- Facebook: (with UC Multi-category Poster) The 2015-2016 Big Ideas contest is open! [School] students can win up to \$15,000 in awards and are eligible for 8 different categories this year. Big Ideas challenges graduate and undergraduate students to put their ideas to the test! Pre-proposal deadline 11/12! For more information on contest rules and eligibility, check out [bigideas.berkeley.edu](http://bigideas.berkeley.edu).
- Facebook: (with Info Session Poster) This year's Big Ideas contest has launched and is open to [School] students, who are eligible for 8 different categories! Tune into our online information session on October 13th, 3:00pm PST, which will be webcast here: [bit.do/ideaslive](http://bit.do/ideaslive). Pre-proposal deadline 11/12! To learn more about the contest, visit our website at [bigideas.berkeley.edu](http://bigideas.berkeley.edu).
- Twitter: (with UC Multi-category poster) The @BigIdeasCAL contest is now open to [School] students! Deadline 11/12. Check out [bigideas.berkeley.edu](http://bigideas.berkeley.edu) for more info!