

**Mobility Innovation Contest**

**MIC**



**HONDA**



**2015 Edition**

# **LAUNCH OF CONTEST**



**Honda is announcing the  
First Edition of**

## **EU Mobility Innovation Contest**

**open to Students of  
European Universities in  
Engineering (any type).**

**"Get in the Contest  
Take the Challenge on your  
Creativity"**

**EU  
Mobility  
Innovation  
Contest**



# HONDA CORE VALUES



**QUALITY**

**SPORTY  
CHARACTER**

**INNOVATION  
TECHNOLOGY**

**Honda Motorcycles aims to highlight its  
Core Values**

**Such Features will be applied, in different  
ways, to the Future 2 Wheel Products and  
should be also reflected in the  
Communication Strategy.**

**In particular the aim of Honda Brand is to  
attract a Young audience compared to the  
usual one that is inside the motorcycle world.**

**Keeping as a Reference these points, we  
challenge you to come up with your proposal  
on the following theme:**

**EU  
Mobility  
Innovation  
Contest**



# **YOUR CASE STUDY IN ENGINEERING AND TECHNOLOGY**



**Create a DIGITAL BIKE  
appealing to YOUNG people!**

**Over the last 15 years there was a very Fast Technological Evolution towards the Digital Era.**

**The way people use objects, the way they interact each other, the way they get informed has been revolutionized by this evolution.**

**The Motorcycle world is quite traditional and it has not followed such revolution with equal speed.**

**On the other hand, the following Values behind the Motorcycle world are still appealing:**

**INDEPENDENCE**

**FREEDOM**

**DISCOVERY**

**FUN**

**EU  
Mobility  
Innovation  
Contest**



# **YOUR CASE STUDY IN ENGINEERING AND TECHNOLOGY**



**Create a DIGITAL BIKE  
appealing to YOUNG people!**

**Create a "DIGITAL bike" not forgetting the basic values of Motorcycle.**

**This means that the Technology to be utilised is not important itself but it gains importance as soon as it Expands the Rider experience and it Highlights the original Values of Motorcycle.**

**Suggestions for the potential Areas of Action: Customization, Connectivity, Usability, Safety, Design, Adjustability of the Bike for the user necessities, etc.**

**You don't need to cover all the areas, you can choose one or more of these & develop them.**

**EU  
Mobility  
Innovation  
Contest**



# YOUR CASE STUDY IN ENGINEERING AND TECHNOLOGY



Create a **DIGITAL BIKE**  
appealing to **YOUNG** people!

The Main Characteristics required for such ideas are:

**BRAND**

In line with **BRAND CORE VALUES**

**ORIGINALITY**

something **NEW** and **DIFFERENT**  
from existing ones

**CUSTOMER  
EXPERIENCE**

Able to Expand the  
**CUSTOMER EXPERIENCE**  
on Motorcycle

**EXTRA INFO**

We ask you to make a Proposal which includes  
Feasibility Study and which is Reasonable in terms of  
cost (we don't ask you to make a cost estimation).

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Innovation  
Contest**



# YOUR PRIZES



**€3,000** for the **Winning Team**



**1 Racing day** as **Honda guest** at the **World Superbike Championship**.  
We offer to each student of the **Team**:  
**paddock pass, lunch at Honda**  
**hospitality, meet Honda riders,**  
**assistance by Honda staff**



**Honda Gadgets**

**EU**  
**Mobility**  
**Innovation**  
**Contest**



# TERMS AND CONDITIONS

## INTRODUCTION

Honda R&D Europe Italia ("Honda") based in Rome, is organizing the First Edition of European Mobility Innovation Contest (M.I.C.).

These Terms and Conditions ("Terms") constitute an Agreement between the Candidate Team ("Team") and Honda ("Agreement") that governs the relationship between the Team and Honda with respect to the Contest. By submitting the Application, the Terms below will be automatically binding.

## PURPOSE

The EU Mobility Innovation Contest aims to stimulate students around Europe to come up with challenging ideas in the Engineering field (any type) to be applied in the Motorcycle world and to encourage their creative thinking.

## WHO CAN ENTER THE CONTEST

The Contest is open to European students of all Academic years of Engineering & Technology course of studies in 2015 belonging to a selection of European Universities.

Students are requested to enter the Contest in a Team of 4 members.

No payment is requested to access the Honda EU M.I.C.

## PROPERTY RIGHTS

By submitting your project to this Contest, you are granting Honda a fully paid-up, sublicensable, irrevocable, worldwide, exclusive license to allow Honda to use all intellectual property rights ("IPRs") in and to your case study for promotional use and for any other purpose.

Please note that you will not receive any royalties if Honda uses your idea.

Entries must be entirely your own original work and must not breach any copyright or third party rights.

Honda will not be made partially or fully liable for any non-original work submitted by students.

The project must not include any defamatory, offensive or unlawful content.





# **TERMS AND CONDITIONS**

## **TEAMS COMPOSITION**

**Each Team wishing to participate to the EU Contest, must provide Honda with full name, current residential address, telephone number and email address of each component of the Team. Honda will only use your personal details for the purposes of administering this Contest and, except your full name, will not publish them or provide them to anyone without your permission.**

**In case more than one team in a given University wishes to participate, we encourage an internal competition to select the best team from the registered University as only one team per University can participate. Universities are responsible for designing their own process for fairly selecting the student team on their campus.**

**Hereafter are the key factors in the selection process to get the right team:**

**Teams are judged on their creativity, logical approach, analytical capabilities, presentation skills, idea originality.**

**Team balance- a mix of analytical and strategic thinkers.**

**We look for students who are innovative minded.**

**Where possible, we look for students with experience in, or a demonstrated passion for challenge, innovation, creativity. Passion for motorcycles is not a necessary requirement.**

**There must be an Academic level sponsor, i.e. Teacher, Team Leader ("Tutor") in charge of the Team and of communication exchange with Honda.**

**All teams must consist of 4 (four) students, no more nor less. Gender-balanced conformation of the teams is welcome.**

**Every team member must be formally and currently enrolled in the University that signed on for the Contest.**

**Only one application will be accepted per group.**

**Projects submitted cannot be returned.**

## **FORMAT OF PROJECTS PRESENTATION**

**Teams' works must be made in English and can be structured in any type format in order not to limit your creativity in designing your project (choose the way and style your prefer, i.e. pdf, ppt, video, etc).**

**You can submit your work by email, ftp.**



# TERMS AND CONDITIONS

## EVALUATION CRITERIA

A Committee of Honda members will evaluate all Applications and will select the best 3 (three) projects in accordance with the following criteria:

- ✓ Idea and project originality
- ✓ Logical approach & analytical capabilities
- ✓ Language tools, communication and presentation skills
- ✓ Development of the proposed idea

## DEADLINES

The University Tutor must confirm participation of the Team (by email) within: **Friday 18th December 2015**.

The projects must be received by Honda within: **Friday 19th February 2016**.

Honda will not accept any responsibility in case of late or lost applications due to the Internet malfunction otherwise IT failure. Honda will confirm receipt of your submission by sending an email to University Tutor.

Submissions shall be notified by sending an email to: [hreiresearch@it.hrdeu.com](mailto:hreiresearch@it.hrdeu.com)

The Winners will be notified by email within **Friday 18th March 2016**.

## VALIDITY

Applications not responding to these Terms will be considered ineligible and consequently will be rejected.

These Terms are governed by the Italian law.

## PRIZES

**1<sup>st</sup> Prize: €3.000** (for the Winning Team)

**2<sup>nd</sup> Prize: 1 Special Racing day** spent as Honda guest at the WSBK circuit (World Superbike Championship)

that is closer to the location of your University. We offer for each student of the Team: paddock pass, lunch at Honda hospitality, meet Honda riders, assistance all day by Honda staff

**3<sup>rd</sup> Prize: Honda gadgets.**



# TERMS AND CONDITIONS

## PRIVACY INFORMATION NOTICE

(pursuant to section 13 of the Italian Legislative Decree No. 196 of 30 June 2003)

Your personal data (Candidate's full name, current residential address, telephone number and email address) will be collected and processed by Honda R&D Europe (Italia) S.r.l., both manually and by electronic means, for the only purpose of allowing you to participate in the contest and perform the contest terms and conditions that you have accepted. Providing your personal data is not mandatory but, should you fail to reply, you will not be able to participate in the contest. Your personal data may be accessed by data processors or persons in charge of the processing, as from time to time appointed by Honda R&D Europe (Italia) S.r.l., and will not be communicated to autonomous third party data controllers. Your personal data will not be disseminated, except for your name and surname, which, as provided for by the contest terms and conditions, may be published on one of our websites. The data controller is Honda R&D Europe (Italia) S.r.l., with registered office in Via della Cecchignola, 13 00143 - Rome (Italia). Pursuant to section 7 of the Italian Legislative Decree No. 196 of 30 June 2003, you have the right to access and correct, update or integrate personal data concerning you. You have also the right to obtain (i) erasure, anonymization or blocking of data that have been processed unlawfully, including data whose retention is unnecessary for the purposes for which they have been collected or subsequently processed; (ii) certification to the effect that you requests have been notified, as also related to their contents, to the entities to whom or which the data were communicated or disseminated, unless this requirement proves impossible or involves a manifestly disproportionate effort compared with the right that is to be protected. Where justified, you may also require that data be deleted or oppose further processing of your data. You also have the right to obtain confirmation as to whether or not personal data concerning you exist, regardless of their being already recorded, and communication of such data in intelligible form. You have the right to be informed: a) of the source of the personal data; b) of the purposes and methods of the processing; c) of the logic applied to the processing, if the latter is carried out with the help of electronic means; d) of the identification data concerning data controller and the data processors; e) of the entities or categories of entity to whom or which the personal data may be communicated and who or which may get to know said data in their capacity as designated representative(s) in the State's territory, data processor(s) or person(s) in charge of the processing. Your right of access, correction, deletion and opposition, and your responsibility to notify changes in your personal circumstances, can be exercised by registered mail with return receipt or by fax +39 06 5152 6209.

