



## QUICK GUIDE

### What is YUFETHON?

It is an online event where participants will meet for two days (20h) to work intensively on a solution to a specific problem.

#### Team requirements (if possible):

1. 5 to 6 participants
2. At least 3 universities represented
3. At least 3 different fields of study or degrees
4. Balance gender diversity teams

#### Teams evaluation criteria:

1. **Project design and final solution:** (learning process, novelty of the idea and degree of development)
2. **Communication and presentation skills**
3. **Team criteria requirements and Team work** (extent of collaboration, involvement of team members).

### Are you ready to compete? Your team can win a golden pass trip to Madrid! <sup>1</sup>



#### Agenda

##### FRIDAY, 8 MARCH

- 10:00 Welcome
- 10:10 Challenge presentations
- 10:30 Networking: knowing each other  
Team building definition
- 12:00 Break
- 12:15 Session 1: understanding the problem
- 13:30 – Pitch
- 13:45 Lunch
- 14:30 Session 2: definition and ideation
- 15:15 – Pitch
- 16:00 Break
- 16:15 Session 3: value proposition
- 17:00 - Pitch
- 17:45 Networking: dancing & drinks

##### SATURDAY, 9 MARCH

- 10:00 Session 4: Building the solution
- 11:30 Break
- 11:45 Session 5: Preparing your presentation and final pitch
- 13:15 Lunch
- 14:00 Evaluation (Jury assessment)
- 18:00 Awards ceremony and closure



#### Platforms access:

Blackboard Collaborate: Click [here](#) to access.

Please log in as follows:

**university\_name (pronoun)**

Eg. UM\_Sara (she/her); UC3M\_Joseph (he/his)

<sup>1</sup> The team with the best core will be awarded with a golden pass to the incubation programme.



## Challenges

Please, choose the challenge, a line, and focus on an aspect. The questions are ideas or examples to inspire your team on how to address the challenge.

### Challenge 1: Strengthening the EU identity

Lines:

1. European Awareness and Citizen Participation (SDGs: 8, 16, 17)
  - How to communicate Europe's added value at the local level in terms of integration and cooperation?
  - How to engage citizens and involved them in European decisions?
2. Building a data-driven society in Europe (SDGs: 9,10,16)
  - Improve citizens' life
  - Regulations constraints
  - Healthcare

### Challenge 2: The Earth as patient

Lines

1. Sustainable Development (SDGs: 7, 13, 16)  
Disruptive solutions for sustainability:
  - Waste management
  - Business logistics and supplies
  - Water distribution network
2. Climate Change (SDGs 7, 11,15):  
Disruptive solutions to avoid climate change:
  - Mobility
  - Decarbonisation
  - Energy (focus on a very precise solution or alternative with one or a pool of sources, but specific).

### Challenge 3: Urban ecosystems

Lines:

1. Design of future urban ecosystems (SDGs: 11,13,15)  
Considering the integration of landscape, family life, and workspace, aspects that could be addressed such as:
  - Services
  - Nature integration
  - Mobility
  - Architecture design
  - Sustainable tourism
2. Current urban ecosystems (SDGs:3, 8,11):
  - a) Solutions for improving job conditions in cities:
    - Work-life balance
    - Commuting work time
  - b) Solutions for solving housing crises in urban areas
    - Affordable housing supply
    - Financial assistance

### Challenge 4: Development of emotional spheres

Lines:

1. Improvement of educational and emotional spheres for children (SDGs: 6,11,17)
  - Fostering a preventive approach to parenting
  - Strengthening the parental role
2. Combating negative emotional effects (SDGs: 3,9,10):
  - Loneliness
  - Depression
  - Individualisation
3. Personal well-being and criteria for quality of life for elderly and disabled people (SDGs: 6, 11, 17):
  - Healthcare services
  - Age-friendly environments
  - Support for disabled individuals
  - Social welfare programs