



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 to a European City! ¹



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)

¹ The team with the best core will be awarded with a golden pass to the incubation programme. Destination tbc.



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:

- 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?
- Building a data-driven society in Europe (SDGs: 9,10,16)
 - Improve citizens' life
 - Regulations constraints
 - Healthcare

Challenge 2: The Earth as patient

Lines

- Sustainable Development (SDGs: 7, 13, 16)
Disruptive solutions for sustainability:
 - Waste management
 - Business logistics and supplies
 - Water distribution network
- 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:

- 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
- Current urban ecosystems (SDGs:3, 8,11):
 - Solutions for improving job conditions in cities:
 - Work-life balance
 - Commuting work time
 - Solutions for solving housing crises in urban areas
 - Affordable housing supply
 - Financial assistance

Challenge 4: Development of emotional spheres

Lines:

- Improvement of educational and emotional spheres for children (SDGs: 6,11,17)
 - Fostering a preventive approach to parenting
 - Strengthening the parental role
- Combating negative emotional effects (SDGs: 3,9,10):
 - Loneliness
 - Depression
 - Individualisation
- 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