Join the journey to help improve the world – by developing one smart idea with the power to transform society

- Shell Ideas360 challenges students to create innovations that will tackle some of the planet’s biggest challenges: global access to energy, food and water
- Entrants could win a National Geographic exploration adventure
- Contest gives students the chance to engage with experts and a company focused on benefiting communities
- Enter now – students have until January 20, 2017 to register their concept

15 December 2016 (Singapore) -- Shell is calling for students to enter a global contest that gives them the opportunity to develop ideas to help tackle some of the world’s biggest challenges.

The Shell Ideas360 initiative aims to develop an innovation to address the challenges of providing global access to three basic human needs: food, water and energy.

It comes as studies show this generation of young people now want to work for employers and brands who are focused on improving society.¹

Launching Shell Ideas360, Shell Vice President of Recruitment Jeroen de Weerd said: “The world’s largest and most innovative companies are constantly competing for the best talent. Getting involved in competitions like Shell Ideas360 gives students a fantastic opportunity to demonstrate their ability and provide a stepping-stone to achieving greater things in life.”

Shell Ideas360 has been the catalyst for inspiring innovations such as nature-inspired self-cooling cars, boats powered by waves and footsteps that can be transformed into light.

As the world’s population increases so does the stress on the planet’s resources. Access to, and aspirations for higher living standards means we all need to get involved and combine efforts in taking care of our planet.

Shell Ideas360 is far more than an opportunity to gather innovative concepts to improve communities. Along with giving students the opportunity to showcase their skills, it provides the

chance to learn from global experts, meet industry leaders and work on presentation skills by pitching ideas in public.

Participants can enter on their own or in a team of up to three people, with a chance to discuss their ideas in an online community. Each member of the finalist teams will travel to the 2017 Make the Future festival in London, and receive a personalised medal.

The winning team will receive the Shell Ideas360 trophy and each member of that team will win a National Geographic Adventure – with previous winners travelling to locations including the Galapagos Islands and the Arctic Circle in Sweden.

Almost 1,000 student teams from 140 countries worked on their innovations during the 2016 Shell Ideas360 competition.

Last year’s winners were a team from the University of Illinois who developed The Lean Mean Graphene Machine – a coating process that cools water pipes in condensers, helping make power plants more efficient while minimising their environmental footprint.

Other entrants included Singaporean team REPiphany, from Nanyang Technology University, who won an award from the audience for their solution that turns seaweed into a powder rich in nutrients which can be added to people’s meals.

And the 2015/16 finalists from the Indian Institute of Technology developed a system to increase the country’s crop production by 1.5%.

Time is running out to join the contest – ideas need to be registered by noon (GMT) on January 20, 2017. For full terms and conditions and to enter visit www.shellideas360.com

**Media Opportunities**

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