

“Stay Connected!” – UK Alumni Engagement Solutions Competition 2018

Terms and Conditions

1. The competition

“Stay Connected!” – UK Alumni Engagement Solutions Competition 2018 invites Chinese UK alumni to use their creativity and expertise to develop proposals to encourage greater engagement and connectivity among alumni members in China and globally. The competition is open to Chinese alumni or students who graduated from or are currently studying at UK higher education institutions. Proposals need to be submitted to the British Council by 16 March 2018. The winning proposal will be announced by the end of March 2018 and will be implemented by a dedicated project team comprising of the winner of this competition, the British Council staff and colleagues from other organisations with expertise in digital engagement, to create the proposed engagement platform.

2. Eligibility

The competition is open to students or alumni who meet the following criteria:

- Chinese passport holders
- must **have studied**, OR **be studying** at degree level or above either in the UK for a minimum of one term or semester, OR awarded a full UK degree qualification (or higher), awarded by a recognised or listed UK higher education institution.

Alumni or students can participate as an individual or in small groups with **all** members meeting the above criteria.

There are no restrictions on the participants' current country of residence.

3. Competition dates

Deadline for submissions of innovative proposals is **16 March 2018**. A face-to-face or video-conference interview may be arranged with shortlisted individuals or teams in late March 2018 for the judging panel to reach a decision. The winning solution and the winner of this competition will be announced at the end of March 2018.

The winning proposal will be implemented by the dedicated project team from April to July 2018 and the new alumni engagement platform is expected to be launched on 1 September 2018.

4. How to enter

The Competition will be promoted through the British Council's Alumni Competition webpage: www.britishcouncil.cn/en/study-uk/2018alumni-competition

Participants, either joining in as individuals or in small teams, will need to develop a practical and logical proposal on using digital solutions to develop a sustainable platform to facilitate active interaction and strong connection between alumni in the network.

The proposal should explain:

- what the format of the new platform is (e.g. a newly created platform or website, a platform, or programme, or function attached to an existing public platform)
- what the design of the platform looks like
- what main functions does the new platform have
- what the mechanism of member engagement is
- how the platform is self-sustainable over the long term (more than 36 months)
- timeline for platform development
- estimated resources required and budget plan

The proposal should be written in English.

When the proposal is ready, participants should click the "Enter now" button on the Competition webpage to complete a short competition entry form, upload the proposal and then submit.

5. Prizes and judging criteria

The winning individual or team of alumni will be offered an exciting opportunity to be part of a project team, consisting of leading experts in digital solutions from Deloitte China and senior marketing managers from the British Council, to develop the winning solution and create the proposed platform from April to July 2018. The project team will be provided with necessary technical and logistic support, with cost covered by the British Council.

A grant of **GBP5,000** will also be awarded to the winning individual or team to cover their travel or logistic cost for working as part of the project team to develop the proposed platform.

All proposals will be assessed by a judging panel comprising of leading experts in digital solutions from Deloitte China, senior marketing managers from the British Council, and representatives of the UK education sector on the extent to which the proposals meet the following criteria:

1. Creativity of the idea

2. Sustainability of the platform and the engagement mechanism
3. Level of engagement of the platform
4. Feasibility of the proposal
5. Cost effectiveness
6. Extent to which this could be replicated and then sustained on a global level (e.g. technology compatibility with other countries, worldwide)

A face-to-face or video-conference interview may be arranged with shortlisted individuals or teams in late March 2018 for the judging panel to reach a final decision.

6. Ownership of competition entries and intellectual property rights

All competition entries and any accompanying material submitted to British Council will become the property of the British Council on receipt and will not be returned.

By submitting your competition entry and any accompanying material, you agree that:

- (a) You have all the relevant rights and permissions to upload the entry and any accompanying material;
- (b) You assign to British Council all your intellectual property rights with full title guarantee;
And
- (c) You waive all moral rights, in and to your competition entry and otherwise arising in connection with your entry to which you may now or at any time in the future be entitled under the Copyright, Designs and Patents Act 1988 as amended from time to time and under all similar legislation from time to time in force anywhere in the world.

You agree that British Council may, but is not required to, make your entry available on the [Competition webpage](#) and any other media, whether now known or invented in the future, and in connection with any publicity of the competition. You agree to grant British Council a non-exclusive, worldwide, irrevocable licence, for the full period of any intellectual property rights in the competition entry and any accompanying materials, to use, display, publish, transmit, copy, edit, alter, store, re-format and sublicense the competition entry and any accompanying materials for such purposes and for development of the new alumni engagement platform.

Copies of all competition entries and any accompanying material will be accessed by the judging panel of the Competition, which consists of British Council staff and individuals from third party organisations.

7. Limitation of liability

Insofar as is permitted by law, British Council, its agents or distributors will not, in any circumstances, be responsible or liable to compensate the winner or accept any liability for

any loss, damage, or personal injury or death occurring as a result of taking up the Competition, except where it is caused by the negligence of the British Council, its agents or distributors or that of their employees. Your statutory rights are not affected.

8. Personal data

The information that you provide on the online competition entry form will be used for the following purposes:

- Managing the relationship between Competition participants and the British Council
- Communicating with you to answer your questions about the Competition
- Assessing whether you or your team meet the eligibility criteria in Section 2
- Communicating with winners and arranging payment of the grant
- Marketing and publicity in accordance with section 9 below
- Marketing and statistical analysis

By participating in the Competition, participants consent to their personal data being processed by the British Council in accordance with, and for the purposes set out in, this section 8.

The British Council will treat all personal details in accordance with UK law and its own privacy policy. We cannot guarantee that the privacy legislation for online information in your own country gives the same protection as UK legislation. Under UK Data Protection law, you have the right to ask for a copy of the information we hold on you, for which we may charge a fee, and the right to ask us to correct any inaccuracies in that information. If you want more information about this, please contact your local British Council office or the Data Protection team at dataprotection@britishcouncil.org.

The British Council may wish to use the information you provide on this form to contact you for further feedback at a later date.

9. Publicity and rights

The British Council intends to publish the names and photographs of the winners on the British Council's websites, WeChat pages, Weibo pages, Facebook pages, Twitter pages, press releases and in other promotional and marketing material. In addition, the British Council may interview and publish videos about the winners' experience of winning the Competition. By entering the Competition, each participant agrees to the use of their name and image and agrees to co-operate with any such publicity or marketing if they win the Competition.

By entering the Competition each participant grants the British Council, free of charge, permission to use the entry material (including, without limitation, modifying and adapting it for operational and editorial reasons) in any media worldwide for purposes connected with the Competition. The winning individual or the team grants the British Council further permission to publish and exhibit their entry material (including, without limitation, modifying and adapting it for operational and editorial reasons) in print and any media worldwide for any British Council purpose. Each participant confirms that the entry material is their original work, is not defamatory and does not infringe any English laws, that they have the right to give the British Council permission to use it for the purposes specified above, and that all necessary consents for the submission of the entry material have been obtained.

All rights in the British Council's name and logo, websites, WeChat pages, Weibo pages, Facebook pages, Twitter pages, press releases and other promotional and marketing material shall vest in and remain with the British Council (or its licensors). By participating in the Competition, participants agree that they will not use, broadcast, publish, export, exploit, reproduce nor copy part or all of the Council's Materials.

10. General

The British Council may disqualify or refuse to accept the entry of any participant which does not meet the eligibility criteria in section 2 or does not otherwise comply with these terms.

British Council reserves the right to hold void, suspend, cancel, or amend the competition and the prizes where it becomes necessary to do so.

These terms and conditions shall be governed by and interpreted in accordance with the laws of England and Wales and the courts of England and Wales shall have exclusive jurisdiction over any disputes or claims (including, without limitation, non-contractual disputes or claims) arising out of or in connection with the Competition.

11. Acceptance of terms and conditions

By participating in this Competition, participants are deemed to have accepted these terms and conditions.