

10th
ANNIVERSARY
NEW ADDITION:
ICE Water



2 0 1 1

IGNITING CREATIVE ENERGY A National Student Challenge

Rules, regulations and entry form

* This year, for the 10th anniversary of the Challenge, we have added a new category: **ICE WATER**. A US Environmental Protection Agency (EPA) study from 2008 found that by 2013, there will be water shortages in 36 states. Water is finite and precious and as the world population grows, water resources will be further stretched. Therefore water conservation is top of mind and we have decided to add that category to the Challenge to bring it to the attention of schools and contestants.



The Challenge is a partnership program developed by Johnson Controls, Inc. and the National Energy Foundation. Johnson Controls funds the Challenge through an educational grant with additional support from the National Energy Foundation. Additional services provided by Kohler Co.

A growing energy crisis and a national discussion about the future of our natural resources are bringing the impact of our energy and water choices on the environment closer to home. What can we, as individuals, do to make a difference?

That is the question the Igniting Creative Energy Challenge encourages teachers in North America to ask their students. Open to students K-12, the Challenge is an educational competition designed to motivate students to learn more about energy, water and the environment.

The Challenge sponsors would like to acknowledge exemplary teaching and reward students for expressing their understanding of the issues. Four students and one teacher will win a hosted trip to Washington, D.C. for a fun and educational experience.

The Challenge to students is simple:

- Step 1 – Learn how individuals' own wise energy and water choices and environmental stewardship can help reduce energy consumption and improve the communities in which they live.
- Step 2 – Ignite your creative energy to explore new and creative ways to make a difference in the way you use energy and water.
- Step 3 – Use your creative talents to communicate your energy and water ideas and actions to others.

Student entries must reflect the theme "energy efficiency or water efficiency" and demonstrate an understanding of what an individual, family or group can do to make a difference in their home, school or community. Students are encouraged to express their ideas in any creative form such as documented science projects, essays, stories, artwork, photographs, music, video, website projects, etc. They may also submit recent service projects or results from the National Energy Foundation's (NEF) own Energy Patrol activities.

A total of five Grand Prizes will be awarded to four students and one teacher.

- One student in each grade cluster (K-5, 6-8, 9-12) whose work best exemplifies the Judging Criteria regarding energy efficiency will receive a hosted trip to Washington, D.C. for two (the student and one parent or legal guardian) on June 15-16, 2011. While in Washington, D.C., winners will experience an educational trip of a lifetime.
- One student whose work best exemplifies the Judging Criteria regarding water efficiency will receive a hosted trip to Washington, D.C. for two (the student and one parent or legal guardian) on June 15-16, 2011. While in Washington, D.C., winners will experience an educational trip of a lifetime.
- The teacher with the highest average score of their top 15 entries when submitting 15 or more qualified student entries (entries earning 25 or more points each based on the Judging Criteria) will also receive a trip to Washington, D.C. for two (the teacher and one family member), for the same fun and educational experience. Teachers who submit details on how they used the "Igniting Creative Energy" theme within their classroom may be eligible for additional recognition. *See website for more information.
- Winners will also participate in the National Energy Efficiency Forum in Washington, D.C., June 15-16, 2011, where they will share their Challenge entries and ideas with government and energy leaders.
- The most creative and deserving student work, chosen by a panel of expert judges, will be published.
- A list of winners will be posted on the www.ignitingcreativeenergy.org website.
- Award certificates will be available for every participating student and teacher.
- In addition to the national winners, the highest scoring student in each state and province will receive additional recognition. Schools may also be eligible to receive a \$1,000 U.S. charitable donation to help beautify their school, educate their students, or impact their community. There must be 25 entries per state in order to declare a winner.

To ignite your creative energy about one of the most important issues of our time, visit our website www.ignitingcreativeenergy.org or call NEF for more information at 1-800-616-8326.

RULES OF ELIGIBILITY:

- No purchase necessary. This is a competition of skill.
- All entries must be postmarked on or before March 4, 2011.
- The challenge is open to students in grades K-12 in the United States and Canada. This competition is void in Quebec.
- All entries must be submitted by an individual.
- Group projects may be submitted, however each individual in the group must submit his/her own official form and written explanation and will be judged independently. All prizes will be awarded to individuals.
- Entries must relate to the theme "energy efficiency or water efficiency".
- Entries must be the student's original work.
- Entries must be complete and legible.
- Students may enter one or more projects in any creative form within the following limits:
 - Documentation and written entries (500 words or 3 page limit). This limit does not include required written explanation.
 - Audio or Music (3 minute limit).
 - Media or electronic (10 minute limit). Videos in VHS or DVD format only.
- All entries must include a written explanation (not to exceed one page) describing how the entry relates to the theme (see judging criteria).
- Entries must be accompanied by the official "Igniting Creative Energy" entry form located on the back of this brochure or downloaded from www.ignitingcreativeenergy.org.
- Entry forms must indicate it is an energy efficiency or water efficiency project to be eligible for the grand prize.

A NATIONAL STUDENT CHALLENGE

- Entry forms must include signatures of student and parent or legal guardian.
- Employees of Johnson Controls, Inc., the National Energy Foundation, and Kohler Co. and their immediate families, household members and dependents may participate, but are not eligible for prizes.
- The Challenge is open to students K-12, however only students enrolled in accredited public and private schools are eligible for the grand prize.

ENTRY SUBMISSION:

- Mail entries to: IGNITING CREATIVE ENERGY
NATIONAL ENERGY FOUNDATION
4516 South 700 East
Suite 100
Murray, UT 84107
- All entries, including entry form and explanation, must be postmarked on or before March 4, 2011.

JUDGING CRITERIA:

Entries will be divided into grade clusters and evaluated by a panel of judges. The panel of judges will comprise of independent educators, energy professionals and selected experts.

Grade clusters are K-5, 6-8, 9-12.

Judging criteria will be based on a point system. A total of 60 points will be awarded, as follows:

1. Entry represents original and creative work..... 20 points
 2. Entry demonstrates theme, by illustrating wise energy or water choices, environmental stewardship and, where appropriate, factual accuracy 20 points
 3. Completion of written explanation (limit one page)..... 20 points
- Explanation should include:
- What motivated you to enter this challenge?
 - What actions and ideas do you hope to convey?
 - What is the impact of your project in your own life or in the lives of others?

Submission must include original project, official entry form and written explanation.

The travel prize winner in each grade cluster and division will be the entry that receives the highest number of points. Criteria for publication will also be based on points awarded, with representation from each grade cluster proportionate to entries submitted. In case of any ties, judges will re-evaluate and choose final winners based upon the judging criteria. If, for any reason, a prize winner is unable to participate in the award trip, an alternate winner may be designated. Any alternate winners will be chosen on the same basis.

All decisions of the judges are final.

NOTIFICATION:

- Travel prize winners will be notified late March 2011. Student winners and their parents/guardians and the winning teacher and companion must complete and return the affidavit of eligibility and mutually acceptable release of liability within five business days of notification or alternate winners will be selected.
- Prize winners and entries chosen for publication will be announced **late April 2011** and posted at www.ignitingcreativeenergy.org or notified by sending a self-addressed stamped envelope to the address listed above.

ADDITIONAL RULES:

Travel prizes: Restrictions apply. Each trip award provides two round trip airfares from airport near winner's home, as selected by Sponsor in its sole discretion. Trip also includes a minimum of one night's lodging in Washington, D.C., on June 15, 2011, as selected by Sponsors in their sole discretion, plus tour tickets, also selected by the Sponsors, a per diem meal amount and elements of the ground transportation. All additional costs, including any tax liability, are the sole responsibility of the winner and parent/legal guardian. Travelers are solely responsible for obtaining all necessary travel documents, including passport, if necessary. Tickets are not exchangeable or redeemable for cash; are subject to terms and conditions of use as stated thereon; and are not to be combined with any other offer. Travel and lodging must be taken on dates specified by Sponsor.

Past grand prize winners are encouraged to enter the competition and are eligible to receive recognition and publication for their entry: however, if the entry of a past grand prize winner is selected as a winner in a consecutive year, such entrant shall receive a \$1,000 savings bond in lieu of the grand prize trip. In such an event, the grade cluster second place winner shall receive the grand prize trip.

No substitutions, no transfers, no cash-value awards.

All entries and all rights thereto become the property of the Sponsors and will not be returned. The Sponsors expressly acquire and claim the original, North American rights to reproduce and publish entries as selected by the judges, in ways they deem appropriate (i.e. recognition, publications, promotions and web-sites), the consideration for which will be the publicity provided to the entrant through same. Entry forms must be complete and must be signed by the student and parent or legal guardian.

Entry constitutes acceptance of all rules and consent to the use of winner's name, biographical data and likeness for advertising, promotion or marketing purposes, as permitted by law, without additional compensation.

Odds of winning depend on the number and quality of entries received.

Sponsors are not responsible for lost, late, misdirected, incomplete or illegible entries or notifications. Johnson Controls Inc., the National Energy Foundation, and Kohler Co. shall not be liable for any injury, loss, damage, costs, or expense arising directly or indirectly in connection with this challenge or prize. Except as noted, all expenses associated with the prize, including taxes, fees, licenses, title costs, registrations and insurance, are the sole responsibility of the prize recipients and their parents or legal guardians. Sponsor reserves the right, in its sole discretion, to cancel, suspend or modify this competition should causes beyond its control prevent the successful administration, winner selection or prize award.

VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

The Challenge is a partnership program developed by Johnson Controls, Inc. and the National Energy Foundation. Johnson Controls funds the Challenge through an educational grant with additional support from the National Energy Foundation. Additional services provided by Kohler Co.

IGNITING CREATIVE ENERGY

A NATIONAL STUDENT CHALLENGE

OFFICIAL ENTRY FORM 2011

ENTRIES MUST BE POSTMARKED ON OR BEFORE March 4, 2011



Project type (circle one) Energy Efficiency | Water Efficiency

Student Name _____

Student Gender(circle one) M | F

Address _____

City _____

State/Province _____ Zip/Postal Code _____

Telephone () _____ E-mail _____

District/Division _____

Principal Name _____ Superintendent Name _____

School Name _____ Grade _____

School Address _____

City/State/Province _____ Zip/Postal Code _____

School Phone () _____

Teacher Name _____ E-mail (optional) _____

I affirm that this entry is my own original work and grant Johnson Controls, Inc., the National Energy Foundation, and Kohler Co. permission to use my work, including my name, in ways they deem appropriate (i.e. recognition, publications, promotions and websites). I understand all entries become the property of Johnson Controls, Inc., the National Energy Foundation, and Kohler Co. will not be returned. I also understand that Johnson Controls, Inc., the National Energy Foundation, and Kohler Co. will take the necessary precautions to secure and protect all entries, but make no guarantee against damage or loss of any entrant's work. I have read the judging criteria and understand that the decision of the judges is final. I also understand that submission of my entry constitutes my acceptance of the above conditions.

Student Signature _____

Parent/Guardian Signature _____

Submission must include original project, official entry form and written explanation (limit one page) demonstrating how the entry relates to the theme: "energy efficiency or water efficiency".