

FAIR SHARE

URBAN SOS

An annual
student challenge to
transform our cities



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2016 URBAN SOS STUDENT COMPETITION: FAIR SHARE

Presented by AECOM and Van Alen Institute, in partnership with 100 Resilient Cities — Pioneered by the Rockefeller Foundation.

The so-called “sharing economy” has changed the way we live, work, get around, take care of daily tasks and interact with each other. But even bigger transformations are possible. It’s time to imagine a new generation of digital innovations combined with physical design strategies to tackle some of the toughest challenges facing cities today.

Fair Share: the 2016 Urban SOS competition, calls on multidisciplinary teams of students to come together and apply the tools and technologies of the sharing economy to support more equitable access to resources, improve the built environment and enrich the quality of life of urban residents.

Design + technology for better cities

As we’re defining them, sharing economy models have a couple of basic things in common: they use digital technology to connect people who have a shared need, and give them access to resources that aren’t being used — you want to borrow a bike; I’ve got one I’m not using right now.

We want you to use these principles and apply them to parks, schools, public housing, roads, and any other type of physical spaces or infrastructure in cities to solve urban problems.



SOME QUESTIONS TO GET YOU STARTED

How can the combination of physical design strategies and digital sharing platforms create more equitable access to services and resources in underserved communities?

How could government agencies share schoolyards, internet access, books, buses, computers, office space or other physical items, and information or spaces with people who need them? How could design help transform these assets to better meet people's needs?

Can technology engage groups of people to share the responsibility of taking care of spaces (parks, streets) or people (senior citizens, kids after school) that don't get the attention they need?

How could sharing economy models offer new ways for many stakeholders to pool resources, exchange ideas and work together to improve the built environment?

How could sharing economy models promote new labor and ownership models that protect and empower service providers, and create safe, productive environments for them?

HOW DOES THE COMPETITION WORK?

You and your team will identify a problem or need at a specific site in a specific city around the world, and a population that current infrastructure struggles to address. Then send us your proposal for how design and technology can create a sharing system with both digital and physical components that addresses this need. Your final proposal has to be more than an app or other digital device — it must also make a physical intervention in the city.

We'll select up to fifteen semifinalist proposals from around the world to be reviewed by our juries of experts in Hong Kong, London, Los Angeles, New York and Sydney. Juries will select a series of finalists who will advance to the final round in Los Angeles, where students from the top teams will present their proposals. The winning team will receive US \$7,500 and up to US \$25,000 of in-kind support from AECOM to bring their project to life in the real world. Second and third place teams will receive US \$5,000 and US \$2,500 respectively.

THE DETAILS



SCHEDULE

- **June 14, 2016**
Pre-registration of interest deadline at:
aecom.com/urbansos.
- **September 12, 2016**
Final submission deadline at:
aecom.com/urbansos.
- **September 25, 2016**
Announcement of up to 15 semifinalist teams. Van Alen Institute staff and other experts will assist each team in refining their proposal for review by Regional Juries.
- **October-November, 2016**
Regional juries in Hong Kong, London, Los Angeles, New York and Sydney review up to 15 semifinalists' proposals, selecting the best proposals to advance to the final; AECOM and Van Alen Institute will announce the finalists. Van Alen Institute staff and other experts will assist each of these finalist teams in refining their proposal for the Final Jury presentations.
- **January 2017**
Representatives from the finalist teams travel to Los Angeles for the Final Jury event and announcement of the winning team.

JURY

The Urban SOS: Fair Share juries will consist of leading practitioners from design, government, technology, business, social enterprise and other relevant professions. Jurors will include:

Michael Burke

Chairman and Chief Executive Officer, AECOM

David van der Leer

Executive Director, Van Alen Institute

Chris Frangione

Vice President of Prize Development, XPRIZE Foundation

Frank Hebbert

Digital Product Director
Motivate International

Kevin Keller

Director of Planning and Housing Policy, Office of Mayor
Eric Garcetti

Michael T. Maltzan

FAIA, Design Principal, Michael Maltzan Architecture

Elaine Molinar

Partner, Snøhetta

Maria Nicanor

Curator, Design, Architecture and Digital Department,
Victoria & Albert Museum

Stephan Petermann

AMO Associate, OMA

Jeff Shumaker

New York City Department of Planning, Chief Urban
Designer and Head of Urban Design

A final list of all jurors will be published in the coming weeks on aecom.com/urbansos.



EVALUATION CRITERIA

Jurors will evaluate proposals based on the following criteria:

It clearly communicates key existing conditions of the chosen site, the people the proposal addresses, the infrastructural need, the urban context and how the proposal will achieve its stated goals.

It demonstrates interdisciplinary thinking and collaboration among students from different fields of expertise.

It proposes unconventional strategies that marry the innovations of the sharing economy to design and the built environment in order to address the selected site, people, infrastructural need and urban context.

It connects to and builds on existing initiatives from businesses, philanthropic entities and government agencies.

It proposes a feasible solution or set of solutions that resourcefully addresses real-world constraints.

It increases urban infrastructure's ability to operate efficiently and equitably, and improves the quality of life of the people affected by these systems.

All information required can be found on
[aecom.com/urbansos](https://www.aecom.com/urbansos).

If you have questions, please contact Jerome Chou,
Van Alen Institute at jchou@vanalen.org.

ELIGIBILITY

The competition is open to undergraduate and graduate students at all levels of higher education around the world. You must be enrolled in a certified program during the 2016 academic year at Bachelors, Masters or Ph.D. levels.

To participate, you must be part of a multidisciplinary team of up to four members; individuals may not participate alone. Your team must include students from two disciplines at a minimum; for example, your team may include members from design, engineering, business, technology, public health, policy studies, economics, sociology, international development, social entrepreneurship or any other relevant fields.

You can choose to locate your proposal in any of the cities identified within the 100 Resilient Cities network. A complete list of the current cities participating in the 100 Resilient Cities Challenge can be found [here](http://www.100resilientcities.org/cities) (<http://www.100resilientcities.org/cities>).

ENTERING THE COMPETITION

Entry fee

There is no entry fee for entering Fair Share.

Number of entries

Individuals may participate on only one team. Each team is permitted to enter only one submission.

Pre-registration

We **strongly** recommended that you pre-register your interest at aecom.com/urbansos before June 14, 2016. If you don't pre-register, you can still enter the competition, but timely pre-registration ensures that you receive all competition updates, including more background information about the sharing economy and relevant precedents. You must register before you send your proposal.

COMPETITION DEADLINE

All entries are due by midnight EDT on September 12, 2016. Your entry must include:

A brief description (100-250 words) of your proposal. Clearly state the name of the city and specific location within that city where you're working, the challenge you're addressing and your solution(s). Site coordinates (via Google Earth) of the location, or an address that is searchable on Google Maps should also be included.

The name(s) and contact information of the team members.

A slide presentation of up to 10 slides in Adobe Acrobat PDF format. These must include images and/or text and be in landscape orientation. There is no word limit but font size must be legible when printed at A4 paper size. Each file must be no larger than 5MB.

All entries must be in English, with any measurements provided in metric units. You may include photographs, diagrams, drawings, renderings, collages or other visualizations to represent your solution(s).

Proposals must be uploaded using the submission link on aecom.com/urbansos by midnight EDT on September 12, 2016. Entrants will receive a confirmation that the files have been uploaded and should retain this confirmation for reference.

Failure to comply with any of these submission requirements will result in immediate disqualification.

THE FINE PRINT

LEGAL

Finalist travel honoraria and presentations

Each of the finalist teams will be provided with an honorarium to contribute to travel costs for up to two members to present their project to the Final Jury (amount varies depending on location of entrants). The honoraria are to contribute to expenses related to attendance and presentation only, and cannot be exchanged for other prizes. No other costs or fees will be covered by AECOM or the sponsors. Further details on proposal requirements and presentation formats will be provided to the finalist teams.

Publication restrictions

Entrants may not refer to projects that have already been implemented or that have been designed on the basis of any agreement entered into by the entrant or entrants with a public, public/private or fully private body with the intention of actual development of the project in question. Similarly, entries may not refer to projects published before the last day of the deliberations of the judging panel.

Infringement of copyright and other intellectual property

All work submitted for the competition must be the entrant's original work. It is the entrant's sole responsibility to ensure that the work submitted does not infringe upon the intellectual property rights of any third party, including, but not limited to copyright, trademark and design right. AECOM shall not be responsible for entrant's infringement of any third party intellectual property rights, regardless of whether said infringement was known or should have been known by entrant.

Use of submitted works

Entrant agrees that AECOM and competition sponsors are granted the non-exclusive reproduction rights to all entries for AECOM's advertising, promotion, exhibition, print publication and internet purposes directly relating to the competition. AECOM shall have no responsibility for any unauthorized use of the entrant's works by any third party, including but not limited to the sponsors.

ABOUT

Fair Share is the seventh student design competition in AECOM's Urban SOS program. Urban SOS was created to engage students in urban planning and design, architecture, landscape architecture, economics, environmental studies, and engineering with the issues confronting modern cities and allowing them to propose solutions that, if worthy, will be seen by established professionals in their field. AECOM connects expertise across the design, engineering, construction and development disciplines to deliver transformational projects that change the way we live.

[Van Alen Institute](#) brings more than 120 years of experience organizing design competitions, as well as developing cross-disciplinary research and provocative

public programs. Van Alen Institute collaborates with communities, scholars, policymakers, and professionals on local and global initiatives that rigorously investigate the most pressing social, cultural and ecological challenges of tomorrow.

The program is presented in concert with 100 Resilient Cities — Pioneered by the Rockefeller Foundation. The partnership marks AECOM's involvement as a global technical expert to the [100 Resilient Cities](#) initiative, which was pioneered by the Rockefeller Foundation to celebrate its 100th anniversary. The initiative aims to help cities around the world become more resilient to the physical, social and economic challenges that are a growing part of the 21st century.



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URBAN **SOS**

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ROCKEFELLER FOUNDATION

100 RESILIENT CITIES

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