



CraftHub challenge II.

## Increase sustainability and environmental awareness within big cities

*Are you interested in contributing to a more sustainable society? Would you like to meet new people & take your ideas off the ground? Join us at this year's JunctionX Budapest and produce something really cool in two days!*

### Introduction to the challenge

Cities occupy just 3 percent of the Earth's land but account for 60 to 80 percent of energy consumption and at least 70% of carbon emissions. Many of these emissions are driven by industrial and transportation systems reliant on fossil fuels.

However, by cities, we mean not only public buildings, but also private apartments, houses, offices or headquarters as well. People and companies often tend to forget how important it is to look after our environment.

In this challenge we invite you to come up with ideas that can motivate people and enterprises to become even more sustainable. Think about ways you could: motivate people to recycle more efficiently or how they could optimize their energy or water use in office buildings (are they even aware how much they use?). Furthermore, you can brainstorm about solutions that are connected to food-waste reduction, carbon footprint in online shopping or any gamification that can inspire people and companies to be more green. These are just some examples to get your ideation going, what does your sustainability solution look like?

### What we will provide

Mentors during the whole weekend will be available to help you finalize your project! However please note, that not all the mentors have experience in the telecommunication field, so choose your mentor according to this aspect and in the meantime, talk to those as well, who can support you from the business side as well!

## Implementation and technology

Your submitted solution can be an application, a visualization or any solution that helps achieve the above defined goals. Use imagery, big data, artificial intelligence, machine learning, or an LLM to perfect your idea and support sustainability. By improving efficiencies and enabling better decision-making, we can address the sustainability challenges afflicting cities around the world.

Technical criteria:

You are free to use whatever technology you are comfortable with. The goal is to create a prototype and demonstrate how your solution is useful/impactful. We recommend using publicly available resources to support your solution, such as datasets from [Kaggle](#).

## Judging criteria

<b>Innovation and Creativity</b>	<ul style="list-style-type: none"><li>• How innovative is the solution in addressing sustainability challenges within cities?</li></ul>
<b>Impact on Sustainability</b>	<ul style="list-style-type: none"><li>• What measurable impact does the solution have on improving environmental sustainability?</li></ul>
<b>Technical Complexity</b>	<ul style="list-style-type: none"><li>• The technical sophistication of the solution, especially in the implementation of AI, ML, and other advanced technologies.</li></ul>
<b>User Experience and Accessibility</b>	<ul style="list-style-type: none"><li>• How user-friendly is the solution, and how accessible is the information to a diverse audience?</li></ul>
<b>Scalability and Potential</b>	<ul style="list-style-type: none"><li>• The scalability of the solution and its potential for widespread adoption in various urban environments.</li></ul>

## Prize

1,500 € for the winner team of this challenge