PROJECT COMPETITION
"Watson's Youth Action for Sustainability and Planetary Health"

1. **INTRODUCTION**

   1.1. *"Watson's Youth Action for Sustainability and Planetary Health"*

   This competition is a project-based learning program among university students aimed at fostering enthusiasm and encouraging youth to take action for the sustainability and health of the planet. The competition is open to students at the Universiti Malaya and will be conducted in two (2) stages.

   1.2. **THEME BACKGROUND**

   The importance of planetary health lies in recognizing the complex relationship between human health and the health of Earth's natural systems. By understanding and addressing environmental issues such as pollution, climate change, and biodiversity loss, we can safeguard human health and well-being for current and future generations. Additionally, planetary health emphasizes the importance of sustainable development practices that promote human health and environmental efficiency, ensuring balanced and thriving ecosystems.

   The theme "Youth Action for Sustainability and Planetary Health" is crucial today because young people play a pivotal role in shaping the future. With increasing environmental challenges threatening our planet, empowering youth to take action and advocate for sustainability is essential. Engaging youth in sustainability and planetary health initiatives not only fosters a sense of responsibility and stewardship but also harnesses their creativity and innovation to address pressing environmental issues.

This theme aligns with Watsons' and Universiti Malaya aspirations to promote health and environmental responsibility. By supporting youth-led initiatives focused on sustainability and planetary health, both organizations demonstrate their commitment to making a positive impact on both humanity and the Earth. By encouraging youth to take action, this program helps to create a healthier and more sustainable future, while inspiring others to do the same.
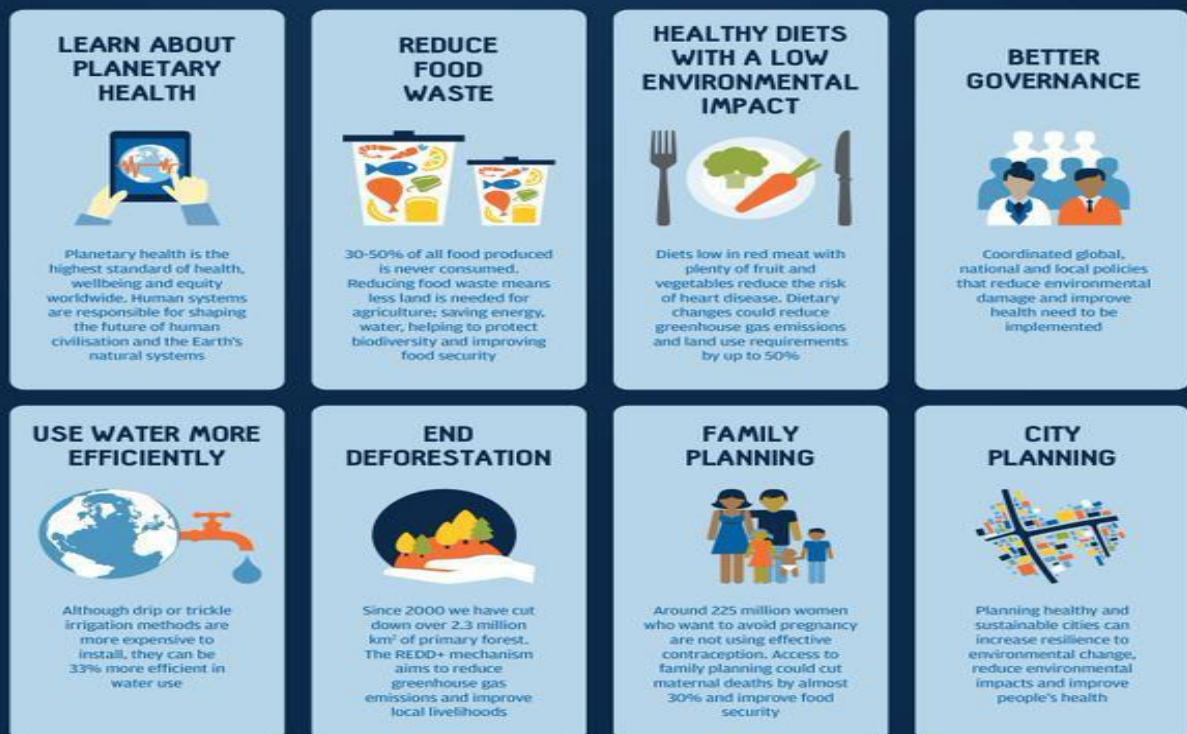
DAMAGING THE PLANET DAMAGES HUMAN HEALTH

CLIMATE CHANGE
If unchecked climate change related impacts could cause an extra
250,000
deaths per year
between 2030 and 2050[3]

BIODIVERSITY LOSS
Overfishing together with increasing acidity and other environmental changes threaten fish supplies

UNDER NUTRITION
Millions of people are at risk of under nutrition due to the combined effects of
climate change and other environmental changes

WATER USE
By 2050 over
40%
of the world's population could be living in areas under severe water stress

SOIL DEGRADATION
This leads to a loss of
1-2
million hectares of agricultural land per annum

#planetaryhealth

THE LANCET

TO SAFEGUARD HUMAN HEALTH WE NEED TO MAINTAIN THE HEALTH OF THE PLANET ON WHICH WE DEPEND

LEARN ABOUT PLANETARY HEALTH
Planetary health is the highest standard of health, wellbeing and equity worldwide. Human systems are responsible for shaping the future of human civilisation and the Earth's natural systems

REDUCE FOOD WASTE
30-50% of all food produced is never consumed. Reducing food waste means less land is needed for agriculture; saving energy, water, helping to protect biodiversity and improving food security

HEALTHY DIETS WITH A LOW ENVIRONMENTAL IMPACT
Diets low in red meat with plenty of fruit and vegetables reduce the risk of heart disease. Dietary changes could reduce greenhouse gas emissions and land use requirements by up to 50%

BETTER GOVERNANCE
Coordinated global, national and local policies that reduce environmental damage and improve health need to be implemented

USE WATER MORE EFFICIENTLY
Although drip or trickle irrigation methods are more expensive to install, they can be 33% more efficient in water use

END DEFORESTATION
Since 2000 we have cut down over 2.3 million km[2] of primary forest. The REDD+ mechanism aims to reduce greenhouse gas emissions and improve local livelihoods

FAMILY PLANNING
Around 225 million women who want to avoid pregnancy are not using effective contraception. Access to family planning could cut maternal deaths by almost 30% and improve food security

CITY PLANNING
Planning healthy and sustainable cities can increase resilience to environmental change, reduce environmental impacts and improve people's health

Read the full series at http://www.thelancet.com/commissions/planetary-health

Source: http://www.thelancet.com/commissions/planetary-health

1.2.1. Your Role in Planetary Health

As a student, your role in planetary health is crucial and can have a meaningful impact on promoting sustainability and addressing environmental challenges. Here are specific ways you can contribute:

a. **Education and Awareness:**
   - Stay informed about planetary health issues, such as climate change, biodiversity loss, and pollution.
   - Educate yourself and others through discussions, workshops, and awareness campaigns about the importance of sustainable practices.

b. **Advocacy and Activism**:
   - Advocate for policies and practices that support environmental sustainability on your campus and in your community.
   - Participate in protests, petitions, or lobbying efforts to push for meaningful changes that prioritize planetary health.

c. **Behaviour Change:**
   - Adopt and promote sustainable lifestyle choices, such as reducing waste, conserving energy, and supporting eco-friendly products.
   - Encourage peers and friends to make environmentally conscious decisions in their daily lives.

d. **Engagement in Research and Innovation:**
   - Conduct research or participate in projects related to planetary health, sustainable agriculture, renewable energy, or biodiversity conservation.
   - Explore innovative solutions to environmental challenges and contribute to the development of sustainable technologies.

e. **Participation in Student Organizations:**
   - Join or start student groups focused on environmental activism, sustainability, or ecological conservation.
   - Collaborate with like-minded individuals to organize events, workshops, and initiatives that promote planetary health.

f. **Involvement in Community Outreach:**
- Engage with local communities to address environmental issues and promote sustainable practices.
- Volunteer for environmental cleanup activities, tree planting events, or educational programs in nearby neighbourhoods.

g. **Integration of Sustainability in Academics:**
- Advocate for the inclusion of sustainability-focused courses and initiatives within your academic institution.
- Encourage faculty members to incorporate environmental topics into their curriculum across various disciplines.

h. **Collaboration and Networking:**
- Collaborate with professionals, researchers, and organizations working in the field of planetary health.
- Build networks and partnerships to amplify efforts and leverage resources for greater impact.

i. **Lead by Example:**
- Serve as a role model for sustainable living and environmental stewardship within your peer group and wider community.
- Demonstrate leadership and inspire others to take action towards a more sustainable future.

Your role as a student in planetary health extends beyond personal actions; it involves collective efforts to advocate for systemic changes and foster a culture of sustainability. By actively engaging in these activities, you contribute to shaping a healthier and more sustainable world for current and future generations.

1.2.2. Project Scope

The scope of planetary health projects encompasses a wide range of interdisciplinary topics and initiatives aimed to address complex environmental challenges while fostering a holistic understanding of the interconnectedness between human health, ecosystems, and the planet. The scope of such projects may include, but is not limited to, the following areas:

a. **Climate Change Mitigation and Adaptation:**
   - Developing and implementing strategies to reduce greenhouse gas emissions.
   - Enhancing resilience and adaptation to the impacts of climate change.

b. **Biodiversity Conservation and Restoration:**
   - Protecting and restoring natural habitats to support biodiversity.
   - Implementing conservation measures for endangered species.

c. **Water Resource Management**:
   - Promoting sustainable water use and conservation practices.
   - Addressing water pollution and improving water quality.

d. **Air Quality Improvement:**
   - Implementing measures to reduce air pollution from industrial and transportation sources.
   - Enhancing air quality monitoring and public awareness.

e. **Sustainable Food Systems:**
   - Supporting local and organic food production.
   - Promoting plant-based diets and reducing food waste.

f. **Waste Management and Circular Economy:**
   - Implementing waste reduction, recycling, and composting initiatives.
   - Promoting the concept of a circular economy to minimize resource consumption.

g. **Renewable Energy Transition*:**
   - Increasing the use of renewable energy sources such as solar, wind, and hydroelectric power.
   - Advocating for policies that promote clean energy technologies.

h. Green Infrastructure and Urban Planning:

- Integrating green spaces and eco-friendly design into urban planning.
- Implementing green infrastructure projects to enhance resilience and ecosystem services in cities.

i. Health Impacts of Environmental Factors:

- Studying the linkages between environmental exposures (e.g., air pollution, chemical contaminants) and human health outcomes.
- Advocating for policies that protect public health from environmental risks.

j. Community Engagement and Education:

- Engaging communities in environmental stewardship and sustainable practices.
- Conducting outreach and educational programs to raise awareness about planetary health issues.

k. Policy Advocacy and Governance:

- Advocating for policies and regulations that promote environmental sustainability and planetary health.
- Engaging with policymakers and stakeholders to drive systemic change.

l. Technological Innovations for Sustainability:

- Developing and implementing innovative technologies (e.g., smart grids, green transportation solutions) to advance sustainability goals.

1.2.3. Examples of Planetary Health Projects

Projects focused on planetary health aim to address environmental challenges while promoting human health and well-being. Here are some examples of project ideas related to planetary health:

a. Biodiversity Conservation Project:

  i. Objective: Protect and restore natural habitats to safeguard biodiversity.
  ii. Activities: Restoring wetlands and forests, forest clean-up activities, conducting wildlife surveys, organizing educational programs on conservation.
  iii. Impact: Preserves ecosystem services, supports wildlife populations, and enhances ecological resilience.

b. **Urban Greening Initiative:**

   i. Objective: Increase green spaces within urban areas to improve air quality, reduce urban heat island effect, and promote biodiversity.

   ii. Activities: Planting trees and native vegetation, creating community gardens, installing green roofs and walls.

   iii. Impact: Enhances urban resilience, mitigates climate change impacts, and provides recreational spaces for residents.

c. **Waste Reduction Campaign:**

   i. Objective: Minimize waste generation and promote recycling and composting practices.

   ii. Activities: Conducting waste audits, organizing recycling drives, hosting workshops on zero waste lifestyle.

   iii. Impact: Reduces landfill waste, conserves natural resources, and raises awareness about sustainable consumption.

d. **Renewable Energy Project:**

   i. Objective: Transition to clean and renewable energy sources to reduce greenhouse gas emissions.

   ii. Activities: Installing solar panels, advocating for wind energy development, promoting energy efficiency.

   iii. Impact: Lowers carbon footprint, fosters energy independence, and promotes sustainable energy practices.

e. **Water Conservation Initiative:**

   i. Objective: Conserve water resources and improve water quality.

   ii. Activities: Implementing rainwater harvesting systems, promoting water-efficient technologies, organizing river and beach cleanups.

   iii. Impact: Protects aquatic ecosystems, ensures access to clean water, and mitigates water scarcity issues.

f. **Community Sustainable Food Project:**

   i. Objective: Promote local and sustainable food production while reducing food waste.

    ii. Activities: Establishing community gardens, supporting farmers' markets, organizing cooking workshops with local produce.

    iii. Impact: Enhances food security, supports local economies, and fosters healthier dietary choices.

  g. Eco-friendly Transportation Campaign:

    i. Objective: Encourage alternative transportation modes to reduce carbon emissions from vehicles.

    ii. Activities: Promoting biking and walking, advocating for public transit improvements, organizing carpooling initiatives.

    iii. Impact: Improves air quality, reduces traffic congestion, and promotes active lifestyles.

  h. Climate Resilience Planning:

    i. Objective: Enhance community resilience to climate change impacts.

    ii. Activities: Developing climate adaptation strategies, conducting vulnerability assessments, engaging stakeholders in resilience planning.

    iii. Impact: Reduces climate-related risks, enhances disaster preparedness, and strengthens community cohesion.

These project examples demonstrate how initiatives focused on planetary health can integrate environmental sustainability with public health and societal well-being. Each project contributes to addressing pressing environmental issues while promoting positive outcomes for both ecosystems and human communities.

1.3. JOINTLY ORGANIZED

This competition-driven initiative is a collaborative effort between Watsons Malaysia and Universiti Malaya, with the UM Community Engagement Centre as the primary secretariat. Additionally, support is provided by the UM Sustainability Development Centre (UMSDC) for guidance on sustainability aspects.

1.4. OBJECTIVES

a. To foster a culture of creativity and innovation through projects within the community

b. To foster enthusiasm and encourage youth to take action for the sustainability and health of the planet.

c. To cultivate a culture of professional work (creative, innovative, planning and implementation, teamwork) among university students

d. To strengthen students' soft skills including competitiveness.

2. STAGE

2.1. COMPETITION STAGE

Screening Stage	Participants use Infographics to present their project proposals, showcasing their ideas visually and creatively. This method allows for a dynamic and engaging way to communicate ideas and concepts. The initial stage where submissions or participants are screened or evaluated to determine which ones qualify to proceed to the final stage of the competition.
Final Stage	Each selected team will be guided by a mentor, who is a Universiti Malaya lecturer, to develop their project in detail and present it to the judges. The breakdown of this stage is as given: **Mentorship**: Each team will receive guidance and support from mentors, who are lecturers from the Universiti Malaya. These mentors will assist the teams in refining their projects, providing expertise, and ensuring the detailed development of the project. **Pitching to Judges:** Once the project is developed, the teams will present their detailed project to a panel of judges. This presentation likely involves explaining the project's concept, features, functionality, and its alignment with the competition's themes of sustainability and planetary health. **Realization Stage**: This is where the selected teams move forward to actually develop the project that was proposed during the screening stage.

2.2. COMPETITION FORMAT

2.2.1. Screening Stage

a. **Infographic preparation:** Participants are required to prepare an Infographic. An infographic is a visual representation of information, data, or knowledge intended to present complex information quickly and clearly. It often combines elements such as:

- **Charts and Graphs**: Bar graphs, pie charts, line graphs, etc., to show statistical data.
- **Icons and Images:** Visual symbols to represent different concepts or data points.
- **Text:** Brief descriptions, labels, and explanations to provide context.
- **Colour and Design:** Use of colour, layout, and design principles to enhance readability and aesthetic appeal.

b. **Content:** The infographic should be able to include at least some of the following contents;

Content
Group Introduction
Problem statement
Project strategy and solution - Creativity and innovation in projects
Impact of the project on environment & community

c. **Submission**: Participants should include a link to their Infographics while filling out the Google Form registration.

d. **Accessible:**

i. Post the Infographic in social media. Participants should ensure that their TikTok/Instagram account is set to public (not private) so that the posted Infographics can be viewed by others.

ii. Use a suitable caption for the infographics and include the tags **@myumcares @watson**.

iii. Include the hashtags **#watson #planetaryhealth #umcares #youthactionforsustainability** in the caption.

iv. Share the uploaded infographic and gather as many "Likes" as possible to ensure visibility of the project. Important Note: The team that receives the most "likes" does not affect the judges' scores for advancing to the Final Round.

e. The organizers reserve the right to call upon selected teams to make presentations (online) before the designated judges if required.

f. **ONLY** the top **6 qualifying teams** that meet the established criteria will be selected to advance

to the Final Stage of the competition.

2.2.2. Final Stage (6 teams)

a. **Proposal Submission**

    a. Participants should submit a formal document or written plan outlining a proposed idea, project, or initiative to an organization, institution, funding body, or decision-making authority. The purpose of a proposal submission is to present a detailed plan that persuasively explains the rationale, objectives, methods, and potential outcomes of the proposed project or idea.

    b. Key components typically included in a proposal submission should include:

Title	A concise title that summarizes the proposal and a brief abstract summarizing the main points of the proposal.
Project members	Identify your project team members and form a team.
Problem statement	An introduction that provides background information, context, and the significance of the proposed project or idea.
Objectives:	Clearly defined objectives or goals of the proposed project, outlining what the project aims to achieve.
Activities	Description of the methods, activities, and approach that will be used to accomplish the objectives.
Timeline	A proposed timeline or schedule indicating key milestones and project duration.
Budget	A detailed budget outlining the costs associated with the project, including funding sources and justification for expenses.
Expected Outcomes and Impact	Description of expected outcomes, deliverables, and the potential impact of the project.
Sustainability	Consideration of sustainability factors, including plans for ongoing maintenance or continuation beyond the initial project period.
Conclusion	A summary of the proposal, emphasizing its importance and potential benefits.

    c. The quality and completeness of a proposal submission are critical factors in determining whether a proposed project or idea will be accepted, funded, or approved.

b. Pitching (Judgement Day)

1. Participants will present projects based on the sustainability concept proposed in the Screening Stage.

2. The project development period is **3 months.**

3. Each team will be guided by mentors, consisting of Universiti Malaya lecturers selected by the competition secretariat.

4. Assessment sessions will be held at the Universiti Malaya. Pitching terms and schedules will be issued by the competition secretariat, and swapping pitching slots is not allowed. The total pitching time for each team is 20 minutes, consisting of a 5-minute presentation and a 15-minute question and answer session.

5. Participants must be prepared and present during the judging process to pitch and answer questions from the judges. Only registered participants are allowed to answer questions.

6. Some key features and steps involved in pitching:

   a. **Preparation**: Before the pitching, the team needs to prepare by organizing and outlining the content of their presentation. This includes selecting key information to convey, preparing suitable visuals, or learning aids, and planning the flow or structure of the pitching.

   b. **Identifying the Audience:** The team should understand who their audience is (e.g., judges, customers, or partners) to deliver information effectively and relevantly.

   c. **Choosing the Format:** Choose an appropriate format for the pitching, such as online via platforms like Zoom or PowerPoint, or live in front of a group.

   d. **Using Visual Aids:** Use visual aids such as PowerPoint slides, videos, graphics, or product demos to explain the project more visually and clearly.

   e. **Time Management:** Ensure the pitching stays within the designated period. Always have a script or schedule to help maintain the flow of the pitching.

   f. **Interaction and Questions:** Provide opportunities for interaction with the audience and be prepared to answer questions or receive feedback after the pitching.

   g. **Continuity and Impact**: Conclude the pitching by summarizing the project's continuity and its impact on the community or organization.

c. Judging and pitching criteria

No.	Items	Weightage
1.	**Creativity and Innovation:** How original, inventive, and unique is the idea or project pitched?	30%
2.	**Relevance to Theme:** How well does the submission address or align with the competition's theme or objectives?	30%
3.	**Quality and Execution:** How well-developed, detailed, and professionally executed is the project or solution?	10%
4.	**Impact and Sustainability:** What potential impact does the project have on sustainability, society, or the environment?	10%
5.	**Feasibility and Practicality:** Is the proposed solution feasible to implement? Does it address real-world challenges effectively?	10%
6.	**Presentation and Communication:** How effectively is the project pitched, communicated, and explained to the judges	10%
	Total	**100%**

d. Important Notes:

1. Projects carried out in the Final Stage must be consistent with the idea proposed in the Screening Stage.

2. The judges have the right to reject scores if the project produced does not align with what was presented in the Screening Stage.

3. The project must be conducted sustainably by the team. The team cannot involve any external parties, whether university peers, family, or outsiders, in the project. However, involvement of university peers, family, or outsiders in the project material collection process is allowed.

4. The judges have the right to reject scores for teams that receive external assistance in the project.

5. Once a participant is declared the winner of the competition, they are obligated to fulfill their role or commitment associated with the victory and cannot withdraw or opt out from participating further.

3. TERMS AND CONDITIONS

3.1. COMPETITION RULES AND REGULATIONS

1. This competition is open to all students at Universiti Malaya (Foundation in Science, Diploma, bachelor's degree, Master's Degree, and PhD degree).

2. Participation in the competition is in groups. Each team consists of FOUR (4) students.

3. Each team is only allowed to propose ONE (1) project.

4. Participant substitutions after registration are not allowed. However, special considerations may be granted based on reasonable grounds and with the mentor's approval.

5. Proposed project ideas/innovations must be original and not infringe on any Intellectual Property rights. The organizer will not be liable for any claims from third parties. Entries will be disqualified if submitted work is found to be unoriginal or plagiarized.

6. Proposed project ideas/innovations must align with the competition theme.

7. Project ideas/innovations must have a significant impact, especially on Universiti Malaya and the general community.

8. The organizer will not be liable for any physical injuries, losses, or damages experienced by students throughout their participation in this competition.

9. Each team must register by filling out the competition form provided by the competition secretariat only. The submission of forms must be done by the registration deadline.

10. All project ideas/innovations received by the competition secretariat become the property of Universiti Malaya and Watson. Universiti Malaya and Watson reserve the right to modify any words or logos (if necessary) for the purpose of use, display, or printing on any goods or programs organized by both parties.

11. The competition secretariat reserves the right to change, modify, amend, or add to the terms and conditions of this competition in critical situations (such as infectious disease pandemics, natural disasters, etc.), and all participants will be subject to these changes.

12. The decisions of the screening judges (online) and final judges (face-to-face) are final.

13. All qualifying teams for the Final Round must attend the prize presentation session organized by the competition secretariat. However, transportation costs will be borne by the respective teams. The requirement to attend the event will be communicated later subject to changes and current circumstances.
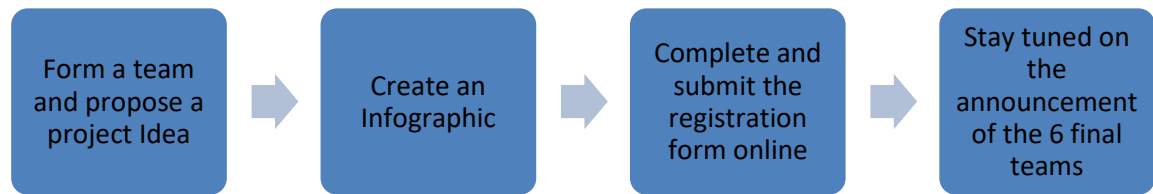
3.2 HOW TO REGISTER?

| Form a team and propose a project Idea | → | Create an Infographic | → | Complete and submit the registration form online | → | Stay tuned on the announcement of the 6 final teams |

*Figure 1.4 main steps to participate in the **"Youth Action for Sustainability and Planetary Health".***

To register for the "Youth Action for Sustainability and Planetary Health" competition, follow these steps:

1. **Form a Team:** Gather a team of four (4) students. Ensure all team members are from Universiti Malaya and meet the required qualifications (Foundation in Science, Diploma, bachelor's degree, master's degree, or PhD).

2. **Propose a Project Idea:** Within your team, develop an innovative idea related to the theme of sustainability and planetary health. Ensure your idea is original and can have an impact on Universiti Malaya and the broader community.

3. **Create an Infographic:** Choose a topic that resonates with your audience and aligns with your goals. Keep your infographic concise and engaging.

4. **Complete the Registration Form:** Fill out the registration form via the provided QR code. Fill in all required information including details of team members and the proposed project idea.

5. **Submit the Registration Form:** Submit the completed registration form **ONLINE** before the registration deadline set by the competition secretariat. Ensure compliance with all requirements and terms specified.

6. **Confirmation of Registration:** After submitting the registration form, ensure you receive confirmation of your registration from the competition secretariat. Verify that your registration details are complete and accurate.

Make sure to follow all guidelines and rules stated in the competition regulations. If you have any further inquiries, contact the competition secretariat for additional assistance. Best of luck in participating in this competition to create a positive impact on sustainability and planetary health!

3.3 IMPORTANT DATES

August 2024	Registration Opening
18 October 2024*	Registration Deadline and Infographic Submission Deadline
October 2024*	Identification of 6 Finalist Teams through First Round (Pitching Stage)
November 2024*	Submission of Project Proposal
November 2024*	Judgement Day (Final Stage) to Award 2 Winning Teams from the 6 Competing Teams
November 2024 to January 2025*	Implementation of Projects by 2 Winning Teams and Submission of Their Reports
February 2025*	Project Assessment Sessions for the 2 Winning Teams by Watsons & Universiti Malaya Representative

* Note: Subject to change

4. AWARDS AND PRIZES

Awards and prizes for both the Screening Stage and Final Stage of the competition are as follows.

Award	Number of winners	Cash Reward	Project Funding	Watson's Voucher	Certificate
SCREENING STAGE					
Participation	All participants	-	-	-	(Certificate of Participation)
Pitching Stage	6 teams	-	-	/	(Certificate of Achievement)
FINAL STAGE (TOP 2 TEAMS)					
Winner	2 teams	RM2000	RM15000	/	/

4.1. All Finalists:

1. Certificate of Participation
2. Recognition for participating in the competition.

4.2. Screening Stage (Pitching Stage):

1. Certificate of Achievement.
2. Recognition and advancement to the Final Stage for the top 6 finalist teams.
3. Opportunity to further develop project proposals and compete for the top prizes.
4. Media Exposure.

4.3. Final Stage (Winners):

1. **Cash reward:** RM2000 (cash rewards to be disbursed to each committed team after the completion of the project to ensure that project objectives are successfully accomplished).

2. **Project funding:** RM15000 (project funding is provided to mentors, who then assist participants in managing and utilizing the funds effectively for project implementation).

3. **Project Implementation Support:** Assistance and resources to execute the winning project.

4. **Networking Opportunities:** Connect with industry experts, sponsors, and potential collaborators.

5. **Recognition and Endorsement:** Enhances participants' credibility and reputation within the field of planetary health, opening doors to future opportunities and partnerships.

The rewards aim to motivate and support participants in their efforts to address sustainability and planetary health challenges creatively and effectively. Participants should strive for excellence and innovative solutions throughout the competition stages to maximize their chances of winning and making a positive impact on their community and beyond.