



A Program of the Buckminster Fuller Institute

THE BUCKMINSTER FULLER CHALLENGE

Catalyzing the vanguard of a design science revolution

2012 CALL FOR PROPOSALS

HOW TO ENTER THE 2012 BUCKMINSTER FULLER CHALLENGE:

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Entry Process

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Create a user account on this website

To create a user account, click [here](#) and follow the instructions. The email address with which you create this account will be the primary method by which we contact you with important information about your entry, please make sure you select a valid email address that you check regularly.

Important: Make sure to click the box “I would like to enter this year’s Buckminster Fuller Challenge” when creating your account.

Once you have successfully created your user account and logged in you will be prompted to complete your user profile (“Participant Information”). Read the instructions carefully and make sure to fill out all required fields.

If you already have a user account on the website, log in to your account, click the “my account” link in the gray box on the right side of the page, click the "Edit" tab, then click “Participant Information” and complete all of the required fields. Make sure to check the box “I would like to enter this year’s Buckminster Fuller Challenge.” This will allow you to start the payment process, which will lead you to starting a new application.

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Read and Accept the Terms and Conditions Agreement

The final step in filling in your “Participant Information” is to read and consent to the [Terms and Conditions Agreement](#). Please read this document carefully and maintain a copy for your records. During the application process, you will not be able to proceed to payment unless you check the box acknowledging your consent.

[Terms and Conditions PDF](#)

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Submit the non-refundable processing fee: \$100 US

Once you have completed your user profile and consented to the Terms and Conditions Agreement you will be prompted to submit your non-refundable \$100 processing fee. To do so, click the link and follow the onscreen instructions. Your processing fee will be submitted securely via Paypal. If you have an existing Paypal account you may log in to Paypal to complete your transaction. If you don’t have a Paypal account there is no need to create one. Simply follow the onscreen instructions and enter your credit card information.

A discounted entry fee of \$50 is available for students, academics (employees at a university or research institution), people entering on behalf of a registered non-profit, and financially contributing members of the Buckminster Fuller Institute.

Falsely choosing this reduced entry fee could lead to disqualification.

Once you have successfully submitted your processing fee, there will be a link to take you back to the Challenge website and you will be prompted to begin your application. All applications must be completed online via this website, we will not accept applications via postal mail or email.

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Preparing To Fill Out The Online Application

1. Do not wait until the last day to enter. At minimum, give yourself at least a week to prepare your answers and more than a day to enter the online application. The online application program will automatically shut off at 5pm on Monday, October 24, 2011, Eastern Standard Time. There are no exceptions to this deadline.
2. Customer support for the application process will be M-F from 10am-5pm Eastern Standard Time except for standard holidays.
3. Review the [Resources](#) page and the [Entry Criteria](#). They are the basis for application evaluation.
4. Download the Call for Entry and the instructions to use as a reference while you work.
5. We strongly recommend that you first complete the answers to the application in a word document then cut and paste your answers once online.
6. Keep the word document of your application answers for your records.
7. Prepare and upload your video to YouTube or Vimeo well in advance of the deadline.
 - Basic video making information can be found here: [Youtube](#)
 - Intermediate video making information can be found here: [SocialBrite.Org](#)
8. Prepare your images well in advance of the deadline. Images need to be .jpgs, sized to 2000x2000 pixels to be successfully uploaded. Image file names must not contain any spaces, if they do they will not be uploaded properly.
 - o Image suggestion:
 - Infographic: You may provide a diagram or [inforgraphic](#) that expresses the systemic nature of your solution. To give you an idea this graphic can describe how your initiative relates and affects the problem space you are addressing, or it could be a 'theory of change' flow chart or relationship diagram that maps how your model is interrelated with other key assets, issues and ideas. You have creative license to determine the most important focus you think will help best visually communicate your model and its impact.
 - o If your application advances in the review process please be prepared to provide high resolution images for public relations purposes.

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Complete and Submit Your Online Application

Once you begin your application you will be presented with instructions and all of the questions with blank fields to fill out. There are several options at this point. You can:

1. Complete the entire application in one sitting and submit it. You will not be able to come back in and edit it at a later date.
2. Complete the entire application in one sitting and save draft. You will be able to come back in and edit it at a later date. See *Important Notes* below about saving your draft.
3. Start the application and save draft. See *Important Notes* below about saving your draft.

Important Notes: Online Application

1. **In order to successfully save a draft**, you must put at least one character in every required field. The system will not allow you to save a draft unless there is something in every required field.
2. An asterisk (*) next to a question denotes a required field in the application.
3. The Application Tags will designate how your entry is tagged and categorized in the [Idea Index](#), if you choose to enter your own tag rather than selecting from the list, please limit it to one or two words.
4. Certain Demographic questions are included in the application process to capture information about the team. By answering these questions you will be helping us to better understand our community of global problem solvers so that we may better serve you through our programs. Your information will not be shared with any third parties.

[Troubleshooting](#)

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Submitting Video:

Entrants can submit up to a two-minute long video. While we encourage you to create a simple video as a means to effectively communicate your idea **it is not required** and if you choose not to submit a video it will not negatively impact the review of your entry in any way.

The online application provides a box for the URL provided on video-sharing websites like Youtube or Vimeo. Therefore, you will need to upload your video to one of these sites before you can copy and paste the URL into the box provided in the application.

The video guidelines are as follows:

1. Your video must be a maximum of two minutes.
2. State or list your name and/or your team names and where you're from.
3. State or list the problem you are trying to solve.

4. Describe your solution and what inspired you.
5. Provide any additional graphic material(i.e., animation, slide show, drawings, etc.)

-Basic video making information can be found here: [Youtube](#)
-Intermediate video making information can be found here: [SocialBrite.Org](#)
-To make your video private for [YouTube](#) use a limited access url in your private settings and place it in the application. If you are using Vimeo you will need to use the password protected option and provide us the url and the password in the video field provided.
Examples of videos can be seen on the [2010 finalists page](#) where the videos from the entrants were strung together.

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Review the Online Application

The Buckminster Fuller Challenge online application template is below in the gray box.

Read through the entire online template below prior to paying the non-refundable processing fee and entering the Challenge.

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THE 2012 BUCKMINSTER FULLER CHALLENGE APPLICATION TEMPLATE

Name of project*

Application Tags*

Please choose two of the following issues your entry primarily addresses:

communication and media
community and social systems
economy and livelihood
eco-system services
education
energy
environmental health
food systems
human health
human rights
materials and resources
shelter and built environment
transportation
water

If your project does not primarily address any of these human needs, use the empty box to input your own (maximum 25 characters).

Names and titles of team members (if applicable)

Whose name(s) should be listed as winner(s) if your entry is selected?*

By answering the following questions you will be helping us to better understand our community of global problem solvers so that we may better serve you through our programs. Your information will not be shared with any third parties. Thank you, BFI Staff.

What country is the project leader located?* City/Town?*

What is the age of the project leader? (select one):*

>20
21-30
31-40
41-50
51-60
61-70
71-80
>80

In relation to his/her friends, how likely is the project leader to adopt a new consumer technology (such as a cell phone, PDA, iPhone, iPad, etc.) (select one)?*

First on the block
Among the first
Just before everyone else
When everyone else does

Last on the block

What is the primary profession of the project leader?*

Is the proposed project the project leader's primary source of personal income (select one):*

Yes

No

Generally speaking, does the project leader consider themselves to be a(n) (select one):*

Designer

Inventor

Scientist

Educator

Engineer

Architect

Artist

Social/sustainability innovator

Social/sustainability entrepreneur

Other _____

What is the highest level of education the team leader has completed (select one)?*

Elementary school only

Some high school, but did not finish

Completed high school

Some college, but did not finish

Two-year college degree / A.A. / A.S.

Four-year college degree / B.A. / B.S.

Some graduate work

Completed Masters or professional degree

Advanced Graduate work

Ph.D. or equivalent

I would prefer not to answer

If any, where are (up to four) project team members located?

1. Name:

Country:

City/town:

2. Name:

Country:

City/town:

3. Name:

Country:

City/town:

4. Name:

Country:

City/town:

What are the ages of other project team members?

1. <20

21-30

31-40

41-50

51-60

61-70

71-80

>80

2. <20

21-30

31-40

41-50

51-60

61-70

71-80

>80

3. <20

21-30

31-40

41-50

51-60

61-70

71-80
>80
4. <20
21-30
31-40
41-50
51-60
61-70
71-80
>80

Application Questions

1. Summarize your proposal in 50 words or less. (50 words, 400 characters)*
2. Describe the critical need your solution addresses. (50 words, 400 characters)*
3. Explain your initiative in more depth and its stage of development. Please include the inspiration, and/or underlying principles informing your initiative. (300 words, 2400 characters) words*
4. How does your strategy and approach respond creatively and comprehensively to key social, cultural, economic, ecological, and technological issues which shape the condition you are seeking to transform? Why is your strategy a breakthrough and what makes it a preferred state model? (300 words, 2400 characters)*
5. What innovation sets your initiative apart from those doing similar work? Compare and contrast your unique approach with at least two well regarded initiatives addressing the same critical need. In comparison to these two initiatives, why is your strategy more likely to result in systemic change?(200 words, 1600 characters)*
6. Describe your implementation plan. What are the priority milestones you intend to achieve in years one (1) through three (3)? (200 words, 1600 characters)*
7. Please provide details regarding the team and/or partners you have assembled, the team's experience and qualifications, and your ability to execute your implementation plan. If applicable, include details about external validation and/or support your strategy has received to date. (200 words, 1600 characters)*
8. What are the critical success factors that must be in place in order for you to achieve success with your initiative? (150 words, 1200 characters)*
9. What range of funding is needed to bring your project to fruition and from where do you anticipate funding will come? What is the total annual budget and explain how your initiative will financially sustain itself? If applicable, please include supporting financial information you may already have such as your organization's current total operating budget or total program budget ,and/or any marketing/business plans, in the supplemental section of your application.(150 words, 1200 characters)*
10. If available, please list by title, date, and source any additional materials or URLs that directly support your application and/or independently corroborate your claims. List no more than four items.

Reference 1

Please enter the name and contact information for a reference who has a thorough knowledge of your solution and is able to vouch for the integrity and credibility of your submission.

Full name*
Title
Business (if applicable)
Mailing address*
Mailing address line 2
State*
City*
Postal code
Daytime phone number*
Country*
Relationship to project*

Reference 2

Please enter the name and contact information for a reference who has a thorough knowledge of your solution and is able to vouch for the integrity and credibility of your submission.

Full name*
Title
Business (if applicable)
Mailing address*
Mailing address line 2
State*
City*

Postal code
Daytime phone number*
Country*
Relationship to project*

Images

11. Applicants are encouraged to provide up to six images to help illustrate and support your initiative . Format must be jpeg. Maximum size is 2000 x 2000 pixels, 150 dpi, 250k.

Image 1
Attribution
Caption

Image 2
Attribution
Caption

Image 3
Attribution
Caption

Image 4
Attribution
Caption

Image 5
Attribution
Caption

Image 6
Attribution
Caption

Submit video

You may submit up to a two-minute long video to help communicate your idea. While we encourage you to do so **it is not required** and should you choose not to submit a video the review of your entry will not be adversely impacted in any way. You will need to upload your video to YouTube or Vimeo (video-sharing sites) before you can copy and paste the URL into the application. "Cut" the URL from your video-share website, like Youtube or Vimeo, then "Paste" it in the box.