



Press release

Shanghai 2010 Award:

A worldwide business project competition on 'Entrepreneurship and the Sustainable City'

Jouy-en-Josas, June 17th 2010

More than 1,000 students took part in the "Entrepreneurship and the Sustainable City" business project competition organized by HEC Paris and Tsinghua University School of Economics and Management, which ran from 8th March to 12th May 2010.

Designed by teams of three students or young entrepreneurs from all around the world, 100 projects were selected, sent from business schools, schools of engineering and schools of environmental studies from Africa, Asia, Brazil, Europe, India, Russia, and the US.

Participants came from such world-renowned universities as: Cambridge University (UK), Copenhagen Business School (Denmark), ESADE, Barcelona (Spain), Fundação Getulio Vargas EAESP (Brazil), Hanoi Foreign Trade university (Vietnam), Keio University (Japan), St. Petersburg State University (Russia), Tsinghua University, Renmin University, Peking University and Zhejiang University (China), University Luigi Bocconi (Italy), University College Dublin Michael Smurfit GS (Ireland), University of North Carolina at Chapel Hill (USA), HEC Paris and Ecole des Mines ParisTech (France).

The competition brought to light outstanding business projects in fundamental sustainability aspects such as housing, quality of air, waste and water management, cultural heritage, transportation and energy. The projects were evaluated with respect to their innovativeness and their sustainability within three key dimensions: contribution to better urban life, eco-friendly advantage and economic sustainability.

Five companies actively participate in the Award and support the competition: Bank of China for the Golden Award, Lafarge, Schneider Electric, Sodexo and Veolia Environment for the Company Awards.

Chaired by M. Phan Nhay, Head of the Bank of China in France, and in the presence of leading French architect Jean-Marie Charpentier, the Jury took place at HEC Paris on 28th May and selected the 5 best projects for the Awards and 3 for Special Distinctions.

The winning teams are:

- Golden Prize – Bank of China: a team of Chinese researchers and business students from Cambridge University for their business project based on a new patent-protected chemical - the *Air Purifying Additive* - which, added to paint, breaks down the toxic gases and gives fresh air to the house.
- Lafarge Award: an international team from HEC Paris for a concept of low cost, self-supporting modular homes, built with sustainable building materials, as well as with an integrated system to produce energy and manage water and waste.
- Sodexo Award: a Brazilian team of young women entrepreneurs from Fundação Getulio Vargas - EAESP (Brazil): producing low cost construction materials from recycling plastics to serve the needs of popular housing.

- Schneider Electric: an international team from UCD Michael Smurfit Graduate Business School for a stand-alone solar power unit - a tree-like structure with a single pillar and solar panels as the crown - which can serve the electricity needs of slum inhabitants.
- Veolia Environment: a Japanese project from Keio University for the development of power-generating floors, generating electricity when people walk, for example, in the metro.

Special Distinctions also go to 3 teams from:

- Renmin University (Beijing) for their innovative concept of lithium battery package for electric bicycles.
- Zhejiang University (Beijing) for their novel use of technology for a new filter tip for exhaust pipes.
- Ecole Polytechnique d'Architecture et d'Urbanisme (Algiers) for the preservation of the cultural heritage in the city of Timimoun in the Saharan African Desert.

The five winning teams will be honored on 15th July in Shanghai. The Award Ceremony will take place at the Shanghai Grand Theatre in presence of the Chinese and international business and academic community.

Shanghai 2010 Award

More information on www.shanghai2010award.com

Founders and organizers of Shanghai 2010 Award:

School of Economics and Management, Tsinghua University

The School of Economics and Management of Tsinghua University (Tsinghua SEM) was established in 1984, with Professor Zhu Rongji as its founding dean who later became the fifth Premier of People's Republic of China in 1998. The mission of Tsinghua SEM is to become a world-class school of economics and management by contributing academic knowledge that fuels the revival of the Chinese economy and cultivating business leaders for China and the world. The school was awarded accreditations respectively by AACSB International (The Association to Advance Collegiate Schools of Business) in April, 2007 and the European Quality Improvement System (EQUIS) in February, 2008. This makes Tsinghua SEM the first business school in Chinese mainland double-accredited by both AACSB and EQUIS, two of the most prestigious international accreditations of management education.

www.sem.tsinghua.edu.cn/

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