ROUND I
PILOT PROPOSAL GUIDELINES
The pilot proposal is a brief, focused overview of the program you would like to implement. It will have just enough detail to show the potential of your program.

Submissions will be reviewed by a panel of judges comprised of campus leaders from the following departments (Conway Center, Campus Sustainability, Design Thinking Initiative, Residence Life and Facilities). Proposals will be judged on several criteria including, but not limited to: innovation, sustainability, financial viability, feasibility, scalability and applicability.

The pilot proposal will be the sole basis upon which the judges decide whether your proposal qualifies for Round II.

The judges will select up to five finalist proposals developed in Round I of the Challenge. Finalists will be awarded up to $500 seed funding to pilot their program and create a plan for moving forward.

In Round II, it is anticipated that one winner will be selected to receive unrestricted funding of $1,000 for the house and the potential to be supported by Campus Sustainability, the Conway Center and the Design Thinking Initiative for campus-wide implementation to scale their idea.

What kind of program?
The program must be a realistic idea for a pilot that supports the **integration of environmentally sustainable practices/behaviors into institutional house operations** and must fulfill a need that currently is unmet or not well-satisfied. The invention of a new or modification of an existing product that leads to the sustainable practice/behavior is permitted.

The proposed program must be innovative and scalable and can be 1) a brand-new practice/behavior, 2) an improvement to an existing practice/behavior or 3) the unique adaptation of a practice/behavior. The proposal must make clear the sustainability need(s) that your house can address, and how the pilot can become a viable, cost effective and ongoing program within a reasonable time frame.

What should be included in the pilot proposal?
Each pilot proposal is evaluated in the context of six major criteria:
• Does it demonstrate an understanding of environmentally sustainable practices as it relates to institutional house operations?
• Does it demonstrate a genuine added value for the campus as well as a solid opportunity with a strong potential for launch, expansion, and/or replication and success?
• Is it innovative?
– New technological advances to support sustainability practices/behaviors
– New or modified approach to encourage support sustainability practices/behaviors
– New strategic alliances or joint ventures to support sustainability practices/behaviors

– New strategies for reaching presently underserved students interested in sustainability practices/behaviors
• Does it show a good understanding of what is being attempted and what will be required to follow through?
• Is it economically feasible and easily implementable? (note: the college is looking for **low-cost** opportunities)
• Is it well-written, succinct, and easy to understand?

How should the pilot proposal be developed?

1. **The house**
– Describe the nature of your house (number of students, any distinguishing characteristics)

2. **Pilot program**
– Clearly explain the proposed practice/behavior addressed and key problem solved
– What makes your practice/behavior special/different and what benefit does it provide your student constituency? The Smith College Campus?
– What is the replication and expansion potential of your pilot program?

3. **The pilot program's market and marketing strategy**
– Who are the target students?
– How will you reach them?

4. **The pilot program's competition**
– Are there any other houses employing this practice/behavior?
– What are your strengths and weaknesses?
– What are your competitors' strengths and weaknesses?
– How is your proposed practice/behavior distinct from theirs?

5. **Pilot program team**
– Who is the pilot program team and team leader and what are their special experiences?

6. **What makes this program unique, innovative, and creative?**

7. **Financial resources and scalability**
– What resources (materials, equipment, etc.) are needed to execute this pilot program?
– How would you use the planning/implementation funds (up to $500)? funds can only be used for materials, equipment, etc.
– How would you engage the Office of Campus Sustainability in scaling the program if you were chosen as the final winner?

8. **Addendum**
Please provide any additional information you may feel is necessary to support your pilot proposal. (not more than 5 pages)

Content, format, page limit
– Use a reasonable font size (11 or 12), 1 or 1.5 spacing and 1 inch margins – a clean look.
– Use a cover page with the house name, team leader, email, telephone number and address.
– Cite significant statistics/other sources of information that support your proposal
– Two pages maximum, excluding the cover page and addendum. Pilot program proposals exceeding this limit will not be accepted.
– Addendum not to exceed 5 pages.

Submission Requirements and Procedures

Your **proposal** must be a single file submitted as an email attachment in Adobe Acrobat format or Microsoft Word document (addendum materials must be scanned and included in this file). Proposals submitted in other formats will not be accepted.

Check your file for viruses. Contaminated and unreadable files will be discarded.
All proposals must be submitted electronically; **no hard copies will be accepted**.

EMAIL: Proposals can be submitted as an attachment via email to ekerr@smith.edu
• Website/Emailed proposals must use the following subject line:
<Insert Your House Name>: House Sustainability Challenge
• In the body of the email, write only the following:
Your name, your house, and the words: Attached is my Pilot Proposal for the House Sustainability Challenge.

A house may submit more than one proposal. Two houses are permitted to collaborate; however, one house must be the designated lead. A lead house takes responsibility for the pilot project and manages all communication with the Challenge organizers and is responsible for managing the disbursed funds associated with the pilot.

Proposals will be accepted no later than midnight EST on **December 4, 2017**. *You will receive a confirmation of receipt within 48 hours. If you don't receive an email please contact ekerr@smith.edu to confirm your submission*. ***Late submissions will not be accepted.***

Any questions should be addressed to ekerr@smith.edu.