

## **Guidelines - Ideas Competition: Energy Saving Poster Campaign**

### **Who Can Participate**

- Open to **all registered students of partner universities of EUT+** (Technical University of Sofia, Cyprus University of Technology, University of Technology of Troyes, Hochschule Darmstadt, University of Applied Sciences, Technological University Dublin, Riga Technical University, Technical University of Cluj-Napoca, Technical University of Cartagena, University of Cassino and Southern Lazio).
- Entries to be submitted **in groups or from individuals** (collaborative work is encouraged to combine creative and technical perspectives).
- Any text in the design **should be in English**.
- Each participant or group may submit **one poster only**.

### **Prizes**

- The top **three designs** will be awarded:
  -  **1st Prize:** Voucher worth **250 €**
  -  **2nd Prize:** Voucher worth **150 €**
  -  **3rd Prize:** Voucher worth **100 €**
- Winning designs will also be **featured on different EUT+ partner university platforms** (e. g. websites and social media) and displayed across EUT+ campuses.

### **Concept & Innovation**

- You can focus on **creative, innovative, or practical solutions** that can reduce energy use on campus - or unite all of it in one poster.
- Make your design **forward-thinking and feasible**.
- Content is connected to energy savings and applies to all EUT+ universities (e. g. not all universities use the same energy source for heating).

### **Content Requirements**

- **Title:** Short, powerful, and relevant to energy saving on campus.
- **Main Message:** Clearly state your energy-saving idea or strategy.
- **Visuals:** Use graphics or icons to support your concept.
- **Facts & Data:** If applicable, include brief statistics or comparisons to show impact (e. g. "This idea can reduce the amount of energy used for lighting by 25 %").
- **Slogan/Call to Action:** Add a motivating line encouraging students and staff to act.

## Design & Layout

- Keep text **minimal and legible** – use large, clear, consistent fonts.
- Maintain **balance** between text, images, and empty space.
- Ensure all elements are **aligned and easy to follow visually**.
- Leave a **blank space for the EUt+ logo**, which will be added to the posters submitted.
- Be **creative!**

## Technical Specs

- **Size:** DIN A3.
- **Format:** Submit in PDF or PNG (high resolution).
- **Margins:** Minimum 10 mm safe area for printing.

## Submission

- Submit from your university email account to [sustainability.office@univ-tech.eu](mailto:sustainability.office@univ-tech.eu) until **18 May 2026**.
- To credit all creators of the poster, include your **name(s) and university/universities** in small text at the bottom right corner.
- State clearly **if you have used AI tools** in the making of the poster's content (this will not be an evaluation criterion, but it is an ethical step).
- **Use your university's email account for submission** (otherwise the submission will not be accepted).

## Evaluation Criteria

The winners will be selected based on the below grading criteria:

- **Creativity and innovation – 20/100**
- **Clarity of message – 20/100**
- **Design quality and visual impact – 20/100**
- **Relevance to energy-saving goals – 30/100**
- **Connection to EUt+ values/direction - 10/100**

Do not hesitate to contact us if you have questions: [sustainability.office@univ-tech.eu](mailto:sustainability.office@univ-tech.eu)