

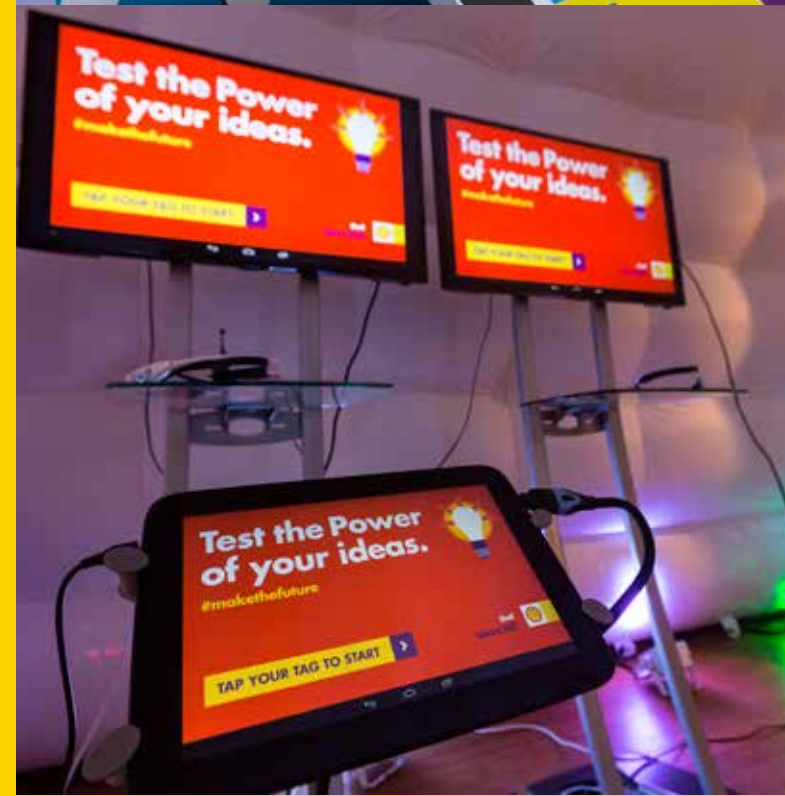


# INNOVATION ON CAMPUS SHELL

- **10** locations across the US and UK
- **2,041** people attended
- **617** ideas created on the 'Ideas Wall'
- **7,380** likes on the 'Like Wall'
- **86,410** energy points generated
- **50%** increase in Shell Ideas360 submissions
- **81%** of students associating Shell with innovation



**Shell**  
**Ideas360**







# WHAT'S IT ALL ABOUT?

Shell Ideas360 is a global competition that engages and inspires students to develop innovative ideas that tackle the pressures on the world's **Energy, Water** and **Food** resources.

This year, Shell wanted to promote the competition across key universities in a way that had never been done before. It wanted to showcase game-changing innovation and the power of human ingenuity. It wanted to inspire students and engage with them on a personal level. The aim was to influence their perception of Shell as an innovative place to work and encourage them to get involved in Shell Ideas360. A traditional event wasn't going to cut it, so we created a series of one-of-a-kind roadshows that ran in the UK and USA.



Pavillion Tunnel

Eye catching pavillion



# HERE'S HOW IT WORKED

Imagine moving objects using only the power of your mind. Or creating your own upbeat, music using the sound of solar panels, light switches and gas burners as your instruments. What if you could generate renewable energy from the power of your footsteps? Well visitors to this one-of-a-kind roadshow got to experience all of that and more – and in the process exploring this amazing world of innovation, they were inspired to participate in the competition.

The venue? An eye-catching pavillion, conceived and designed to create the feeling you were entering a basecamp of a National Geographic Adventure – the prize on offer to the winners of this year's competition. Students entered through a tunnel lined with LCD screens. These played films about students and innovators who, through engaging with Shell, had been inspired to develop ideas that could create a smarter, cleaner more sustainable future for our planet.





Student Registering on our Android tablets with tap to start, sign in. Students typed in their details and tapped their RFID against the tablets reader to begin the competition and collect those energy points.



LCD Screens



Shell Ambassador



Custom Registration Software.



Everyone was greeted by a Shell Ideas360 ambassador and given an RFID wristband. The wristband gave each person a unique way to interact with parts of the event and gain 'energy points' that could be converted into prizes at the end of their journey.

We then took visitors on a journey of learning and discovery that gave them the chance to unlock their own ingenuity and creative spirit along the way. The pavilion was divided into three zones – **energy**, **food** and **water** – each with its own experiential installation.

Tap in to sign in. Registration Tablets



RFID wristbands



Soundshower, directional speakers



Mix Control Console, loaded with sounds.



Kinetic floor tiles that generated electricity from footsteps.

# ENERGY ZONE

In the energy zone people created their own musical energy 'mix' using sounds from instruments such as gas burners, vacuum cleaners, solar panels and light switches. Their music was played via a soundshower, a directional speakers that isolated our 'DJs' in a curtain of their own sound. And they stood on **kinetic floor tiles** that generated electricity from their footsteps. As well as showcasing an innovative source of renewable energy, this was a demonstration of how Shell had previously worked with students to develop innovative products. The added bonus for our 'musicians' was that the more they moved, the more energy points they racked up on their wristbands.



Mixing console



Innovative Soundshower technology inside the DJ booths.





# FOOD ZONE

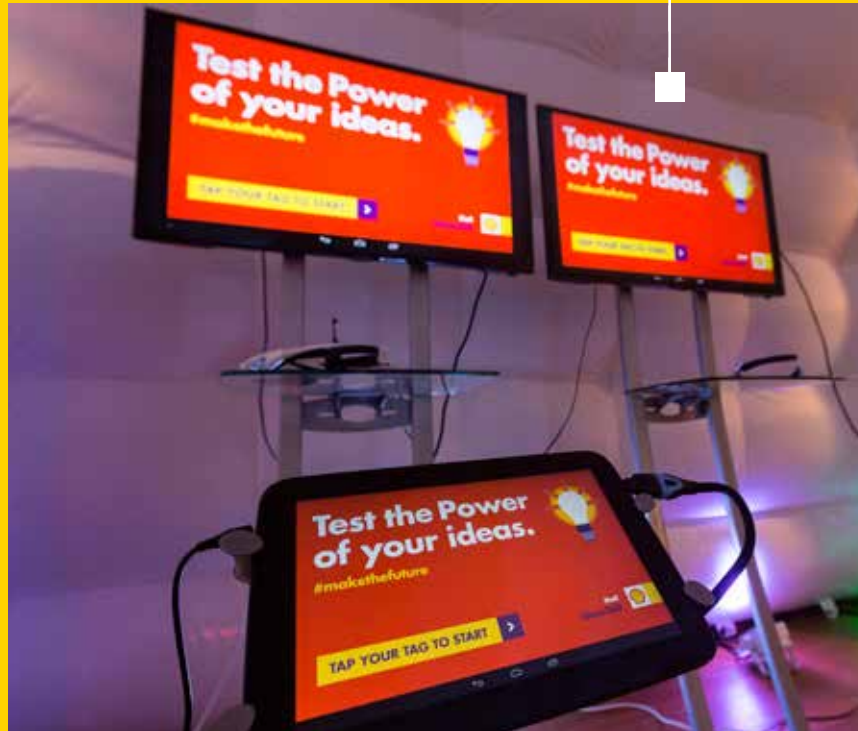
Teams of students in the Food zone competed to play an RFID-powered interactive quiz with weird and wonderful questions about we could feed our growing planet. We asked questions like "How much fuel is wasted transporting food that goes uneaten?" or "How much water does vertical farming save compared to conventional farming?" and people raced against the clock to tap their RFID wristbands on the A, B or C that matched their chosen answer. Every correct answer racked up more energy points.



A, B or C? Multiple choice answers

tapping their RFID wristbands on one of our A, B or C readers and correct answers added energy points.





# WATER ZONE

In the **water zone**, we created a first-of-a-kind game, a mind-reading game that showcased how the power of their thoughts could move objects on a screen, and how brainpower held the key to changing the world. Players donned headsets that measured their levels brainwave activity and, in a kind of synthetic telepathy, used their level of brain activity to make CGI bottles move up, down, left and right on a screen in front of them. The game involved building a bottle wall and it was a race against the clock because the faster you built your wall, the more energy points you scored.







At the heart of the event was a 360-degree spherical interactive display, showcasing a number of ideas students have previously submitted to Shell Ideas360. Another area was centred on a 'Like' wall, a showcase of six student ideas previously submitted to the competition. If you liked an idea you just tapped your tab on the reader next to it to show your support. And over in another area, an interactive digital table let people 'swipe' their way through an A-Z of Shell innovations currently happening around the world.

And as people completed their journeys it was a case of 'exit through the gift shop' the place where they could redeem the energy points amassed on their RFID wristbands for one of many Shell Ideas360 goodies. And post-event, the RFID wristbands meant we could continue engagement from campus to online – we created a 'visitor' website that could only be accessed using a unique code found on each wristband and that gave people the chance to re-live the whole experience and find out more about the Shell Ideas360 competition.







### DID IT WORK? ABSOLUTELY.

Submissions to this year's competition increased by more than **50%** y-o-y, and research undertaken after the events saw students rate the experience extremely highly, scoring it **4.1** out of **5**. It also showed the average likelihood of students who attended, going on to participate in the Shell Ideas360 competition was **8.9** out of **10**. And in terms of influencing views of Shell as a company and an employer the results were also positive – **81%** of students associated Shell with being an innovative company, keen to stimulate new ideas. Comments included "They are genuinely interested in innovative ideas that will improve our future," "Innovative and thought-provoking," "Innovative and focused on encouraging undergraduates to achieve their potential in their chosen degree courses."

Watch our film here: <http://youtu.be/R2ocaXupog8>



Pavillion Tunnel



Eye catching pavillion



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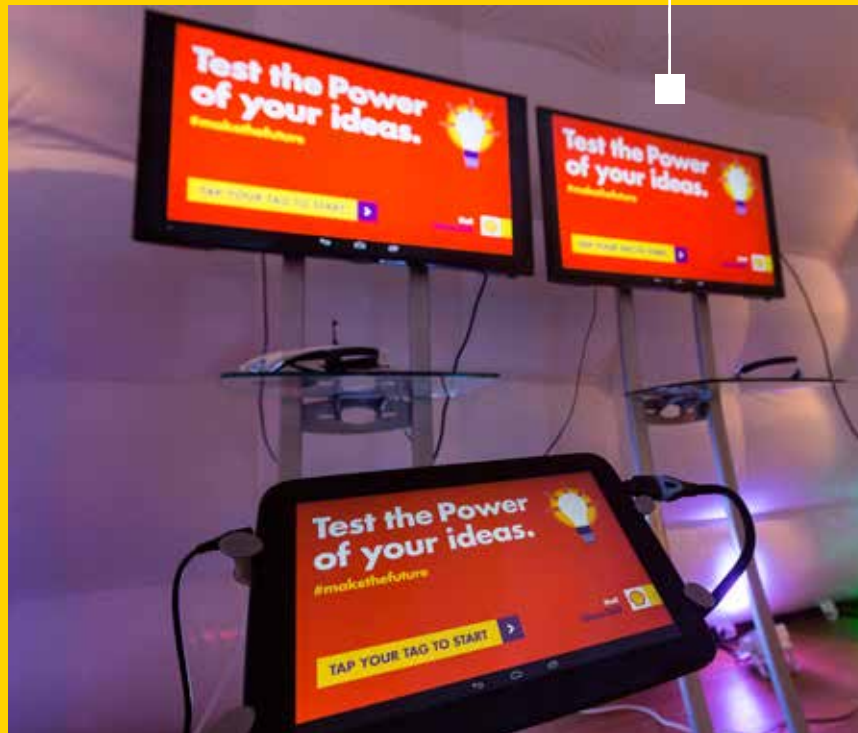
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Can you move the bottles





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Ideas Wall



Like Wall





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