INNOVATION ON CAMPUS SHELL

- 10 locations across the US and UK
- 2,041 people attended
- 617 ideas created
- 7,380 likes on the ‘Like Wall’
- 86,410 energy points generated
- 25% increase in Shell Ideas360 submissions
- Strong positive influence on views of Shell as a potential employer
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WHAT’S IT ALL ABOUT?

Over the next 40 years the world will become home to nine billion people. By 2050, we’ll need to produce 50% more food to feed the growing population, we’ll need to generate 40% more energy and we’ll need at least 30% more water to support our growing food and energy needs.

Human ingenuity is the powerhouse for the kind of game-changing innovation that will be necessary to overcome those challenges. Shell Ideas360 is a global competition that engages and inspires students to develop game-changing 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, to increase participation and influence perception of Shell as an innovative place to work. A traditional event wasn’t going to cut it, so we created a series of one-of-a-kind roadshow events that ran in the UK and USA.
HERE’S HOW IT WORKED

Imagine moving objects using only the power of your mind. Or creating your own upbeat, music using 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 walk away with some great prizes.

Housed inside an eye-catching inflatable pavilion, our event 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.
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.

Students entered the pavilion through a tunnel lined with LCD screens that played inspiring films about how Shell’s bright minds of today are working to create a smarter, cleaner, more sustainable future for our planet.

First up, everyone was greeted by a Shell ambassador and presented with an RFID wristband. The wristband offered 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.
Inside the pavilion was divided into three zones – **energy**, **food** and **water** – each with its own experiential installation.

In the **energy zone** we gave people the chance to create their own musical energy ‘mix’ using instruments that included gas burners, vacuum cleaners, solar panels and light switches. And to do that they stood in ‘DJ booths’ made up of directional speakers and kinetic floor tiles that generated electricity from their footsteps.

As well as showcasing an innovative source of renewable energy, the bonus for our ‘musicians’ was that the more they moved, the more energy points were added to their wristbands and the better their chance of picking up a high-value gift at the end of their journey.
In the Food zone we created an RFID-powered interactive quiz with weird and wonderful questions about what we could feed our growing planet. Three players at a time would compete to answer questions like “How much fuel is wasted transporting food that goes uneaten?” or “How much water does vertical farming save compared to conventional farming?” People answered by tapping their RFID wristbands on one of our A, B or C readers and correct answers added energy points.
Over in the **water** zone, we created a first-of-a-kind game that let people see inside their heads and control the movement of objects with their mind. Players donned headsets that measured their levels brainwave activity and, in a kind of synthetic telepathy, that activity triggered bottles to move up, down, left and right on a screen in front of them. The idea was to use the bottles to build a wall and it was a race against the clock because the faster you built your wall, the more energy points were added to your RFID tab.
At the heart of the event was a 360-degree spherical interactive display, showcasing a number of last year’s Shell Ideas360 student entries. 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.
Research undertaken after the events saw students rate the experience extremely highly, scoring it **4.1 out of 5**. It also showed that 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 innovation and 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/??????*??????](http://youtu.be/??????*??????)