

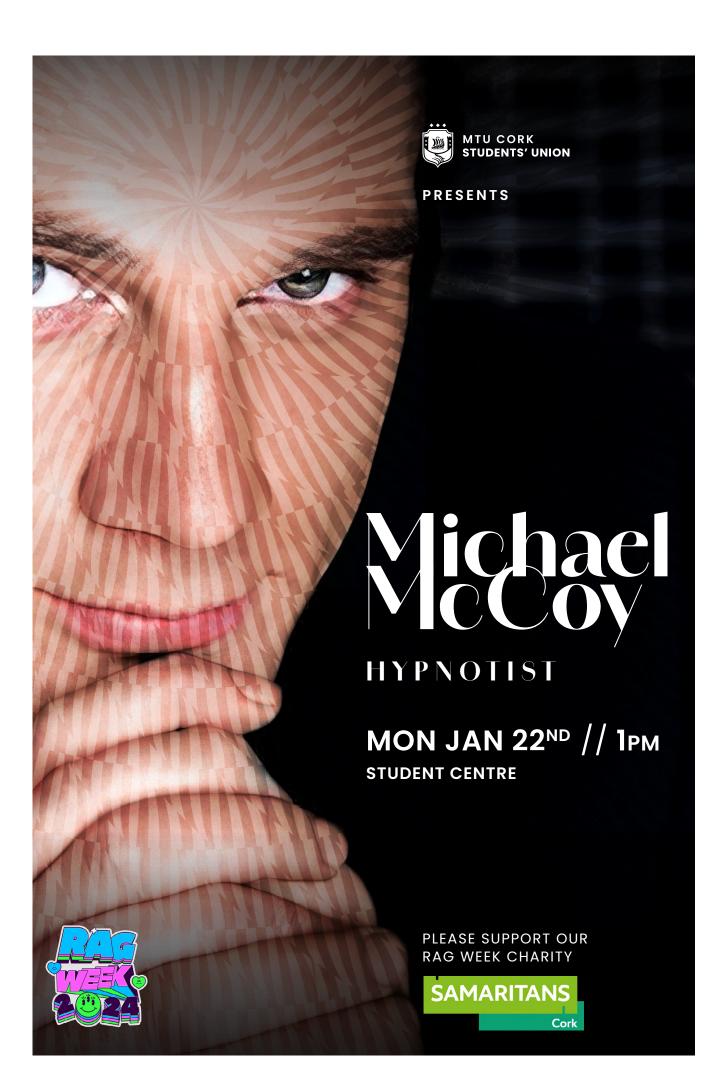
RAISE AND GIVE WEEK TIMETABLE

GENERATIVE AI: TO USE OR NOT TO USE?

INSIDE THE ANNUAL BUSINESS MODEL CANVAS INITIATIVE

MTU PODCAST SOCIETY INTERVIEW





ABOUT OUR



The Samaritans have been listening in the City of Cork for over 50 years and they provide:

- 24/7 365 Days of the Year we provide an Emotional Support for people in distress or feeling suicidal.
- We give talks to Schools, Community Groups, Workplaces and Universities, on mental health and well-being.
- We support Listeners who are there for prisoners going through a tough time.
- We have over 170 volunteers.
- We have opened a satellite Branch in West Cork to increase our engagement with local communities.
- We are 100% staffed by volunteers, no one in Cork Samaritans is paid for what they do. All volunteers give of
- We raise money to ensure that we can continue to provide our service every hour and every day of the year.
- Samaritans Vision is that fewer people die by suicide.

"Your donation will make a significant contribution to ensuring that we are able to provide our service to the callers who need someone to listen to them at times of deep distress".

RAG WEEK TIMETABLE

HOW WE INCLUDE "SUSTAINABILITY" IN OUR STUDENT ROUTINES?

GENERATIVE AI: TO USE OR NOT TO USE?

IGNITING INNOVATION: INSIDE THE ANNUAL BUSINESS MODEL CANVAS INITIATIVE

CAGING THE BIRD: ELON MUSK'S CORRUPTING INFLUENCE ON SOCIAL MEDIA

MTU PODCAST SOCIETY INTERVIEW

The views of the writers are not that of the Students Union, they do not reflect any internal opinions, preceptions or held beliefs.



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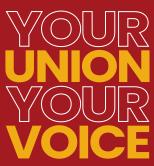
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Visit

mtucorksu.ie





MTU students and staff have always been very generous in their support of charitable and good causes. RAISE AND GIVE WEEK is the time of year that we dedicate to fundraising for worthy charities and causes. Last year we raised €8200, and this year we hope to raise EVEN MORE. We are delighted to announce that the CORK SAMARITANS have been selected as the main beneficiary of RAG WEEK 2024.

MARKET STALLS - Outside Student Centre // 10am

DJ (OUTSIDE) - Gym area // 11am - 1pm

DJ MC FLEMING - Student Centre // 12pm

HYPNOTIST Michael McCoy - Student Centre // 1pm

SPONSORED BY

Anseo STUDENT ENGAGEMENT OFFICE

MARKET STALLS - Outside Student Centre // 10am

DJ MC FLEMING - Student Centre // 12pm

RAG WEEK TABLE QUIZ - Common Room with Dave Daly // 1pm

A&C NOLLYWOOD MOVIE NIGHT - Meeting Room 1 // 6pm



SPONSORED BY

ANSEO STUDENT ENGAGEMENT OFFICE

MARKET STALLS - Outside Student Centre // 10am

DJ MC FLEMING - Student Centre // 12pm

PLUS SELFIE MIRRORS AND VIDEO BOOTH

SUPERNATURAL BROTHERS (MIND READER)
Common Room // lpm

Ar Scáth a Chéile Exhibition (In Each Other's Shadow)
James Barry Exhibition Centre // Ipm

RAG Karaoke

Common Room // 6pm (Sing yourself or dare a friend for €2)



HOSTED BY THE ANIME + MANGA SOCIETY

MARKET STALLS - Outside Student Centre // 10am

RAG Week Soccer Tournament - Astro Turf Pitches // 11am - 3pm

DJ MC FLEMING (OUTSIDE) - Outside Library // 11am - 1pm

RAG TABLE QUIZ - Clancys Pub // 7pm



How we include "Sustainability" in our student routines?

The United Nations has set out 17
Sustainable Development Goals(SDGs),
out of which a few goals can be
achieved on grassroot level such as
"eradicating hunger and poverty", "taking
care of local ecosystems" and so on.
For example, we as students have the
power to bring a change in the field of
sustainability in our day to day routines,
here is how;

Maha SohailN-TUTORR Student Champion(Education for Sustainability)



BUYING ONLY WHAT WE NEED:

University life is mostly busy but sometimes it can be reckless. For example, it is very common to buy groceries in bulk and then ending up wasting them because we are too busy in our studies or social gatherings. It is important to note that there are many countries in the world where there is hunger and famine. Therefore, let's try our best to not waste any food. It is thoughtful to donate some money every month to needy countries through trustworthy organisations working closely on ground, and you can start donating with as little as you can. This applies to any extra clothes you might have. You can donate any unneeded clothing you might have to organisations like "Enable Ireland" to help the sustainable use of clothes.

TAKING CARE OF OURSELVES AND OUR ENVIRONMENT:

We can only contribute to Sustainability in our world if we ourselves are healthy. Make sure you eat a balanced diet, drink plenty of water and take care of yourselves during the student life. A balanced diet can only come from a healthy environment as it is the environment that heals us when we are feeling down or need fresh air. Therefore, it is quite handy to learn how to grow simple plants or vegetables yourself. You can start with buying small pots of plants that can be kept in your apartments/houses while doing your studies. Taking care of your plants in your place of study can help you develop a habit of taking care of the environment in general.

DEVELOPING A HABIT OF USING ENERGY EFFICIENTLY:

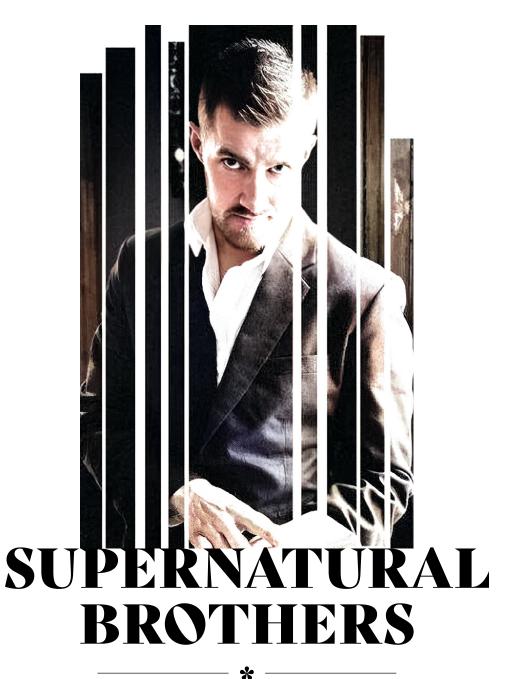
With climate change impacting us globally, it is useful to learn how to make ourselves comfortable in extreme temperatures without using a lot of energy. For example, instead of keeping heating turned on for a whole day on a cold day in your room/house, turn on the heating during a few hours and keep the heat inside by wearing warm clothes, closing windows, etc. This way you can use less energy and pay less for electricity bills.

As an N-TUTORR student champion for "Education for Sustainability" I hope to contribute soon to any sustainability initiatives within the university where students can easily take part. Until then, stay tuned!





PRESENTS



MIND READER EXTRAORDINAIRE

PM STUDENT
COMMON
ROOM

WED 24^{TH}

JAN

PLEASE SUPPORT OUR RAG WEEK CHARITY





FIRST OF ALL, WHAT IS GENERATIVE AI?

Generative AI (Artificial Intelligence) generates new content, ranging from text to visuals, using artificial intelligence, which uses data and generates data based on it. So if we provide a dataset of thousands of flashcards created by people in the past and the original content based on which those flashcards were created, generative AI can learn how to create flashcards.

There are many controversies and uncertainties about this topic, especially in academia, among students and university staff. Nowadays, tools such as ChatGPT are extremely popular among students, but because of the lack of regulations, many students feel like they operate in a grey zone, where they don't know what they can or can't do, so one of the important things should be to create a clear set of rules and guidelines for students on how they can apply artificial intelligence tools into their studying routines, as generative Al is already present in many areas of our lives.

ACCELERATING THE LEARNING PROCESS FOR STUDENTS

Students can benefit from using generative AI, for example, to help them review lecture notes and module content, where within seconds they can generate flashcards and revision material for the final exams, or they can ask generative AI how they should schedule their study preparation for a final exam, to maximise their outcome, in relation to their learning abilities and the most effective way they learn. Or when students are studying at home, they can ask a chatbot to help them by explaining a concept to them in an easier, more approachable way.

ACCESSIBILITY AND INCLUSION

Students with various learning disabilities, such as dyslexia, can greatly benefit from using Artificial Intelligence tools. Tools such as speech recognition (for users to speak what they want to convey instead of writing), text-to-speech, or predictive text and spelling correction can help students with disabilities to express their thoughts easily and make it easier for them to understand and consume the learning content, leading to a more inclusive academic environment.

LANGUAGE LEARNING

Generative Artificial Intelligence can be especially useful for those students who are learning a foreign language. Gen Al tools can come in the form of a conversational chatbot, with which a student can practise speaking in a foreign language and to learn the language with a fully personalised learning plan for them and their needs.

Those are only a few of the areas in which Generative AI can positively impact students' lives and their studying habits.

SOCIETIES

From Hating Business to Loving Marketing

Hello! My name is Jenny. I'm a marketing student in MTU Cork and Public Relations Officer for the Marketing Society. In secondary school I hated business as a subject but, as I learned from the open day, marketing is equal parts creative as it is logic or business based. So, it went down on my CAO and here I am more than 4 years later, approaching my final semester of the course.

I remember being told about the marketing society by one of the members in first year and it inspired me to get involved with the societies in the college. I signed up for the marketing society not long after and have been a member ever since. So, why decide to get more involved in my final year, you might ask? Well after taking a year out to fight cancer, there was nothing more appealing to me than being involved in the broader college community. Anyone who has been there or has had a family member be in that position knows how isolating it can be, even just the treatment process alone.

I couldn't see anyone face to face for more than half a year as my immune system was down from chemotherapy and covid and other illnesses were rampant. So, on my return to campus, I vowed to put myself out there and make my last semester count. And it hasn't disappointed!

So far, we have organised some guest speakers and had a very successful marketing ball which of course is one



possibly pursuing as a career in years to come.

Being a committee member not only stands out on CVs as a unique experience, but it also puts you in touch with a whole network of people from several different faculties that you might never have met otherwise.

So, what's next for the society? We have some more interesting guest speakers and workshops on the way for 2024 which have been handpicked based on feedback from students. But of course, we are open to suggestions and will take any help that comes our way!

Give a look at our Instagram @mtumarketingsociety where we post polls and question boxes for regular feedback. Thinking of joining us? Head over to the portal to become a member today! We would love to have you.

Mature

The September intake at The Crawford College of Art and design saw an increased number of Mature Students. Revive

When we heard that the Society had lapsed, a couple of us decided to investigate whether there might be an interest in reviving it. We held our AGM on 21st November in The Crawford and were delighted with the attendance.

> We kicked off our Society events with a hilarious night at ChattyBoo Productions of the Adult Panto Sleeping Beauty in the Spailpin Fanach. It's great to support our fellow creatives, in whatever field they may be.

We look forward to having a meet up in both MTU Campus, (The James Barry Exhibition Centre) and The Cork School of Music. We welcome new members and look forward to suggestions for future events.

Keep an eye out for future events or get in touch on our Instagram page: mtu_maturestudentscork

Happy 2024 everyone, Ali Cullinane (Chair)



Igniting Innovation: Inside the Annual Business Model Canvas Initiative at MTU

In a remarkable display of innovation and enthusiasm, the first-year students from a wide array of disciplines at MTU recently concluded the Business Model Canvas.

This initiative, aimed at fostering entrepreneurial spirit and innovative business ideas, saw an impressive 55 class visits delivering Business Model Canvas workshops and an astounding 1,800 students presenting their business ideas at the Rubicon Centre in teams of 4 or 5. What's even more noteworthy is that each of these ideas was not only creative and promising but also had a profound impact on the United Nations Sustainable Development Goals (SDGs).

The journey kicks off with an ambitious goal each year – to equip the next generation of student entrepreneurs with the tools and mindset necessary to bring their business ideas to life. The Business Model Canvas, a strategic management template for developing new or documenting existing business models, is the guiding framework for this transformative experience.

Over the course of the semester, lecturers and the Rubicon Team engaged with students from various disciplines. The students in their groups delved into the details of the Business Model Canvas, covering key aspects such as value proposition, customer segments, channels, revenue streams, and cost structures.

The goal each year is not just to teach a methodology but to ignite a spark of creativity and entrepreneurial thinking in every participant.

The pitching occurred in the Seminar Room at the Rubicon Centre, where 1,800 students had the opportunity to showcase their entrepreneurial prowess. The standard was extremely high as students presented their business ideas, articulating how their ventures could not only thrive in the market but also contribute positively to society. The judges then chose I business idea from each class group to proceed to the final on Dec 8th to conduct an elevator pitch to be in with a chance of winning prize money for the team.

The final showcase event had an electric atmosphere and saw great competition with 45 elevator pitches.

There were two prizes allocated, 'Flexiblox' an innovation on balance blocks for gymnastics won the overall best business idea, and 'Methane Reducing Capsules' won the best impact on the Sustainable Development Goals.

What truly sets this initiative apart is the conscious effort to align each business idea with the United Nations Sustainable Development Goals. Students were not only encouraged to think about profitability but also about the positive impact their ventures could have on the world.

From renewable energy solutions to educational software, to medical devices, each pitch demonstrated a commitment to creating businesses that contribute to a more sustainable and equitable future.

Beyond the workshops and pitches, the Business Model Canvas initiative here at MTU continues to succeed in building a vibrant community of aspiring entrepreneurs who now have knowledge of where to go to bring those ideas to life - the Rubicon Centre.



Caging the Bird: Elon Musk's Corrupting Influence on Social Media

In an era where social media platforms were once heralded as democratic spaces for diverse conversations, Twitter now stands as a testament to the evolving landscape, transformed into a one-man show under the unexpected command of Elon Musk, the charismatic CEO of Tesla and SpaceX. As Musk's influence continues to permeate Twitter/X, what was once a vibrant realm of open dialogue now bears witness to the gradual downfall of a platform where every tweet appears to be a calculated move in Musk's grand chess game.

MUSK'S MANIPULATIVE TACTICS: A SPECTACLE UNVEILED

Elon Musk's entry into the Twitter arena has been nothing short of a spectacle. Where Twitter was once celebrated for its role in connecting people and fostering meaningful discussions, Musk has deftly turned it into a stage for his carefully orchestrated theatrics. His tweets, seemingly spontaneous, carry the weight of calculated market manipulation. From cryptocurrency rollercoasters to stock price puppetry, Musk has showcased a unique talent for turning 280 characters into a playground for financial chaos.

However, it's worth noting that this transformation didn't happen overnight. Elon Musk, after facing stringent criticism and backlash on Twitter, found himself in a position where the only way to control the narrative was to buy the stage.

Forced into a corner, he made the financial plunge to acquire Twitter, turning the platform into a canvas for his whimsical financial experiments.

THE CRYPTOCURRENCY CAROUSEL: A DIGITAL THEME PARK RIDE

Musk's Twitter escapades have taken the cryptocurrency world on a wild ride, reminiscent of a theme park rollercoaster. With a mere tweet, Musk can send Dogecoin soaring to the moon or plunge Bitcoin into the abyss. The absence of regulatory oversight in this digital financial playground allows Musk to play the puppeteer, pulling strings and watching the markets dance to the whims of his tweets. Who needs traditional financial regulations when you have a CEO with a penchant for digital disruption?

Yet, for Musk, this amusement park ride comes at a hefty cost. His financial forays into the cryptocurrency market have not only caused market volatility but have also led to substantial personal financial losses, a point often overshadowed by the theatrics of his Twitter performances.

TWITTER'S TRANSFORMATION INTO MUSK'S MONOLOGUE: A ONE-MAN SHOW

Once hailed as a platform for democratic discourse, Twitter/X now resembles more of a monologue theater with Elon Musk at the centre stage. While ordinary users attempt to voice their opinions, Musk's tweets drown out the collective hum,

turning the platform into a one-man show. It's no longer about fostering a diverse exchange of ideas; instead, it's about amplifying Musk's voice and influence, overshadowing the once-prized diversity of thought.

THE EROSION OF AUTHENTICITY: A CASUALTY OF MUSK'S CALCULATED ANTICS

As Musk's tweets weave through the Twitterverse, the authenticity of the platform begins to erode. Genuine conversations are overshadowed by the calculated antics of a CEO who knows the art of gaining attention. Musk's disregard for the conventional norms of social media etiquette has transformed Twitter/X into a playground for the powerful, leaving many users wondering if authenticity is now an endangered species in the Twitter ecosystem.

CONCLUSION: A GRAND SCHEME UNVEILED, AT A HEFTY PRICE

In the grand scheme of Elon Musk's Twitter takeover, the downfall of Twitter/X appears inevitable. The platform, once a symbol of free expression and open dialogue, has succumbed to the calculated whims of a man with a penchant for digital manipulation. Musk's tweets, a blend of market machinations and self-indulgent proclamations, have transformed Twitter into a stage where the audience is left questioning if they are witnessing a Shakespearean tragedy or a modern-day circus act.

As Musk's influence continues to shape the narrative on Twitter,



Coughs, colds, sinus infection, sore throats and flu

In order to try and prevent infection remember:

- Wash your hands
- Cover your mouth when coughing or sneezing
- Stay at home until you are 48hrs free from fever or for 5 days if you test positive for covid.
- ▶ Eat a good balanced diet drink plenty of water, eat protein and carbohydrates and 5-7 pieces of fruit and veg/day.
- Avoid excessive caffeine, alcohol and high sugar foods.
- Exercise regularly.
- Maintain a good sleep routine.

CLICK/TAP BELOW TO FIND OUT MORE

Remember to get the Flu vaccine and Covid Booster if you are in the High risk groups.

Check out "Under the Weather" HSE for information on how to manage symptoms of illness and when to seek further medical attention.



How'ya all! Hope ye have all recovered from yer lovely semester break. Now it is time for me to reveal all the secrets of an ideal break that will give everyone something to look forward to come the Easter Holidays. It was back in October 2023 when I decided to hit a spot to recharge the batteries called...

DAY 1: GIRONA

Monday October 22nd. Waking up at Hilton Doubletree Hotel, it was stunning to take in the Catalan countryside along with the cityscape of Girona, having landed shortly after midnight from Cork Airport the night before. After my morning fix of cappuccino, I decided that it was time to start my touring around.

Girona has the total feel of a small Mediterranean city with the many picturesque and colourful houses that crowd both sides of the River Onyar, which is usually shallow to the extent that it more resembles a stream. There are many bridges of both road and foot, the most stunning being the Eiffel Bridge, built by the creator of the Eiffel Tower in Paris, Gustave Eiffel. A lovely morning sandwich was also enjoyed by the Church of St. Felix, where many cafes, bars and restaurants lie along the Old Town and its winding, cobbled streets. By midday, I had just completed a tour of the Moorish Baths, which gives an insight of how public baths operated in ancient times.

Now it was time for a walk along the Old Fortifications and City Walls. Acting as both a tourist attraction and a regular walkway, the towers afford stunning views of both the city and the surrounding landscape all the way to the Pyrenees that are particularly stunning during sunset. The city views are very reminiscent of Cork City from the top of Shandon. Afterwards, it was lunchtime over San Miguel and Tapas!

The afternoon saw me take in Game Of Thrones
Tourism when I went back to the Old Town and visited

the Cathedral Of Saint Mary Of Girona, which played a prominent role in Season 6 of the acclaimed TV series. You could end up straining your neck looking up at the widest Gothic nave in the world, the building having been constructed in stages from the 11th century onwards. A most interesting and fascinating tour indeed. Afterwards, it was a stroll down along the Old Jewish Quarter before taking a stroll along the metropole. One warning though. Despite being no more than the size of the MTU Cork Campus, the high rise streets and alleys are so concentrated and numerous that it is actually very easy for one to get lost, even with your phone GPS. The evening was one dining out in Koenig, a pub restaurant chain that do good dinners and beer.

DAY 2: LLORET DEL MAR

A trip to Girona can hold many package surprises. Not often do you get to have a sun holiday, beach holiday, cultural and heritage holiday and touring holiday all rolled into one. And the second day had me on the bus from Girona Station to the resort town of Lloret Del Mar on the Costa Del Brava.

Lloret Del Mar, despite having all the trappings that your average sun holiday in, say Malaga or Ibiza holds, is worth a visit. Looking out at the clear blue of the Mediterranean, I decided to take on the cliff walks of that part of the famed Camino. The walks range from steep to easy-going, but you are never far from dramatic scenery, with the Castell Del Lloret being the most prominent spot along the way. After a beer and sandwich at Fenals, I strolled along its stunning beach before heading back



to the town centre. Afterwards, I hit Castell d'en Playa, which holds an environmental awareness centre that is displayed in 3D format; well worth it. After two final beers along the Lloret beach, it was sadly time to return to Girona. A delicious meal at Koening was followed by a trip to McKiernan's Irish Pub; one can never be far away from the local embassy to make friends old and new!

DAY 3: FIGUERES

Boarding the train, it was an hour's trip up North to Figueres, a cultural city a mere 10 miles from the border with France. The city is the birthplace of artist Salvador Dali, but my attempt to enter the world-famous museum in his honour proved to be futile; you would have had a better chance of obtaining a ticket for Coldplay or Taylor Swift in that minute then!

Ah well, I decided to visit the Castello Del San Ferran, the biggest bastion fortress built in Europe, similar to Kinsale's Charles Fort, only three times its size. Built during the 1700s, it played a major part in the Peninsular Wars of 1807–1814. Figueres remained loyal to the Republican cause and thus the town was attacked regularly by Falangist, Nazi and Fascist forces. The fortress was largely blown up in 1939 and in the 1960s was opened to the public. Among the rich tour that can be enjoyed, the most stunning part was looking out at the Pyrenees, the natural border between France and Spain and the Costa Del Brava and French Riviera meeting one another. After I did a tour of some of the many museums, including the Catalan Toy Museum, which gives an interesting history of toymaking.

DAY 4: GIRONA

I decided to relax and enjoy my final day so it was an afternoon of gastronomy together with a final tour of the fortifications, followed by last orders at McKiernans. A few notes may include that Girona is a major university city, so if any students wish to consider doing Erasmus there, it would be a very enriching choice. On the political front, when one thinks that Brexit is the only place for anti-EU dissent, the cause for Catalan Independence which had gained momentum from 2017 onwards, remains very strong. The city has divided allegiances, noted by the Free Catalonia flags versus the Catalan flags that support union with Spain. I had my Spanish soccer jersey on me on my first day and I even asked myself; did I make a sensible choice – I do love my Spanish holidays y'know. Should Catalonia ever become independent, it would be very interesting to see how their soccer will evolve from leaving what is often the goldfish bowl dominated by Real Madrid and Barcelona that is called La Liga, especially considering that FC Girona became top of that table that weekend!

DAY 5: TIME TO GO HOME.

The bus station serves Girona Airport which is only a mere 10 miles from the city that can be reached in 30 minutes. The airport is nice and convenient which returns to Cork – and the rains – in 2 hours! I will definitely be making my return someday soon!



MTU Podcast Society Interview

Students at Munster Technological University are gearing up for a dynamic addition to their campus experience with the launch of the MTU Podcast Society in semester two. This society is poised to create ripples, fostering a vibrant community and offering a unique platform for students to express their opinions on matters that resonate with them, all while delving into the captivating world of Podcasting.

Goals and Aims

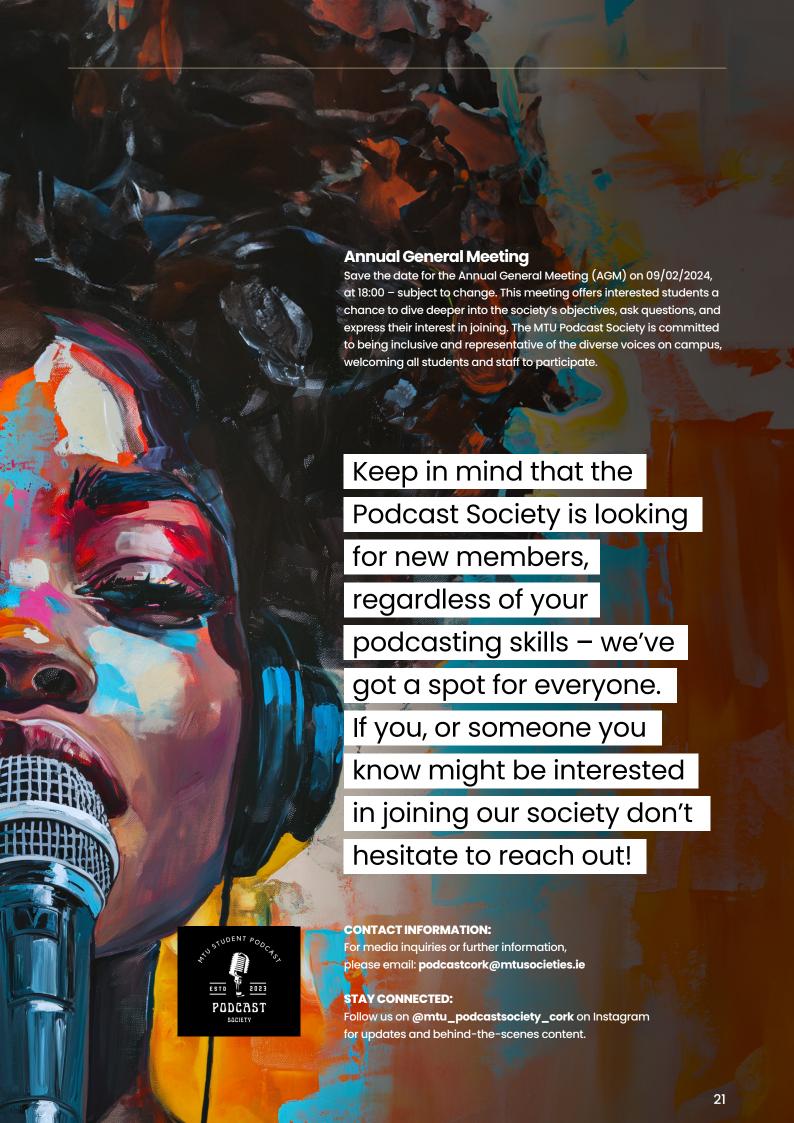
The MTU Podcast Society is dedicated to keeping the student body connected and well-informed. Through a captivating weekly podcast, the society aims to shine a spotlight on campus events, address relatable student issues, and provide enriching experiences for both listeners and society members. The objective is to create an inclusive space that is not just informative but also entertaining, exploring the diverse spectrum of student life.

Student-Powered Production

At the MTU Podcast Society, students take the reins of the entire podcasting process. From promoting the society to recording, editing, finding guests, and hosting, students will be at the forefront. It might sound like a lot, but the Society has taken steps to ensure that your journey into podcasting is simple, informative, and above all, enjoyable.

Planned Events

The heart of the MTU Podcast Society will be the creation of a weekly podcast. Recording sessions are slated for Fridays, with editing over the weekend to deliver a polished product to the student body by Monday. Podcast lengths are interchangeable, though we'll do our best to keep things entertaining, whether it's ten minutes or ten hours. The podcast aims for a blend of casual and informative content, addressing crucial issues while maintaining an engaging, humorous, and safe tone. The agenda includes featuring student speakers, sharing experiences, and addressing relevant topics. As the society grows, plans also include inviting external speakers to broaden its reach.



PRIZE FOR INNOVATION 2024

FINAL SHOWCASE - THURSDAY 14TH MARCH

€14,500



IN CASH PRIZES

WHAT IS IT?

A showcase of the most creative, novel and innovative business ideas and inventions. Students can apply using their course work.

MTU ENTREPRENEUR OF THE YEAR €4,000 PRESIDENT'S AWARD €1,000

BEST BUSINESS
/ MARKET
OPPORTUNITY
€1,500

BEST CROSS CAMPUS APPLICATION €1.000

BEST CONCEPT €1.500 BEST SOCIAL ENTERPRISE €1,000

BEST PITCH ON INNOVATION DAY €1,000

BEST PITCH ON INNOVATION DAY €1.000

BEST EXHBITION STAND €1,000

BEST VIDEO SHOWN ON INNOVATION DAY €500

BEST DESIGN AWARD €500 MOST POSITVE ENVIRONMENTAL IMPACT €1,000





APPLY AS PART OF A TEAM OR SOLO BEFORE MARCH 1ST



