



EUROPEAN CONTEST

# SUSTAINABILITY: NEW PERSPECTIVES FOR A WICKED PROBLEM

Rules & Guidelines

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## Glossary

To ensure clarity and a shared understanding of the terms used in this document, please refer to the glossary below.

Term	Definition
VET	Vocational Education and Training
Green Combs	Localised, multi-stakeholder hubs established within VET institutions as part of the Green Hive project. Each hub fosters collaboration among educators, learners, and external stakeholders to address sustainability challenges.
GreenComp	A European competence framework that outlines the knowledge, skills, and attitudes needed to support sustainable development.
Sustainability Challenge	A real-world issue related to environmental, social, or economic sustainability that requires innovative and impactful solutions.
Stakeholders	Individuals, groups of individuals or organisations who might be influenced or influence the sustainability challenge and/or its solutions, including NGOs, businesses, policymakers, researchers and community members.
Educational Resources	Tools, materials, and methodologies developed as part of the Green Hive project to support system thinking, project-based and collaborative learning in sustainability education.

## Introduction

“Sustainability: New Perspectives For A Wicked Problem” is a European competition organised under the scope of the [Green Hive project](#), a cooperation partnership co-funded by the Erasmus+ Programme of the European Union. This initiative aims to foster innovative, green, and collaborative practices in vocational education and training (VET).

The competition engages participants in co-creating solutions to sustainability challenges by using resources and tools developed by the Green Hive project. Particularly, it encourages collaboration among Green Combs across Europe, promoting sustainability knowledge and competences.

Through this European Competition, the Green Hive consortium aims to achieve the following objectives:

- Encourage VET providers, teachers, trainers, and learners to develop innovative learning programs that align with the GreenComp, fostering more inclusive, digital, green, and ecosystemic practices in VET;
- Facilitate collaboration between VET providers, learners, and external stakeholders (including community groups, NGOs, research institutions, and policymakers) to co-create sustainability solutions ;
- Empower learners by involving them actively in the design and development of solutions, ensuring that their needs and interests are integrated into the process.
- Share the results of the competition to highlight and disseminate best practices and innovative approaches in VET, serving as a source of inspiration for VET providers across Europe;

- Use the competition results to inform a comprehensive study on the application of the GreenComp framework in VET centers, offering valuable insights, lessons learned, and recommendations for practitioners and researchers;
- Involve community groups, NGOs, and research institutions in the voting process to engage a broader community of stakeholders in shaping the future of vocational education and training;
- Recognise and celebrate participants' efforts and achievements by awarding certificates or plates to the most-voted videos at national and European levels.

## 1. Scope of the Competition

The competition seeks to:

- Engage teachers, students, and external stakeholders in co-creating impactful sustainability solutions.
- Use the resources developed in the Green Hive project, including the GreenComp Framework and WP3 Educational Resources, as a foundation for innovative solutions.
- Encourage active learning, teamwork, and practical application of sustainability knowledge.

The competition is not limited to finding a single "right" answer but focuses on fostering creative approaches, innovative ideas, and collaborative processes to address complex sustainability challenges.

Particularly, the following **sustainability challenges** have been identified:

Challenge (C)	Description
<b>C1</b> The Waste Crisis: Tackling Overflowing Landfills	The exponential increase in waste production is overwhelming landfills, polluting ecosystems, and contributing to environmental degradation. Addressing the waste crisis requires innovative ways to minimise waste generation and improve resource management.  <b>Example focus areas:</b> <ul style="list-style-type: none"> <li>• High rates of plastic waste in schools and local communities.</li> <li>• Inefficient waste sorting and recycling systems.</li> <li>• Challenges in reducing single-use items in daily operations.</li> </ul>
<b>C2</b> Energy Use in Daily Life: Reducing Consumption and Improving Efficiency	Excessive energy use in everyday activities contributes to environmental harm and increased costs for institutions and households. Promoting smarter energy use and improved efficiency is essential to reduce waste and encourage sustainability in daily life.  <b>Example focus areas:</b> <ul style="list-style-type: none"> <li>• Energy waste in school facilities, such as unnecessary lighting or heating.</li> </ul>

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- Lack of awareness about energy-saving practices among students and staff.
  - Opportunities to promote behavioural changes to reduce energy consumption.
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**C3****Unsustainable  
Transportation:  
The  
Environmental  
Cost of Mobility**

Transportation systems heavily reliant on fossil fuels contribute significantly to air pollution and greenhouse gas emissions, while also facing challenges in accessibility and equity. Rethinking mobility is essential to create more sustainable transport systems.

**Example focus areas:**

- High carbon emissions from daily commuting in urban areas.
  - Lack of safe and accessible infrastructure for pedestrians and cyclists.
  - Transportation barriers for students in remote areas.
- 

**C4****Social  
Inequality in  
Sustainability  
Efforts**

How can we ensure that sustainability initiatives are inclusive and address the needs of marginalised groups, preventing social inequality from growing during the green transition? Inclusive approaches are needed to ensure that everyone benefits from sustainability initiatives.

**Example focus areas:**

- Unequal access to green technologies or resources.
  - Barriers preventing marginalised communities from participating in sustainability projects.
  - Underrepresentation of women and minority groups in green education and careers.
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**C5****The Carbon  
Footprint of  
Education**

Educational institutions are key players in the fight against climate change, but their operations can generate significant carbon emissions. Reducing their environmental impact while fostering sustainability education is a pressing challenge.

**Example focus areas:**

- High energy use in educational buildings.
  - Inefficient waste management systems in schools.
  - Limited integration of sustainability into school curricula or extracurricular activities.
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**C6****Water: A**

Water is essential for life, yet pollution, overuse, and climate change are threatening its availability and quality. Ensuring access to clean and

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**Precious Resource** sustainable water sources requires responsible consumption, pollution prevention, and improved water management.

**Example focus areas:**

- Water pollution from human activities – The impact of industrial waste, agricultural runoff, and plastic pollution on freshwater and marine ecosystems.
- Water scarcity and overconsumption – Challenges related to droughts, inefficient water use, and excessive groundwater extraction.
- Protecting and restoring water sources – Innovative solutions for conserving rivers, lakes, and oceans, including reforestation, wetland preservation, and community-led clean-up initiatives.

## 2. Structure of the Competition

The competition consists of the following key stages:

<b>1</b>	<p><b>Challenge Selection</b></p> <p>Each Comb will be invited to select one of the proposed sustainability challenges.</p>
<b>2</b>	<p><b>Solution Development</b></p> <p>Combs will engage in a structured process, utilizing educational resources and tools provided by the Green Hive project. This process will include research, brainstorming, stakeholder engagement, and the development of an innovative solution to their chosen challenge.</p>
<b>3</b>	<p><b>Video Presentation</b></p> <p>Each comb will present their solution in a 2-minute video, highlighting their ideas, creative process, and potential impact. Videos must adhere to the technical and content guidelines outlined in this document.</p>
<b>4</b>	<p><b>Evaluation</b></p> <p>Solutions will be evaluated by a panel of experts and through public voting on the project platform. The final score will combine jury and public votes.</p>
<b>5</b>	<p><b>Recognition and Dissemination</b></p> <p>The winner will be announced and invited to present their solutions during the final conference of the Green Hive project in their country. The winning solution will be featured in the e-publication “Sustainability: new approaches for a wicked problem” which will be widely disseminated by the project consortium at the national and EU</p>



levels.

### 3. Competition Timeline

The European competition will span 8 months, with the following schedule:



### 4. Eligibility

- The competition is open to the Green Combs established in the scope of the Green Hive initiative.
- Each participating team must consist of teachers/trainers and learners.

- The proposed solution must address one of the **sustainability challenges** indicated in this document and align with the contest theme: *"Sustainability: New Perspectives for a Wicked Problem"*.
- Each team must involve at least **three external stakeholders** (e.g., NGOs, businesses, policymakers, researchers) in refining their solution. For instance, these stakeholders could contribute by providing expertise and feedback, participating in brainstorming or workshops, validating the proposed solution, assisting with data collection or analysis, or supporting outreach efforts to raise awareness and enhance the solution's real-world applicability.
- Teams must submit their final solution in the required format within the given **deadline** and in compliance with these guidelines and rules.
- Submissions must be **original**, created by the team, and free from plagiarism or any infringement of intellectual property rights.

## 5. Suggested Pathway for Participants

To support the Green Combs throughout the contest, the Green Hive consortium has outlined a series of key steps designed to help teams stay organised, develop impactful solutions, and present their ideas effectively.

These steps are provided as a **guideline and are not mandatory**. Each hub is free to adapt the process according to its own workflow, strengths, and preferences. The goal is to foster creativity and collaboration, so teams are encouraged to modify or expand these steps to meet their specific needs.

**1 Kick-off & Challenge Selection:** Teams should meet and agree on the sustainability challenge they will address.

**2 Research & Problem Analysis:** Analyse the challenge, gather relevant data, and review existing solutions. Use the provided tools to map the system, identify root causes, and explore best practices.

**3 Solution Development:** Brainstorm ideas, refine them using structured methods, and create a clear action plan.

**4 Stakeholder Engagement:** Collaborate with at least three external stakeholders to validate and enhance the proposed solution.

**5 Content Creation & Presentation:** Develop materials to showcase the solution, draft key messages, and design visuals. Record and edit a polished video presentation that clearly communicates the team's ideas.

**6 Submission:** Submit the final video by the deadline and engage with the public voting process to promote your solution.

## 6. Video Requirements

To ensure clarity and consistency, teams must adhere to the following technical and content requirements when creating their video:

### Technical:

- Duration: The video must not exceed 2 minutes.
- Format: Videos should be submitted in MP4 or an equivalent format.
- Language: All videos must be in English.

### Content:

- Team Introduction: Clearly introduce the team members.
- Challenge Description: Provide a concise overview of the sustainability challenge being addressed.

- **Proposed Solution:** Explain the solution developed by the team, highlighting its potential impact and relevance to the challenge.
- **Stakeholder Involvement:** Describe the role of stakeholders, including learners, teachers, and external stakeholders, in refining and shaping the solution.

Teams should aim for clarity, creativity, and coherence in their presentations, ensuring that their video effectively communicates the essence of their solution within the given constraints.

## 6. Submission and Evaluation

Videos must be submitted by email to the Contest Coordinating Team at **info@lasco.io** no later than **06 June 2025, 12:00 pm CET**.

The submitted solutions will be evaluated by both a panel of experts and the public through a voting process on the project platform.

### 6.1 Jury Evaluation

A jury composed of sustainability and education experts will assess the videos based on the following criteria:

<b>Evaluation Criteria</b>	<b>Score (% of total)</b>	<b>Purpose</b>
<b>Innovation</b>	30%	Creativity and originality of the proposed solution.
<b>Impact</b>	30%	The potential of the solution to address the chosen challenge.

<b>Collaboration</b>	30%	Quality of cooperation among teachers/trainers, learners and external stakeholders.
<b>Presentation</b>	10%	Clarity, effectiveness, and quality of the video.

## 6.2 Public Voting

The videos will be published on the project platform for public voting. Each authenticated user will have the opportunity to cast one vote for their preferred solution.

## 6.3 Final Score

The final score will be determined by combining the following:

- 60% from the jury evaluation.
- 40% from the public vote.

## 7. Prize

The winning hub will receive an **award**, and their representatives will be invited to present their solutions during the final conference in their country, planned for October. The winning solution will also be **featured in the e-publication "Sustainability: New Approaches for a Wicked Problem"** providing a platform to showcase their innovative work to a wider audience. The publication will be widely promoted by the project consortium at the national and European levels. This recognition aims to offer participants a unique opportunity to gain visibility, network with sustainability and education professionals, and inspire others with their contributions.

## 8. General Rules

1. Participation in the contest signifies acceptance of all rules outlined in this document.

2. All submissions must be original and must not infringe on any third-party rights.
3. The organisers reserve the right to disqualify teams that do not comply with the contest rules.
4. Participants encountering technical issues or other difficulties should promptly contact the organisers at [info@lasco.io](mailto:info@lasco.io).

These rules are designed to ensure a fair and transparent competition for all participants

## 9. Processing of Personal data

**a) Subject of Processing** - The Contest Coordinating Team at Lascò SRL processes personal data and identifying information provided by participants, including name, surname, email address, and any other data necessary for participation in the competition.

**b) Purpose of Processing** - Personal data is processed to manage participation in the competition, evaluate submissions, communicate with participants, and fulfil obligations under applicable national and European laws, as well as the requirements of regulatory and supervisory authorities.

**c) Methods of Processing** - Personal data will be processed using operations outlined in Article 4 of the GDPR, such as collection, recording, organisation, storage, consultation, modification, and deletion. The data will be processed electronically and/or manually using tools designed to ensure its security and confidentiality. Processing will be performed solely by authorised personnel and for the purposes specified in this document.

**d) Duration of Processing and Right to Erasure** - Personal data will be retained for the duration of the competition and up to 12 months after its conclusion for purposes related to reporting and evaluation. Participants have the right to request the deletion of their personal

data in accordance with Article 17 of the GDPR (right to erasure), provided there are no legal grounds for retaining it.

**e) Access to Data** - Access to personal data will be restricted to authorised members of the Contest Coordinating Team involved in managing the competition. Appropriate security measures will be in place to prevent unauthorised access, disclosure, alteration, or destruction of personal data.

**f) Obligation to Provide Data** - Providing personal data is mandatory for participation in the competition. Failure to provide the required information will result in the inability to process the application or evaluate submissions.

**g) Rights of Participants** - In accordance with Articles 15–21 of the GDPR, participants have the right to:

- Access their personal data to confirm its processing and obtain a copy of the information.
- Request corrections or updates to inaccurate or incomplete data.
- Request the deletion or restriction of their data when its processing no longer serves the purposes for which it was collected or when it is processed unlawfully.
- Object to the processing of their personal data for legitimate reasons.
- Request data portability, where applicable.

**h) How to Exercise Rights** - Participants may exercise their rights at any time by sending a written request to the Contest Coordinating Team at [info@lasco.io](mailto:info@lasco.io) or through the appropriate contact form on the official project website.

**i) Data Controller** - The data controller responsible for processing personal data under the GDPR is:

- **Name:** Lascò SRL
- **Address:** Viale Carlo III di Borbone, 8, 81100 Caserta, Italy
- **Email:** info@lasco.io

Participants with concerns or questions regarding the processing of personal data may contact the data controller at the email address above.