Crowd-Sourcing Atlanta’s Sustainability Solutions

First to 50,000 – The Atlanta Electric Vehicle Race

“In a case competition, participants compete for the best solution to a business case study under time pressure. Most often it is a competition at university level, but on occasions also held at other levels.”

“Crowdsourcing is the act of outsourcing tasks, traditionally performed by an employee or contractor, to an undefined, large group of people or community (a crowd), through an open call.”

Wikipedia

In the spirit of this distributed approach to social value creation, The City of Atlanta’s Office of Sustainability, Clean Cities Atlanta and Goizueta Business School (Emory University) are spearheading an effort to tap the myriad of current and future sector participants for innovative but workable solutions to the challenges associated with achieving mass adoption of electric vehicles. This open-access case competition will tap the collective creativity of students in Metro Atlanta who are passionate about shifting the U.S. away from its dependence on foreign oil with market-based solutions.

Problem Statement

The Atlanta Metro Region must stimulate the demand for 50,000 electric vehicles in order to secure vehicle manufacturers and comprehensive infrastructure businesses’ partnerships. With a clear understanding of the issues associated with electric vehicles and their mass market adoption, teams will present innovative plans that speak to the following: **What is the best strategy for Atlanta to achieve its goal of being the first American city to have 50,000 electric cars on the road?**

The top five plans will be presented to an elite panel composed of political and industry leaders. The winning team will be the one that convinces the panel that their plan has the best chance to create the demand for 50,000 electric vehicles in the Metro Atlanta region.
Incentives

There are several reasons to get your team together. First, this competition gives you the chance to give Atlanta a leg up in its important race to 50,000 electric cars. Second, the top five teams will have the chance to present and defend their ideas in front of a high-powered panel of judges drawn from industry and policy circles. Finally, the top-rated team will walk away with a (winner-take-all) $5,000 prize.

Who is Eligible?

- Teams of undergraduate and graduate students in the State of Georgia are eligible
- Each team may have up to five (registered) student participants
- The competition has capacity for up to 30 teams

Final Deliverable

- A PowerPoint slide deck not to exceed 20 slides (due August 31, 2011)
- The teams selected to present will be allowed to submit additional materials to the panelists at the final presentation. However, they MUST present from the decks that were submitted
- Presentations will be twenty minutes followed by a ten minute Q&A session
- **Note** – All presentation materials become public domain upon submission

Successful proposals must speak to the following (background materials are provided and updated on the competition website):

1. EV charging schedules and charging network operations,
2. Market forecasts for electric vehicle demand in the Atlanta region, and
3. Incentive programs that aim to drive mass adoption of EVs.

*The competition website ([www.wisdomofcrowds.emory.edu](http://www.wisdomofcrowds.emory.edu)) provides core materials, registration instructions, panel participants and other relevant competition information. At a minimum, student teams should utilize this website to register and to check for announcements on contest developments.*