

Our climate is changing, fast. To avoid catastrophic consequences to our health, economy and the biodiversity of our planet, we need to take action. Efforts to create a sustainable climate for the planet can feel like a daunting and inaccessible goal at an individual level. What if there was a way to contribute in small meaningful ways that could deliver a large impact?

IBM has been committed to fight climate change long before it became a mainstream cause. The company's environmental commitment is reflected in the award of seven Climate Leadership Awards in partnership with the EPA (Environmental Protection Agency) more than any other company in the world.

Through investments in research, data analytics, and tech-forward solutions like IA and Blockchain, as well as app hackathons; IBM has been driving forward changes around reducing carbon emissions, addressing plastic pollution in the ocean, forecasting air quality with IA-powered systems, and creating solutions that help the transition to wind & solar. Can you design a solution and experience to help fight climate change?

**Your challenge is to identify a critical area of need and then conceive, design and build an experience that enables individual or group climate action that is accessible, achievable and measurable.**

Your mission is to develop a mobile app solution and may address one or all of these:

- Address a specific climate opportunity or challenge that can be impacted at a local level

- Through connection and engagement, mobilize people to take action, making a positive and meaningful impact in their community
- Leverage emerging technologies (AI, 5G, Cloud, Blockchain, etc.)
- Consider new business models to enable value exchange between parties

*Potential areas of focus could include energy use, food waste, diet change, re-use and recycling, transportation, and social and political activism.*

Prototypes must be designed and built in Adobe XD with 7 or more connecting screens. Submit your entry to <https://cjam.in/ibmsubmission> by Sunday, Sept 29 at 6:00pm ET/3:00pm PT. *Prototypes must be time-stamped by or before submission time.* Test your prototype before you submit your link and include an abstract of up to 500 words describing your project solution.

10 semi-finalist teams will be notified by email before Monday. Semi-final teams must present their prototypes for 3 minutes on camera to the judges on Monday, September 30 when requested beginning at 6:00 pm ET/3:00 pm PT in order to win. IBM ix judges will seek a demonstration of your idea and design clarity through your presentation.

**Projects will be evaluated on:**

- Demonstration of clear content, strong visuals, and intuitive navigation
- Empathy towards the target audience
- Uniqueness and potential impact of the concept

