University of Washington Sustainable Transportation Innovation Challenge

In 2019, Amazon and Global Optimism announced the Climate Pledge, making the commitment to be net carbon neutral by 2040 – 10 years ahead of the Paris Climate Accord.

Amazon’s Sustainable Transportation Accelerator for Middle-Mile Program, or STAMP, is launching the UW Sustainable Transportation Innovation Challenge to elicit ideas related to middle-mile decarbonization. The middle mile of Amazon’s network begins when goods come into our network, mostly at ports, and ends when goods are assigned to a customer for delivery, and includes transportation by air, water, rail, or road.

STAMP is looking for new ideas related to 1) hardware or software technologies to reduce carbon emissions; 2) methods to reduce the cost of sustainable transportation while still providing fast delivery; and 3) partnerships with external organizations (businesses and/or non-profits) to accelerate the transition to sustainable transportation.

This guide has everything you need to understand the Challenge and create your submission. Further questions? Email uwchallengestamp@amazon.com.

Page 1: Introduction
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Preliminary Details: For a complete set of the terms and conditions governing your participation in this Challenge, please refer to the Official Rules, pages 21-24

- Full- and part-time, undergraduate and graduate students that are legal US residents of WA over age 18 are eligible to participate.
- Students can submit their ideas [here](#). All submissions must be in the PRFAQ format (see pages 4-6).
- The Challenge will open September 3, 2021 at 12:00PM Pacific Time and close on October 1, 2021 at 11:59PM Pacific Time. Late entries will not be accepted.
- Submissions will be reviewed by members of the relevant Amazon team.
- Amazon will announce the winners on October 15, 2021 via email to all submitters. One person will be awarded $10,000 for the 1st place submission, one person will be awarded $5,000 for the 2nd place submission, and one person will be awarded $2,500 for the 3rd place submission.

<table>
<thead>
<tr>
<th>#</th>
<th>Scoring criteria</th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>Decarbonization potential</td>
<td>Is this solution expected to provide modest CO(_2) reductions (&lt;10%), step-change reductions (10-30%) or game-changing reductions (&gt;30%)?</td>
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<tr>
<td>2</td>
<td>Timeliness</td>
<td>Will this idea be ready to scale to all North American operations in time to meet our <a href="#">sustainability goals</a>?</td>
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<tr>
<td>3</td>
<td>Global applicability</td>
<td>Could this idea be applied in logistics operations worldwide or does it have a narrower application?</td>
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<tr>
<td>4</td>
<td>Probability of success</td>
<td>How likely is it that this idea will succeed (low, medium, high)? How substantial are the risks or needed changes?</td>
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<tr>
<td>5</td>
<td>Tech-economic readiness</td>
<td>Where is this idea on the technology and economic readiness scale (e.g. immature, market-ready, or advanced)?</td>
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<td>6</td>
<td>Applicability to middle mile</td>
<td>Does this idea focus on decarbonizing the middle mile?</td>
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<tr>
<td>7</td>
<td>Leadership factor</td>
<td>Would implementation of this idea enable changes across the industry?</td>
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Resources and Further Reading

I. Amazon’s 2020 Sustainability Report (for middle mile, pgs. 33-34, 107-109)

II. Sustainable Transportation at Amazon

III. How Amazon’s Middle Mile Team Helps Packages Make the Journey to your Doorstep

IV. The Road to Fleet Electrification

V. Commercial Goods Transport: Widening the Road to Electrification

VI. UW Supply Chain and Transportation and Logistics Center

VII. North American Council for Freight Efficiency
   a. Report Library
   b. Current Technology
   c. Emerging Technology

VIII. The International Council on Clean Transportation
   a. Green Freight
   b. Heavy-duty Vehicles

IX. MIT Center for Transportation and Logistics

X. CALSTART
   a. Truck Resources
   b. Industry Resources
This is the PRFAQ guide template for UW Sustainable Transportation Innovation Challenge submissions. PRFAQs are documents written at Amazon to explain new ideas for projects and products. For this challenge, your PRFAQ will answer the following questions.

1. What is the idea?
2. How will the idea reduce carbon emissions from middle mile transportation?
3. What is the decarbonization potential?
4. When will the idea be feasible? What is a realistic timeline for implementation?
5. What is the probability of success?
6. In what environments or regions is this idea feasible?
7. What are the next steps for the development of the idea?
Headline: Short, compelling description. (Tip: Write the headline last.)

One-sentence summary (the gist): Describe what you’re launching and why this idea will reduce carbon emissions from middle mile transportation. (Tip: This is your elevator pitch. Keep it simple.)

[Press release date – media venue]: The press release date sets the expectation of when the product, program, or initiative will launch. Think about how long it will take Amazon to launch the idea. The media venue is the city where you would announce the launch. If you don’t have a place in mind, Seattle is the default media venue.

First paragraph — Summary of what the idea is. Assume the reader will not read the entire press release, so make it count! Don’t bury the lede. State the idea and how it will reduce CO2 emissions, with a little more detail than the one-sentence summary under the headline. Describe the product, program or initiative. What is it and how does it work?

Second paragraph — the opportunity or problem. Describe in your own words the specific challenge of reducing emissions from middle-mile transportation your idea addresses. Be factual, but compelling.

Third paragraph — the solution: Clearly explain your vision for the solution and how this will affect the logistics customer experience.

Fourth paragraph — the explanation. Justify your carbon emission reduction claims. How will they happen?

Fifth paragraph — a customer testimonial: Customer testimonials are made up, but they should be specific, believable, and sound like a human said them. Use the testimonial to reinforce why Amazon customers care about what you’re launching. (Tip: To create an effective testimonial imagine how you want the customer to feel and how they would express their feelings in words.)
Frequently Asked Questions (1-paragraph answer for each, can add images / tables / charts if helpful but limit to 1 or 2 for the whole section). FAQs help vet the idea. While the press release makes the reader fall in love with the idea, the FAQs get into the details of how it will work, and how we’d get from where we are now to the end state of the press release.

FAQ 1  Are other companies doing anything like this?

FAQ 2  How exactly would your idea work?

FAQ 3  How would you measure the emissions reductions from your idea?

FAQ 4  Why stop here? Why not go bigger? What would bigger look like?

FAQ 5  What are the biggest obstacles to launching your idea? What is needed to overcome these obstacles? [These could be technical or business risks]

FAQ 6  [Additional FAQs if desired]
Amazon University of Washington Sustainable Transportation Innovation Contest

OFFICIAL RULES

Please read these rules before participating in the Amazon University of Washington Sustainable Transportation Innovation Contest (the "Contest"). By submitting a submission, you acknowledge that you have read and agree to be bound by these Official Rules and the decisions of Sponsor and the Judges, and that you and your submission into the Contest satisfy all eligibility requirements.

ELIGIBILITY.

Open to legal residents of Washington, United States who at the time of submission are at least 18 years of age and are enrolled as a full, part-time, undergraduate, or graduate student at the University of Washington. This Contest is not open to employees or independent contractors, or immediate family members (spouses, domestic partners, parents, grandparents, siblings, children, and grandchildren) or those living in the same household of employees or independent contractors of Amazon.com Services LLC ("Sponsor"), or any entity involved in any aspect of the Contest (including funding, judging or administration), and each of their respective parents, subsidiaries, affiliates, advisors, or advertising/promotion agencies.

HOW TO PARTICIPATE.

Contest submission period begins at 12:00:01 p.m. (PT) on September 3, 2021 and ends at 11:59:59 p.m. (PT) on October 1, 2021 (the “Submission Period”).

To participate in the Contest, go to https://amazon626.eu.qualtrics.com/jfe/form/SV_d43HyOzS946Lo8e (the “Website”) and follow the instructions to complete the online questionnaire form with the information requested (each, a “Submission”). Submissions should be new ideas related to 1) hardware or software technologies to reduce carbon emissions; 2) methods to reduce the cost of sustainable transportation while still providing fast delivery; and 3) partnerships with external organizations (businesses and/or non-profits) to accelerate the transition to sustainable transportation.

Sponsor’s (or its contractor’s) servers and clock shall be deemed the official clock for all phases of the Contest, and your proof of a Submission does not constitute proof of receipt by Sponsor. Sponsor is not responsible for (i) lost, misdirected, late, incomplete, or unintelligible Submissions or for inaccurate Submission information, whether caused by you or by any of the equipment or programming associated with or utilized in the Contest, or by any technical or human error that may occur in the processing of Submissions; or (ii) any printing, production, human or typographical errors in any materials associated with the Contest.

Sponsor reserves the right in its sole and unfettered discretion to disqualify at any time any Submission containing obscene, offensive, pornographic or sexually explicit material, or libelous, disparaging, infringing or other inappropriate content or subject matter or violates any law (as determined by Sponsor in its sole discretion). Submission must meet the community guidelines found at https://www.amazon.com/gp/help/customer/display.html?nodeId=14279631, and meet other reasonable community standards.

CONDITIONS OF SUBMISSION.

All Submissions must be the (i) original creations of the participants, (ii) be in English, (iii) cannot be previously published or submitted in connection with any other contest, (iv) be in keeping with the Sponsor’s image and (v) not be offensive or inappropriate, as determined by the Sponsor in its sole discretion, nor can it defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person’s personal or property rights or any other third party rights. By submitting a Submission, each participant grants to Sponsor the worldwide, transferable, non-exclusive, royalty-free, perpetual, irrevocable, and fully sublicensable right to use, reproduce, modify, adapt, publish, translate, create derivative works from, distribute, and display the Submission throughout the world in any media (whether now known or hereafter devised). Entrants agree that they will not use the Submission for any other purpose, including, without limitation, posting the Submission to any online social networks, without the express consent of Sponsor in each instance.

By submitting a Submission, participant acknowledges and agrees that Sponsor may obtain many Submissions in connection with this Contest and/or other contests staged and/or promoted by the Sponsor, and that such Submissions may be similar or identical in theme, idea, format or other respects to other Submissions submitted in connection with this Contest and/or other contests.
sponsored by the Sponsor or submitted for other reasons or other materials developed by the Sponsor. Participant waives any and all claims participant may have had, may have, and/or may have in the future, that any Submission and/or other works accepted, reviewed and/or used by the participant may be similar to his/her Submission, or that any compensation is due to participant in connection with such Submission or other works used by Sponsor.

Sponsor is collecting personal information to process the Submissions and to contact you if necessary. Sponsor will share your information with third parties that have a need to know, such as the judging committee, and by participating, you agree to the sharing of your information with the judging committee and third parties whom Sponsor retains to assist in administering the Contest. If you do not agree to these terms or to Sponsor’s privacy notice located at www.amazon.com/privacy, please do not submit a Submission.

JUDGING PHASE.

All eligible Submissions received by Sponsor during the Submission Period will be reviewed by a committee of Amazon judges (the “Judges”) selected by the Sponsor. All Submissions will be reviewed by the Judges based equally on the following criteria:
1) Decarbonization potential: Is this solution expected to provide modest CO₂ reductions (<10%), step-change reductions (10-30%) or game-changing reductions (>30%)?
2) Timeliness: Will this idea be ready to scale to all North American operations in time to meet Sponsor’s sustainability goals? For more details on Sponsor’s sustainability goals visit: https://sustainability.aboutamazon.com/.
3) Global applicability: Could this idea be applied in logistics operations worldwide or does it have a narrower application?
4) Probability of success: How likely is it that this idea will succeed? How substantial are the risks or needed changes?
5) Tech economic readiness: Where is this idea on the technology and economic readiness scale?
6) Applicability to middle mile: Does this idea focus on decarbonizing the middle mile?
7) Leadership factor: Would implementation of this idea enable Sponsor to facilitate and support changes across the industry?

The one (1) Submission with the highest score will be deemed the potential Grand Prize winner. The one (1) Submission with the next highest score will be deemed the potential First Prize winner. The one (1) Submission with the next highest score will be deemed the potential Second Prize winner. In the event of a tie, the tie will be broken by a separate additional judge who will score the tied Submissions solely on probability of success. Sponsor reserves the right not to award any or all prizes if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Submissions. Prize awards are subject to verification of eligibility and compliance with these Official Rules.

WINNER NOTIFICATION.

On or around October 15, 2021, we will notify via email the potential prize winners using the contact information submitted as part of the Submission. Each potential prize winner will be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release as requested by Sponsor (in its sole discretion). Sponsor may, in its sole discretion, require the potential prize winners to sign such additional documents Sponsor decides are necessary to confirm eligibility and obtain a liability/publicity release. Failure to return any required document by the date requested by Sponsor will deem the applicable potential prize winner as ineligible to move on to a runner-up. If any documentation is not returned by the specified dates or if a potential prize winner is deemed ineligible prior to the prize being awarded, Sponsor may, in its sole discretion, notify a runner-up. Potential prize winners must contact Sponsor as requested within 48 hours, or we may notify a runner-up.

PRIZES.

Grand Prize: There is one (1) Grand Prize available. Each Grand Prize consists of $10,000 USD.

First Prize: There is one (1) First Prize available. Each First Prize consists of: $5,000 USD.

Second Prize: There is one (1) Second Prize available. Each Second Prize consists of $2,500 USD.

The total Approximate Retail Value (“ARV”) of all prizes is $17,500 USD.

Prize Conditions.

Prizes will be fulfilled by Sponsor. Potential prize winners will be required to submit his/her social security number or tax payer ID number to Sponsor in order to claim the prize.
Prize winners will be responsible for paying all costs and expenses related to the prize that are not specifically mentioned herein, including but not limited to, taxes and any other expenses that might reasonably be incurred by prize winner in receiving or using the prize.

Sponsor reserves the right to substitute a prize (or any portion thereof) with an item of comparable or greater value, in its sole discretion. All prizes will be awarded “AS IS” and WITHOUT WARRANTY OF ANY KIND, express or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose).

ADDITIONAL TERMS.

To the maximum extent permitted by law, Sponsor reserves the right, in its sole discretion, to change these rules or cancel the Contest at any time, or to modify, terminate, or suspend the Contest should viruses, worms, bugs, unauthorized human intervention, or other causes beyond Sponsor’s control corrupt or impair the administration, security, fairness, or proper play of the Contest during the Submission Period. In the event the Contest is terminated, Sponsor reserves the right to determine the potential prize winners from among all Submissions received prior to such date and time of termination using the judging process identified above. Sponsor is not responsible for any human or other error that may occur in the processing of the Submissions, nor is it responsible for any error, omission, interruption, deletion, defect, delay in operation or transmission, theft or destruction, or unauthorized access to, or alteration of, Submissions, or for technical, network, telephone, computer, hardware or software, malfunctions of any kind, or inaccurate transmission of, or failure to receive any Submission information on account of technical problems or traffic congestion on the Internet or at any website. Sponsor is not responsible for injury or damage to any participant’s computer or any other device resulting from downloading any materials in connection with the Contest. Sponsor reserves the right, in its sole discretion, to disqualify any individual found to be tampering with the submission process, the outcome of the Contest, or the operation of the Contest or Website; to be acting in violation of these rules; or to be acting in an unsportsmanlike or disruptive manner or with intent to annoy, abuse, threaten, or harass any other person. CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR AND ITS AFFILIATES RESERVE THE RIGHT TO SEEK DAMAGES AND/OR OTHER RELIEF FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

MISCELLANEOUS.

The Contest and all accompanying materials are copyright © 2021 by Amazon.com Services LLC. All rights reserved. By participating, participants agree to be bound by these rules. No transfer, assignment, cash redemption, or substitution of prizes are permitted except by Sponsor due to prize availability and then with prizes of equal or greater value.

By participating, each participant agrees: (a) to abide by these Official Rules and decisions of Sponsor and judges, which shall be final and binding in all respects relating to this Contest; (b) to release, discharge and hold harmless Sponsor, University of Washington, and their respective parents, affiliates, subsidiaries, and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the forgoing (collectively, “Released Parties”) from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from participant’s participation in the Contest or any Contest-related activity or the acceptance, possession, use or misuse of any awarded prize. Contest is governed by the laws of the United States and the State of Washington. As a condition of participating in this Contest, participants agree that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or in connection with this Contest, will be resolved individually, without resort to any form of class action, exclusively before a court located in King County, Washington having jurisdiction. Further, in any such dispute, under no circumstances will participants be permitted to obtain awards for, and hereby waive all rights to claim, punitive, incidental, or consequential damages, including attorneys’ fees, other than participant’s actual out-of-pocket expenses (e.g. costs associated with participating), and participant further waives all rights to have damages multiplied or increased. Contest is void where prohibited by law. Participants agree that the decisions of Sponsor and the judges related to the Contest are final.

PRIZE RECIPIENT LIST. After the prize winners are confirmed, the prize recipient’s names will be emailed to all participants.

SPONSOR. Amazon.com Services LLC (“we” or “us”), 410 Terry Ave N, Seattle 98109

Privacy Notice: All information submitted in connection with this Contest will be treated in accordance with these Official Rules and Amazon.com’s Privacy Notice (www.amazon.com/privacy).