MEZeroE Idea Contest

The MotionShade Challenge

Sponsored by Pellini SpA

Guide for Applicants

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1. Introduction

The Innovation Consulting Idea Contest is a structured open innovation challenge designed to engage students and young researchers in the development of sustainable and innovative solutions for the European building stock. As part of the MEZeroE ecosystem, this competition will provide a platform for fresh ideas that align with the broader mission of accelerating the adoption of nearly Zero Energy Building (nZEB) solutions.

The contest aims to encourage creative yet feasible solutions that can be widely applied to large-scale buildings in Europe. Participants will be required to submit drawings and/or renders that effectively communicate their ideas. These submissions should focus on solutions that enhance energy efficiency, sustainability, or digital integration within the building envelope.

2. The Value of Visual Representation

Visual representation is a key component of the Innovation Consulting Idea Contest, ensuring that proposed innovations are clearly communicated and can be easily understood by both technical and non-technical audiences. By visual representation, we aim to:

- Enhance Idea Clarity – A well-illustrated concept allows evaluators to grasp the technical feasibility and application of the idea more effectively.
- Showcase Creativity – Visuals help participants demonstrate the aesthetic and functional aspects of their innovation.
- Strengthen Public Engagement – High-quality visuals make it easier to promote winning ideas across social media, industry publications, and MEZeroE outreach efforts, amplifying visibility for participants.
- Facilitate Industry Adoption – Companies and stakeholders are more likely to engage with ideas that are presented in a visually compelling and professional manner.

Participants are encouraged to keep visuals simple yet clear, ensuring they effectively convey the core aspects of their proposed innovation.

Visuals that can be used

Drawings, Sketches, Renders, AI-Generated Images, Video Renders, etc. Anything that can showcase your idea clearly. We encourage participants to be as creative as possible.

3. Objectives of the Event

The objectives of the Idea Contest are to:

- Engage students and young researchers in sustainable building envelope innovation.
- Promote realistic and applicable ideas that align with MEZeroE's mission.
- Generate visual materials (renders/drawings) that can be used for outreach and social media engagement.
- Provide industry recognition and incentives through cash prizes, diplomas, or exposure.
- Test and refine the Open Innovation Event Management service within the OIS3 framework.

4. The MotionShade Challenge with Pellini SpA

The MotionShade Idea Contest, in collaboration with Pellini SpA, invites students to explore how design can influence the way we experience light indoors.

Participants are asked to create unique perforation patterns for MotionShade, a solar shading technology that uses micro-perforated films embedded within glass to manage sunlight. These patterns control light, minimize glare, and enhance comfort, all while preserving a view of the outside world.

Rather than focusing on technical construction, this challenge centers on artistic expression and user experience. Participants should focus on designs that:

- Shape light in aesthetically or emotionally meaningful ways
- Promote visual comfort while maintaining transparency
- Improve how individuals feel in a space—more at ease, more focused, more relaxed

This is not an engineering task. You won't need to prototype anything. Submissions can be made using any visual format, such as hand sketches, digital illustrations, 3D visualizations, AI-generated imagery, or collages.

5. Understanding Motion Shade

MotionShade is an innovative shading product developed by Pellini SpA, a partner in the MEZeroE project. It uses ultra-thin, micro-perforated film, placed within insulating glass units, to manage daylight while allowing occupants to maintain a view outside.

Unlike standard blinds, MotionShade doesn't block light completely. Instead, it filters light through custom-designed patterns of microscopic holes. This creates soft shadows, reduces heat and glare, and enhances both visual and emotional comfort indoors.

Key benefits include:

- Minimizes harsh light without losing connection to the outdoors
- Allows for artistic and symbolic patterns that influence atmosphere
- Improves energy efficiency by reducing the need for artificial light and cooling

These micro-perforated films can be fully customized with different design patterns, making each application both functional and expressive. The challenge is your opportunity to imagine what those patterns could be.

6. Challenge Theme

"Designing Perforation Patterns That Enhance Indoor Light and Wellbeing"

Entrants will design original patterns suitable for MotionShade films. These designs should consider how the pattern interacts with natural light, and how it changes the look and feel of a space throughout the day.

Effective submissions will:

- Present an original, purposeful pattern with visual or symbolic meaning
- Demonstrate how the design affects light and mood in a space
- Propose a use case where the design could improve comfort (e.g. schools, hospitals, residences, workplaces)

The design may be calming or energizing, abstract or symbolic. Inspiration might come from nature, geometry, rhythm, stories, or cultural influences.

7. Who can Participate

- Students or young researchers
- Teams of students or young researchers (max 3 people)
- One submission per team/person

You must be either a current university student (Bachelor's, Master's, Doctoral, or Postgraduate Diploma level), or have completed your most recent degree or diploma within the past 2 years.

Please note: You will have to upload proof of this (transcript, certificate, enrollment form, etc.) and include it in your .zip file.

8. Submission Criteria

Participants must submit a visual and descriptive representation of their idea, ensuring the concept is clearly conveyed and technically reasonable. Submissions must include:

- **1-3 Visual representations** of the proposed pattern and/or final product (free format: sketch, render, AI-Generated, technical diagram, etc.).

- **Concept Description (Max 300 words):** Explain the concept, idea and impact on user experience.
- **Technical Feasibility (Max 300 words):** Outline how the concept could be implemented with current or emerging technologies.
- **Sustainability Impact (Max 300 words):** Outline how the design can contribute to energy efficiency or environmental quality.

9. Examples of Feasible Ideas

- A visual rhythm that changes with the sun's movement
- A pattern rooted in cultural symbols to create a meaningful atmosphere
- A dynamic layout for collaborative spaces like classrooms or studios

The aim is to show the imagined outcome and user impact through compelling visuals and descriptions.

10. Timeline

The contest will be open for submissions between the 7th of July and 8th of September at 23:59. GMT+1.

Phase	Dates
Contest Launch – Submissions Open	July 7th
Submission Deadline	September 8th
Evaluation & Jury Review	September 29th
Winner Announcement & Awards	October 17th

11. Winner Announcements and Awards

The award ceremony will be held on October 17th, and all participants will be informed of decisions by email.

12. Evaluation Criteria

Evaluation criteria will include:

1 – Poor | 2 – Fair | 3 – Good | 4 – Very Good | 5 – Excellent

Evaluation Criteria	Description	Scoring Guide (1-5)
Innovation & Creativity (30%)	How novel and forward-thinking is the idea?	1 – The idea is generic, lacks originality. 2 – Some new elements, but mostly existing concepts. 3 – A moderately creative concept with some innovative features. 4 – A strong, well-developed innovative approach. 5 – Highly original and groundbreaking, offers significant innovation.
Feasibility (30%)	Can this idea be implemented with realistic resources and current technologies?	1 – The idea is highly impractical or unrealistic. 2 – Major technical or cost barriers prevent real-world application. 3 – Some feasibility concerns but could be developed with adjustments. 4 – Technically feasible with reasonable industry adaptation. 5 – Fully feasible, scalable, and ready for real-world application.
Impact on Sustainability (20%)	How well does the solution contribute to energy efficiency and sustainability goals?	1 – Limited or no sustainability impact. 2 – Some sustainability considerations but not well-integrated. 3 – Moderate sustainability benefits, with potential improvements.

		4 – Strong sustainability focus with measurable benefits. 5 – Excellent sustainability impact, contributing significantly to nZEB and environmental goals.
Presentation & Clarity (20%)	How well is the idea communicated through drawings/renders and the written description?	1 – Poorly explained, unclear visuals, lacks structure. 2 – Some key elements missing, difficult to understand. 3 – Generally clear, but some areas need refinement. 4 – Well-structured, good visuals, and detailed explanation. 5 – Exceptionally clear, professional, and visually engaging.

Final Scoring & Selection Process

- Each submission will receive a total score out of 100 based on the weighted evaluation criteria.
- In the case of a tie, priority will be given to the most innovative and feasable solution.
- The highest-scoring entries will be shortlisted for final review and selection by the jury.

This evaluation method ensures that submissions are fairly assessed based on their originality, feasibility, sustainability impact, and clarity of presentation.

13. Prizes & Opportunities

The winner of the contest will receive a €1,000 cash prize, awarded by Pellini SpA.

In addition, participants whose work receives particularly high evaluations may be:

- Invited to collaborate with Pellini for further development of their design
- Offered an internship or project opportunity to bring their idea closer to real-world application

These opportunities are optional and will be based on the industrial partner's interest in selected entries. All finalists will receive public recognition across the MEZeroE platform.

14. Intellectual Property

Each participant shall retain full ownership of the intellectual property rights to their submitted ideas until the conclusion of the contest. By submitting an entry, participants grant MEZeroE and Pellini S.p.A. a non-exclusive, royalty-free, worldwide license to use, reproduce, display, publish, and communicate their submission for the following purposes:

- Promotion and dissemination of the contest and its results.
- Exhibition through public events, websites, social media, reports, or publications.
- Demonstration of innovation within the MEZeroE and Pellini communities.

For the awarded idea(s), participants agree that Pellini S.p.A. shall have the right to acquire full ownership of the idea upon award confirmation. Ownership transfer will be formalized through a separate agreement, under which the participant will assign all rights, title, and interest in and to the awarded idea to Pellini S.p.A., subject to fair recognition of the participant's contribution as set forth in the contest regulations.

In the absence of such an agreement, participants will retain ownership of their ideas. Participants acknowledge that submitting an idea does not impose any obligation on MEZeroE or Pellini S.p.A. to exhibit, share, develop, or commercialize submissions.

15. Submission Guidelines for Participants

To participate in the Idea Contest, participants must submit a structured proposal that effectively communicates their concept, feasibility, sustainability impact, and scalability. Submissions should be concise, visually engaging, and clearly structured, aligning with the evaluation criteria.

Participants must submit using the **MEZeroE Idea Contest submission form**.

The following sections will be filled out in the form:

Concept Description (300 words maximum)

A clear explanation of the idea and its purpose, including:

- What inspired the design?
- Where and how might it be used?
- How does it enhance occupant comfort, wellbeing, or visual performance?

Feasibility (300 words maximum)

A short explanation of how the pattern could realistically be applied to MotionShade using existing or emerging perforation technologies. This does not require technical drawings—just a thoughtful reflection on practical use.

Sustainability Impact (300 words maximum)

A brief description of how the design could help reduce glare, heat gain, or dependency on artificial lighting—contributing to energy efficiency or environmental quality.

Visual Submission (4 images OR 3 images + 1 video)

- 1-2 images that show the perforation pattern
- 1-2 images or mockup that shows how it might appear in a space
- Accepted formats: JPG, PNG, or PDF (max size: 10MB)
- May be hand-drawn, digitally created, AI-generated, or rendered — all creative formats are welcome.

16. Submission Deadline & Where to Submit

- **Deadline**: September 8, 2025, 23:59 GMT+1
- **Submission**: Using the form available in this link.
- **What to submit**: Participants will submit the submission form, visuals, and proof of university enrollment (or other) as a single .zip file

Late or incomplete submissions will not be considered. Participants will receive an email confirmation after submitting.

17. Additional Notes

- Team Submissions Allowed: Up to 3 members per team.
- Multiple Entries: Each participant/team may submit one entry only.
- Plagiarism Policy: All work must be original; plagiarism will result in disqualification.
- Intellectual Property: Participants retain the rights to their ideas but allow MEZeroE to showcase the submissions for research and outreach purposes, including MEZeroE and consortium partner websites and their social media channels.