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at the 11th Annual

**NSDE**  
National  
Sustainable  
Design Expo

Alexandria, Virginia • April 11-13, 2015 • [www.epa.gov/P3](http://www.epa.gov/P3)



## P3 TEAM PACKAGE

**2014-2015 P3 Teams**

**NSDE** sponsored by





# Guidance for P3 Teams

## Introduction

The P3 (People, Prosperity and the Planet) Award Competition was developed to enable college and university students from across the United States to design scientific, technical and policy solutions to sustainability challenges anywhere in the world. The 42 projects being developed by this year's P3 teams will be displayed at the National Sustainable Design Expo (the Expo), April 11–12, 2015, which will be located at Oronoco Bay Park in Old Town Alexandria, Virginia.

The Expo provides an opportunity to showcase the P3 teams' results and ideas for continuing their research and designs (Phase II). This document contains important information and guidance for the P3 teams regarding participation in the Expo and P3 Competition. In addition to presenting their designs at the Expo, the teams are required to prepare a written report summarizing project progress to-date and proposed next steps. Instructions for the written report have already been distributed.

## Package Contents

This P3 Team Information Package contains an event schedule, exhibit space specifications, poster instructions, guidelines for exhibiting, information regarding lodging and transportation, judging information and terms and conditions of your participation. In addition to this PDF document, you will receive an Excel file for Team Member Registration with instructions on how to register all of your team members. Within the next week you will also receive a separate email with a link to an online Exhibit Registration form, in which you will be asked to provide details about your display.

## P3 Team Liaison

Jennifer Legge of Leidos (EPA's contractor responsible for coordinating event logistics) will be your point of contact throughout your experience as a competing P3 Team. She may be reached at [P3Expo@leidos.com](mailto:P3Expo@leidos.com) or 703-856-9217.

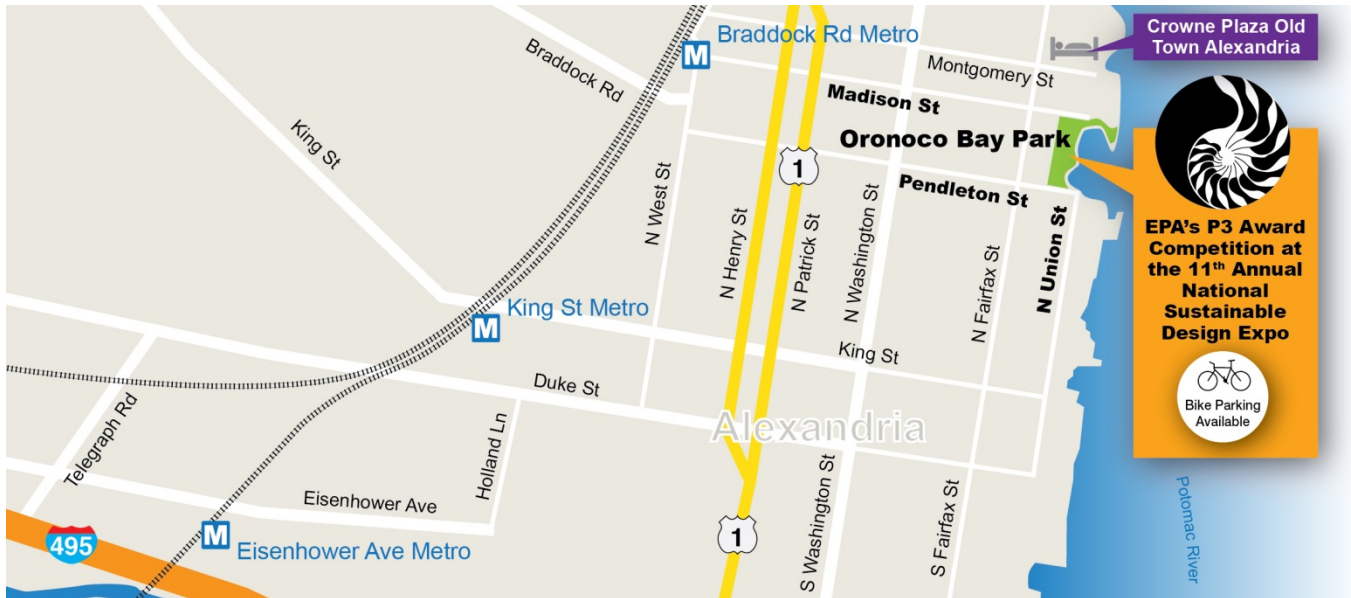
## Important Deadlines!

Action	Due Date
Submit Team Member Registration Form ( <i>Excel file</i> )	March 4, 2015
Submit Team Exhibit Registration ( <i>online – under development</i> )	March 4, 2015
Submit Project Report	March 12, 2015 by 11:59 p.m. EST
Reserve Hotel Rooms within the Room Block	March 17, 2015
Submit Scheduling Conflicts for Consideration in Setting the Judging Schedule	March 18, 2015



## Event Date and Location

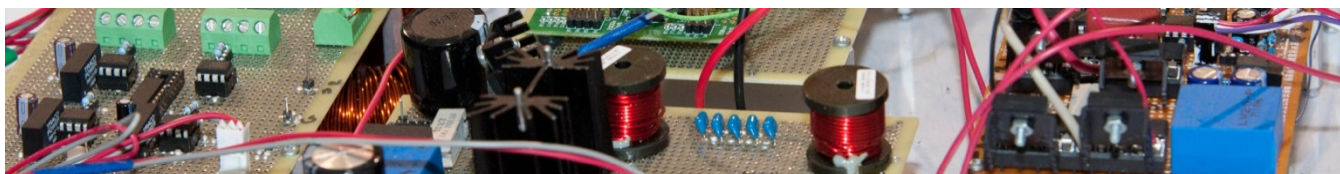
Your P3 team will exhibit at the Expo on April 11–12, 2015 (Saturday and Sunday), and attend the P3 Award Ceremony on Monday, April 13, 2015. The Expo and P3 Award Ceremony will be located at Oronoco Bay Park at 100 Madison Street, Alexandria, Virginia. The Park is a 0.3 mile walk (approximately 3 blocks) from the Crowne Plaza Old Town Alexandria and 1 mile from the Braddock Road Metro Station (blue and yellow metro lines).



## Event Schedule

<b>Friday, April 10, 2015</b>	
2:00 p.m. - 6:00 p.m.	Registration and exhibit set-up (All personnel must be off the site at 6 PM due to City of Alexandria regulations.)
<b>Saturday, April 11, 2015</b>	
8:00 a.m. - 10:00 a.m.	Registration and exhibit set-up for teams requiring less set-up time
10:00 a.m. - 6:00 p.m.	Judging of P3 Team Projects and Expo open to the public
<b>Sunday, April 12, 2015</b>	
9:00 a.m. - 6:00 p.m.	Judging of P3 Team Projects and Expo open to the public
6:00 p.m. - 8:00 p.m.	Exhibit tear-down
<b>Monday, April 13, 2015</b>	
10:00 a.m. - 12:30 p.m.	P3 Award Ceremony and Reception





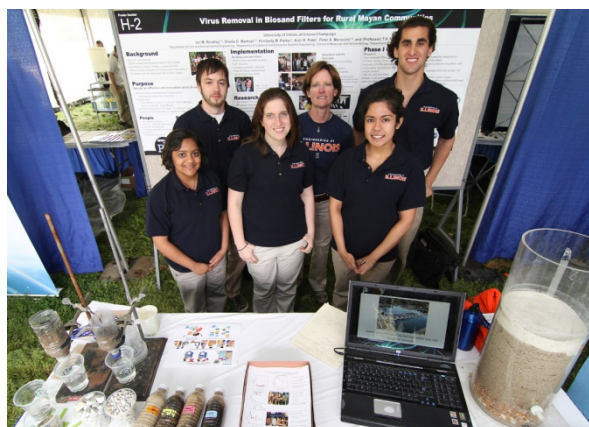
## Exhibit Space Specifications

Exhibit spaces for the P3 teams at the National Sustainable Design Expo include the following:

- a 10' wide x 8' deep exhibit space underneath a large Expo tent
- one 8' skirted table (blue skirt)
- two chairs
- 4' x 8' poster board backdrop

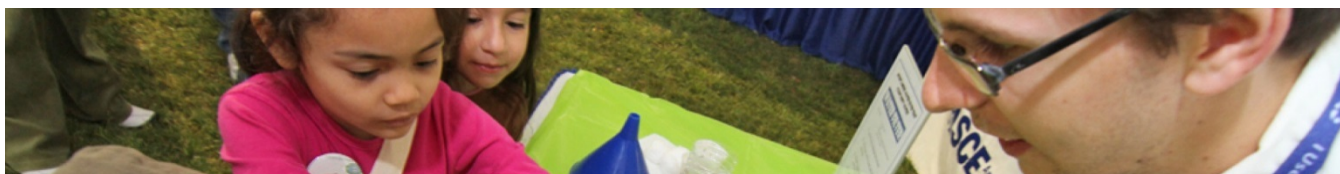
*Please note the following:*

- The tent will not be floored.
- There will be no partitions separating your space from those adjacent to you.
- Velcro will be provided to affix your poster to the board. Easels or other items to hang or display additional materials will not be provided.
- The poster boards have 4' x 8' of actual poster space, which is reserved for the required posters (see Poster Instructions on the following page). The photo above shows a typical demonstration space.
- Large items that will not fit in a 10' x 10' area may be displayed outside the tent. Your team will hang the poster on the poster board, and we will try to designate an area outside the tent for your large items. Examples of large items from previous events include biodiesel cars, windmills, solar panels and small buildings. Additional posters would not be a good use of outside space.



Requests for additional needs, such as additional space and electricity, must be itemized on the P3 Team Exhibit Registration form (online registration coming soon). Please see the Guidelines for Exhibiting section for more information.

All exhibits will be assigned an exhibit number and location, both of which will be determined by the Expo Planning Committee. Exhibit numbers and locations will be distributed prior to the event.



## Poster Instructions

### Title

The P3 poster should contain the catchy, attention-grabbing title that you already submitted and a more scientific subtitle.

### Contents

The P3 poster should contain summaries of all of the following six major elements of the P3 project report. P3 teams must provide a comprehensive overview of their research objectives and results, as well as publications and presentations, in language that would be understood by the general public. P3 teams should describe conclusions and implications for further research, development or implementation. P3 teams are strongly encouraged to present the information with photographs, tables, graphs and charts where appropriate and to provide website links to their publications or related research efforts.

#### 1. Background and Problem Definition

- Relationship to people, prosperity and the planet
- Relevancy and significance to developing or developed world
- Implementation of the P3 team project as an educational tool

#### 2. Purpose, Objectives, Scope

#### 3. Data, Findings, Outputs/Outcomes

#### 4. Discussion, Conclusions, Recommendations

- Streamlined life cycle costing and analysis, if appropriate
- Quantifiable and/or qualitative benefits to people, prosperity and the planet

#### 5. Proposed P3 Phase II Project Description

#### 6. References

### Format

A PowerPoint template will be provided and its use is required for all P3 team posters on display at the Expo. The poster must be displayed and is the only item permitted to be displayed on the provided poster board (4' x 8' of useable space).

As will be noted on the template, we recommend that the following fonts be used:

**Public-Friendly Title: Arial Black 60 point (white)**

**Official Abstract Title: Arial Bold 44 point (white)**

**Headings: Arial Black 46 point (black)**

**Body Text: Arial 18 to 36 point depending on amount (black)**

**Photo captions, text in charts and graphs: Arial no smaller than 18 point (black unless different colors are necessary for the graphic)**

You may use smaller font sizes on your poster, but keep in mind that the font sizes were recommended to ensure that visitors can read the text from a distance. The poster will be at least 6' away from the readers.

The poster should be printed in color at 200% to achieve a final output size of 36" x 90".



## Judging process for the P3 Awards and associated Phase II grant Awards

EPA has contracted with the American Association for the Advancement of Science (AAAS) to convene a panel of judges who are leaders in the fields of engineering, water science, green chemistry, agriculture, green building design, waste issues, energy issues and sustainability to serve on the P3 Award Judges Panel. Selection of judges is based on the issues addressed by the Phase I projects.

Judges will be provided with the Project Report Instructions, including the Evaluation Criteria. Prior to attending the National Sustainable Design Expo, each written P3 Project Report will be reviewed by four judges, each of whom will prepare an individual written evaluation based on the evaluation criteria. In addition, judges will provide a rating for the written report based on the following scale:

- Excellent: A truly outstanding proposal with numerous exceptional attributes.
- Very Good: A very strong proposal with many noteworthy merits.
- Good: A solid proposal but not among the best, may have some deficiencies.
- Fair: Not a strong proposal.
- Poor: A proposal with significant deficiencies.

The judges will submit individual evaluations of the written Project Reports to AAAS prior to attending the Expo.

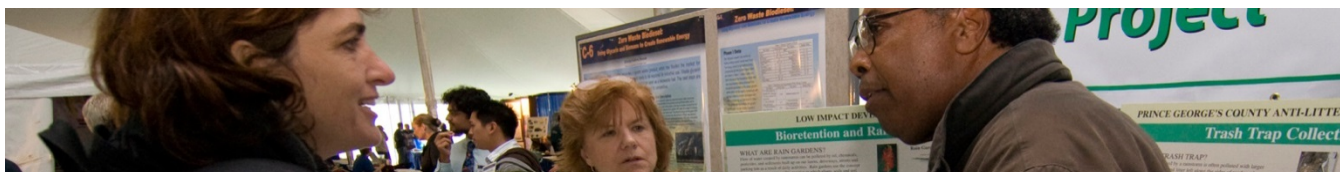
At the Expo, two pairs of judges (four judges in total) will visit each P3 team to receive an oral presentation of their Phase I project and their Phase II proposal. The level of structure for that presentation is up to each P3 team. The expectation of the P3 Program and the judges is that the students, not the faculty advisor, will make the presentation and address the judges' questions. Every attempt will be made to arrange for the judges to visit the P3 teams in pairs so each team should plan for two judges' visits at the Expo, one on Saturday and one on Sunday. The judges will prepare and submit to AAAS individual written evaluations and a score ranging from Excellent to Poor as described above for each of the P3 teams they visit at the Expo. Please note, only two of the four judges who evaluate your team at the Expo were required to read your submitted Project Report so do not assume the judges have read your *Project Report* as you prepare your oral presentation. (Each project is evaluated by six judges.)

The schedule for the judges' visits to the P3 teams will be prepared prior to the Expo, emailed to the teams, and posted on the P3 website. Please be sure to let us know if there are any times between 10:00 a.m. and 6:00 p.m. on Saturday, April 11, 2015, or between 9:00 a.m. and 5:00 p.m. on Sunday, April 12, 2015, during which all team members will not be present. Once the schedule is prepared, it is very difficult to make changes.

The Judges Panel will discuss the P3 projects and will prepare a numerical ranking of P3 teams, which will be submitted to EPA. This numerical ranking will be determined by the evaluation of the written Project Reports and the oral presentations at the Expo. EPA will use this ranking, along with information on available resources, balance of the research portfolio, overall program goals and directions and other criteria or considerations deemed appropriate, to determine which teams will receive the P3 Awards and Honorable Mentions. Final funding decisions will be made by EPA.

AAAS will arrange for Summary Evaluations to be prepared for each of the P3 teams. These summaries will capture the salient points from the individual evaluations and present relevant items from the Judges' Panel discussions relative to the three categories in the evaluation criteria. These Summary Evaluations will be distributed to the faculty advisor and student lead for each P3 team following the Expo.





## Registration

Please register your team by completing the Team Exhibit Registration Form (online registration coming soon) and the Team Member Registration Form (the attached Excel file). The Excel file may be submitted to [P3Expo@leidos.com](mailto:P3Expo@leidos.com). Both registration forms must be submitted by March 4, 2015.

All P3 team members and advisors need to register, even if they are not attending the Expo. This registration will guarantee that everyone is named on the award certificate should your team win a P3 award. The P3 Team Member Registration Form (Excel file) includes a question regarding whether or not each team member will attend the Expo. Please answer to the best of your knowledge at this time. We prefer that each P3 team submit one Excel template rather than submitting separate Excel documents.

The terms and conditions of your participation and a multimedia release can be found at the end of this document. The online Exhibit Registration Form will require that your team agree to the terms and conditions. The Multimedia Release should be printed, signed by everyone attending the Expo from your team and submitted at the Expo when the team registers onsite.

## Ways to Maximize Your Expo Experiences

### Meet with your congressional representatives

In previous years, P3 teams enhanced their experience of visiting our nation's capital by meeting with their representatives and senators to share with them the team's project and information about the P3 Program.

Visits can be arranged through the local district office as well as the offices at the U.S. Capitol. You can find contact information for your representatives/senators at <http://www.usa.gov>. Click "Government Agencies and Elected Officials" and then click "U.S. Senators" or "U.S. Representatives." Teams can contact the local district office to make arrangements with the D.C. office, to request a meeting with their representatives/senators in D.C., or to invite representatives/senators to visit their exhibit at the Expo. Given the congressional recess dates, March 30<sup>th</sup> – April 10<sup>th</sup>, you might find it easier to arrange for a visit to the local district offices. Representatives/senators are welcome to visit the Expo on Saturday or Sunday, and are welcome to attend the P3 Award Ceremony on Monday. You can contact officials representing your home district as well as those representing the district where your institution is located.

### Increase visitors to your exhibit

The Expo Planning Committee uses social media to increase attendance at the Expo. We need your help. Please provide a 140-character tweet on the online Exhibit Registration form that describes your project. We will use the EPAresearch Twitter page to tweet about the Expo before and during the event.

### Create a sound bite

Think about how to tell someone about your project in just a few sentences by stating the problem, what you did to solve it, and what is next. You may want to have a few "sound bites" prepared, so you can choose the right one whether you are introducing your project to a judge or talking to a 6th grader.



## **Who Attends the Expo?**

We anticipate more than 3,000 people will attend the Expo. Approximately 350 exemplary undergraduate and graduate students from the 42 teams competing for EPA's P3 Award will exhibit. Winning teams from past years will also showcase their progress and achievements. In addition to P3 teams, a broad range of interesting exhibitors from nonprofits, government and academia will exhibit. The Expo will be a great opportunity to reach out to the general public, learn about what others are doing and network with colleagues and potential employers in the environmental field.

## **Guidelines for Exhibiting**

### **Electricity**

Electricity will not be provided at each exhibit space. We may be able to accommodate special requests for electricity from exhibitors if it is crucial to the success of an exhibit. Requests for electricity must be included on the online Team Exhibit Registration Form and should include the number of amps requested and how they will be used. Exhibitors will receive a response indicating whether or not their request has been approved.

### **Internet Access**

Internet access will not be provided and there is no free wireless Internet available at the Park. If you require Internet access for your exhibit/demonstration, please arrange to bring your own Wi-Fi hotspot.

### **Dress Code**

The dress code is casual. We encourage teams to wear matching university or team shirts (but these may NOT be purchased with EPA grant funds). More formal clothes are recommended for the P3 Award Ceremony. Both the Expo and Award Ceremony will be on parkland next to the Potomac River. Weather in mid-April is typically in the mid-60s. It may be cooler due to wind from the river. We suggest you dress in layers.

### **Food**

No food will be provided; students will be on their own for all meals. More information about nearby food options will be provided prior to the Expo.

### **Water**

Drinking water in large jugs will be provided. Please bring your own drinking cup or refillable bottle. Drinking water may not be used for exhibit or demonstration purposes. If your exhibit or demonstration requires a significant amount of water, you must let us know on the Exhibitor Registration form and bring your own containers.

### **Parking**

No event parking is provided. More information about parking locations will be provided before the Expo.

### **Security**

The Expo will be held in a public park location. Participants are advised not to leave valuables unattended at any time. Overnight security will be provided for the Expo site on the evenings of April 10 and April 11.

### **Shipping Exhibit Materials**

You will not be able to ship materials directly to the event site. If you need to send materials from out of town, you should ship them directly to your hotel and arrange for transport from the hotel to the Expo.





## Procedures for Drop-off and Pick-up of Exhibit Materials

A few weeks prior to the event you will receive detailed arrival procedures. However, you should be aware that vehicles are prohibited from driving on Oronoco Bay Parkland. In the event that you require a vehicle to transport your items to the Expo area, designated nearby street parking may be utilized for unloading/loading purposes only. Vehicles left unattended in the loading zone may be ticketed. Four-wheel, small transport vehicles and hand carts will be available to assist in transporting heavy items from the street to the Expo tent.

## Rules/Regulations

The Expo is located on parkland in Old Town Alexandria and must be treated with respect. Below are several rules that you are required to follow while exhibiting on parkland.

- The distribution of gum is strictly prohibited.
- Smoking is strictly prohibited in all areas of the Expo.
- The Expo uses single stream recycling. Ample receptacles will be provided throughout the venue.
- No open flames (cooking or otherwise) are permitted on parkland.
- No digging or trenching is permitted.
- Due to security restrictions, absolutely no materials are to be launched or sent up into the air. Helium-filled balloons pose a danger to the health and safety of wildlife and create a litter problem. Therefore, no releases of helium-filled balloons into the atmosphere within a park are authorized.
- No explosives or rocket launches are permitted on park property.
- No glass containers are permitted on parkland.
- All exhibitors must submit a list of chemicals, liquids or gases to be used in their booths.
- No dumping (including dumping ice/water) is permitted. Clean water/ice should be put down the storm drains.



## P3 Award Ceremony and Reception

When: Monday, April 13, 2015, 10:00 a.m. to 12:30 p.m., Expo Tent

At least two student representatives from each P3 team are required to attend the P3 Award Ceremony and reception. We encourage as many team members to attend as possible, especially because photos of the winning teams will be taken at the ceremony and provided to the press.



## Lodging

For your convenience, a room block has been reserved at the Crowne Plaza Old Town Alexandria. The rate is \$169 per night, plus applicable taxes (currently 14.5% room tax and \$1/night occupancy tax).

Crowne Plaza Old Town Alexandria  
901 North Fairfax Street  
Alexandria, VA 22314  
703-683-6000

<http://www.ihg.com/crowneplaza/hotels/us/en/alexandria/axecp/hoteldetail>

Check-In: 3:00 p.m.

Check-Out: 12:00 p.m.

The room rate includes 2 coupons for complimentary breakfast at the hotel restaurant per night booked. Internet access at the hotel is free if you are a member or become a member of the InterContinental Hotels Group (IHG) Rewards Club. You can register to join this free program at <https://www.ihg.com/rewardsclub/us/en/join/register>. For non-members, the daily internet fee is \$9.95 per day.

Please note that the hotel charges shipping/receiving fees for packages shipped to or from the hotel. For rooms booked in the group block, shipping/receiving fees will be waived for one package per room. The hotel will charge their standard fees for additional packages.

Reservations must be made by March 17, 2015, to receive the special National Sustainable Design Expo rate. For those who choose not to stay at the Crowne Plaza Old Town Alexandria, there are numerous other lodging options in Old Town Alexandria, VA.

To reserve rooms at the hotel, contact the reservations department at 1-800-972-3159 and refer to the "National Sustainable Design Expo." Please note that room cancellations must be made no later than 24 hours prior to the scheduled arrival date to avoid cancellation charges.

The hotel is located 3 blocks from the Oronoco Bay Park and is approximately a 1 mile walk from the Braddock Road Metro Station on the blue and yellow metro lines. Overnight valet parking (\$25.00/day) and overnight self-parking (\$20.00/day) are available at the hotel.



## Transportation

The Washington, D.C. metropolitan area is served by three local airports: Washington Dulles International Airport (IAD), Baltimore-Washington International Airport (BWI), and Ronald Reagan Washington National Airport (DCA). In keeping with the environmental goals of the P3 initiative, we encourage those traveling to the National Sustainable Design Expo and EPA's P3 Award Competition to use public transportation when possible. In addition, renting cars may not be practical in terms of parking and getting around in the Metro area. Please note that event parking is not provided. Information regarding public transportation to the Crowne Plaza Old Town Alexandria from the local airports is provided below. Visit <http://www.wmata.com> for a map of the Metrorail transit lines and fare, schedule, and passenger information.

**Ronald Reagan Washington National Airport (DCA)** is located on the Metrorail Yellow and Blue Lines. Additional information is available at <http://www.metwashairports.com/reagan>. The Crowne Plaza Old Town Alexandria has a free shuttle service to and from this airport.

**Washington Dulles International Airport (IAD)** is located approximately 30 miles from Old Town Alexandria. The Washington Flyer Coach Service provides direct transportation between Dulles and Metrorail. The Washington Flyer Coach, available at <http://www.washfly.com/>, runs every 30 minutes and will take you non-stop to Metro's West Falls Church station on the Orange Line. Additional information and ground transportation options are available at <http://www.metwashairports.com/dulles>. West Falls Church is twelve stops to the Braddock Road station, but transferring trains is required.

**Baltimore-Washington International Airport (BWI)** is located approximately 40 miles from Old Town Alexandria. Metro offers BWI Express Metro bus service between BWI and the Greenbelt Metro station on the Green line. Amtrak and MARC trains provide service between the BWI airport terminal and the Union Station Metrorail station. Additional information and ground transportation options are available at <http://www.bwiairport.com/>. Union Station is ten stops to the Braddock station, but transferring trains is required.

**Amtrak Alexandria Station** is located 1 mile from the Crowne Plaza Old Town Alexandria. Proceed west out of parking lot. Turn right onto Madison Street. Turn left onto Route 1. Turn right onto King Street. Turn left onto Callahan Drive.

**Braddock Road Metro Station (Yellow and Blue Lines)** is located 1 mile from the Crowne Plaza Old Town Alexandria. Proceed on N. West Street toward E. Braddock Road. Turn left at Pendleton Street. Turn left at N. Fairfax Street. The hotel is on the right.

## Inquiries

All inquiries may be directed to Jennifer Legge of Leidos (EPA's contractor responsible for coordinating event logistics) at [P3Expo@leidos.com](mailto:P3Expo@leidos.com) or 703-856-9217.



# Terms and Conditions

To participate in the National Sustainable Design Expo, you will be required to abide by the following terms and conditions of the Expo. Completion of the online P3 Team Exhibit Registration form will require your organization's agreement to the following.

## **Assumption of Risk and Release of Liability**

You understand that participation in the National Sustainable Design Expo is voluntary and may expose you to the risk of bodily injury. You acknowledge such risk and assume full responsibility and risk for any injury or damage sustained, directly or indirectly, from participating in the National Sustainable Design Expo and agree to hold the U.S. Environmental Protection Agency (EPA), Leidos and their planners, partners and contractors harmless from any and all claims and damages, including attorneys' fees, filed against EPA and/or Leidos from such participation.

You further understand and agree that EPA, Leidos and their contractors, vendors and partners are not responsible for any loss, theft or damage to your personal belongings while participating in the National Sustainable Design Expo and you assume full responsibility and risk for any such loss, theft or damage.

# P3 Multimedia Release

*Participants will be required to sign this release at the Expo.*

## National Sustainable Design Expo Multimedia Release Form

I hereby give the U.S. Environmental Protection Agency (EPA) permission to use photographs, videotapes or motion pictures, and sound recordings taken or recorded on April 11-13, 2015, at the National Sustainable Design Expo and P3 Award Ceremony and reception for nonprofit governmental purposes, including but not limited to environmental education and awareness.

I understand that this permission includes, but is not limited to, publication of this material by EPA or other governmental or nonprofit agencies or organizations in printed materials, television or radio broadcasts, or internet/intranet websites.

I also understand that government publications cannot be copyrighted and can be republished, adapted and used by anyone without permission and even for some commercial adaptations.

I further understand that I will not be compensated for such use.

\_\_\_\_\_  
**ORGANIZATION NAME**

\_\_\_\_\_  
DATE

BY: \_\_\_\_\_

\_\_\_\_\_  
PARTICIPANT'S SIGNATURE

\_\_\_\_\_  
PARTICIPANT'S PRINTED NAME

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PARTICIPANT'S EMAIL ADDRESS

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