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# **ALAMAT UP**

## **PARTNERSHIP PRIMER**

Together, let's make the future!

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# ALAMAT UP

Alamat UP is a university-wide team based in the College of Engineering in the University of the Philippines - Diliman that competes in Shell Eco-marathon (SEM).

The team aims to inspire students from different engineering and design fields to pursue their passion in vehicle design by creating an avenue to showcase their knowledge and skills to an international audience.



For more information visit [fb.com/TeamAlamatUP](https://fb.com/TeamAlamatUP)



# SHELL ECO-MARATHON

One of the world's leading student engineering competitions, with over 500 participating teams from 50 different countries all over the world.

Participants are tasked to design, build, and drive an ultimate energy-efficient vehicle which will be tested on a racetrack to see which car can travel the longest distance while consuming the least amount of fuel.



# SEM PITCH THE FUTURE

Due to the pandemic, a virtual competition was added to the SEM 2020 program called Pitch the Future (SEM PTF) which is designed to give Shell Eco-marathon teams the opportunity to apply their Science, Technology, Engineering and Math (STEM) skills towards solving real-world energy challenges in a variety of contexts. These challenges will include problems facing society in the areas of:



# ABOUT SEM PTF

Teams will be asked to submit solutions for the challenges they choose to take part in. For each challenge, a jury will meet to review the submissions and will name a regional winner (Europe, Asia, Americas). Those three regional winners will then present their idea in a virtual live pitch to industry experts. Each of the teams will be scored in the pitch via a combination of judging by the panel and a public vote. Scores will be combined and winners of each challenge will be awarded specific prizes.



For more information visit [makethefuture.shell](https://www.makethefuture.shell.com)



# REGIONAL WINNER

Last Nov. 7, our team received great news that we were chosen as the Regional Winner in Asia/Middle East for the Tracking and Reducing CO2 Emissions challenge.

In line with Microsoft's 2030 carbon negative ambition, the challenge is to design, and potentially develop, an inclusive system prototype (for example, but not limited to, hardware solutions, software solutions or conceptual procedures) that could be fitted into a passenger vehicle to track and virtually share CO2 emissions from cars globally, while also providing suggestions on how to reduce emissions from driving.



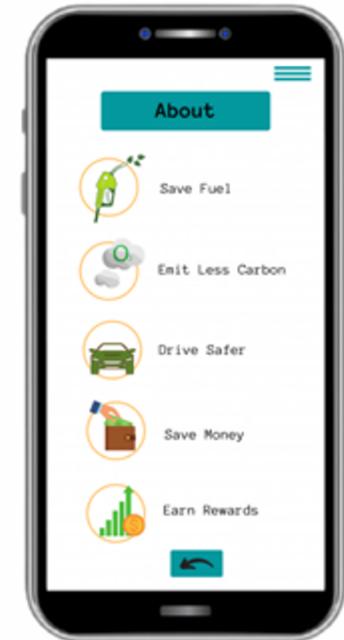
For more information visit [Pitch the Future Regional Winners](#)



# ABOUT TEAM CERO

Team CERO is a mix of undergraduate students from Business Administration and Accounting, Chemical Engineering and Mechanical Engineering in UP Diliman.

Over the course of the competition, the team has developed CERO (CO<sub>2</sub> Emissions Reduction Operation), which aims to estimate CO<sub>2</sub> emissions from vehicles and suggest ways for drivers to decrease these.

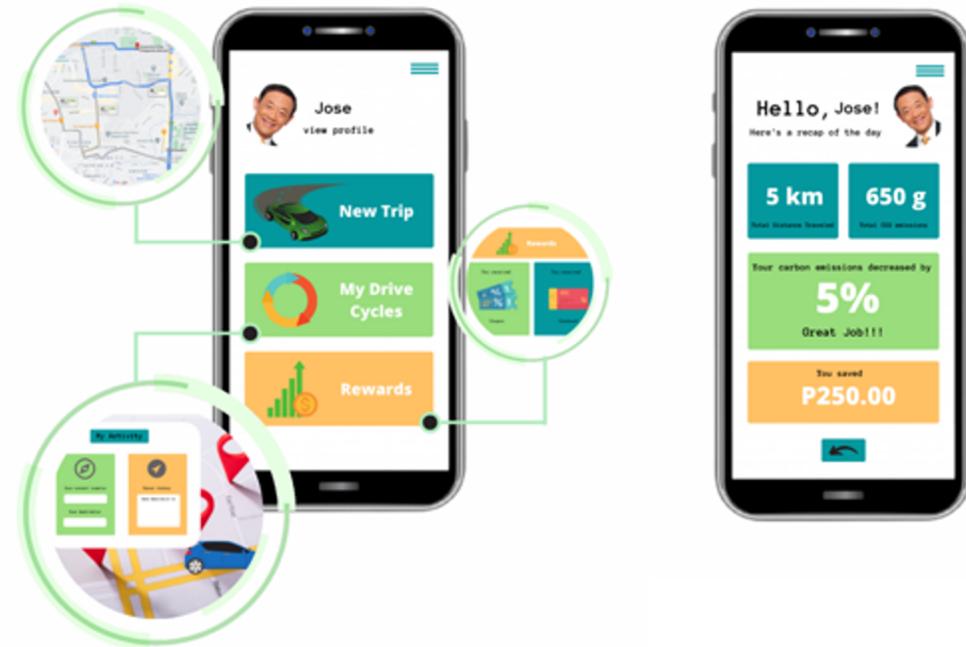


# ABOUT TEAM CERO

Fuel consumption is directly related to CO<sub>2</sub> emissions, so CERO helps drivers maximize their fuel use with eco-driving directions.

This will decrease their monthly fuel costs by Php1750 to Php7250 and prevent unnecessary CO<sub>2</sub> emissions by 15%.

Furthermore, the recorded CO<sub>2</sub> emission count would be anonymously collected and used as guide for environmental policy making.



# GLOBAL CHAMPIONSHIP

Our team will proceed to the finals and will go head-to-head against the regional winners of America and Europe. In the global competition, we will be given the opportunity to present our idea in a live online pitch to a panel of industry expert judges. Following the live pitches, Shell will put together a highlights video of each pitch and will be placed online for public voting. The entry with highest to lowest number of votes will receive 30, 20, and 10 points, respectively.

**America Regional Winner**  
**Team University of Alberta EcoCar**  
University of Alberta, Canada

**Europe Regional Winner**  
**Team AlecTED**  
Ted University, Turkey

**Asia/Middle East Regional Winner**  
**Team Alamat UP**  
University of the Philippines Diliman, Philippines



# SUPPORT OUR TEAM

The public vote will comprise 23% of our total score and can easily make a difference in the competition. As the sole Philippine team proceeding in the finals, we hope for your all-out support in this endeavor and help us raise our flag in the global competition. Here are different ways you can support our team:



Feature an article about our team and winning idea on your online platform. (The content of the article can be created by our team if requested.)



Share our upcoming posts in our Official FB page on November 17-21 in your social media platforms.



Share our Public Voting Ad (which contains details on how to vote) that will be posted on our FB page once voting has been opened on November 19.



# VOTE FOR OUR TEAM

The online public voting will open on November 19, 7:00 PM, and end on November 22, 8:00 AM. It will be posted on Shell's [makethefuture.shell](https://www.makethefuture.shell) website. Further details will still be released for the voting mechanics.



# TIMELINE

| Date and Time   | Name of Post                 | Description  |
|-----------------|------------------------------|--|
| Nov 17, 8 PM    | Raise Our Flag               | Call for support in public voting post.                                  |
| Nov 18, 8 PM    | Good Luck Team CERO          | Good luck post for the Live Pitch on Nov 19.                             |
| Nov 19, 7 PM    | Public Voting Ad             | Public voting is now open and voting mechanics.                          |
| Nov 20, 8 PM    | What is CERO?/Creative Video | Information about Team CERO's winning idea or creative video about CERO. |
| Nov 21, 9 PM    | Every Vote Counts            | 10 hours left before voting closes.                                      |
| Nov 22, 8 AM    | Voting is now closed         |  |
| Dec 11/12, 8 PM | Announcement of Results      |  |
| Dec 14          | Acknowledgment Post          | Dedication post for supporters and partners.                             |

Help us share these posts.



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**THANK YOU**

**Let's raise the flag of  
the PH and UP.**

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