



Odebrecht Award for
Sustainable Development

**2012 OFFICIAL
guidelines
UNITED STATES**



WELCOME

Have you ever wanted to be part of something bigger than yourself? Are you one of those who believe you can **change the world? If the answer is yes, then we want your ideas!**

Historically, Engineering has constructed a legacy of creativity and innovation which has stimulated the development of civilizations and the modernization of communities. Today, the challenge of the Engineering profession is to be the source and origin of ideas, techniques, and processes that promote sustainability

The Odebrecht Organization recognizes the importance of integrating sustainability into the core of our business operations. We

are reaching out to you to help us discover solutions that promote sustainability, via the transfer and application of engineering technology into the operational practices of business.

We are looking for innovative ways to create prosperity. We are looking for engineering ideas that create efficiency in our industry. This is your opportunity to influence how engineering can change the world. Join the (r)evolution!

This is a chance to **benefit society** through the use of research and technology. This is a chance to **bridge the gap** between the academic and corporate worlds and reach greater heights with new knowledge. **Join the (r)evolution!**





ABOUT ODEBRECHT

Founded in **1944**, Odebrecht is a global leader in engineering and construction services, laying the groundwork for positive, sustainable change on **5** continents.

Partnering with Clients worldwide, the strength of the Odebrecht Organization is drawn from the Odebrecht Entrepreneurial Technology (TEO), a business culture based on the Spirit of Service. We deliver solutions that allow both Client and Community to grow and thrive.

With a presence throughout the Americas, Europe, Africa, Asia and the Middle East, the Odebrecht Organization engages in diverse businesses that energize economies and create value for our Clients.

Besides our strong leadership in engineering and construction through Construtora Norberto Odebrecht (CNO) and in chemical and petrochemicals through Braskem, the Odebrecht Organization serves a variety of sectors including Bioenergy (ethanol and sugar), Oil and Gas, Transportation and Logistics, Environmental Engineering and more.

Our Sustainability Policy ties in to the origin of TEO. Our commitment to sustainable development is based on the principles of recognizing and improving people's living conditions, mitigating environmental impacts, as well as using technology and raw materials that reduce the consumption of natural resources, especially non-renewable ones. This commitment includes adapting projects to the environmental and social conditions of their respective areas in order to support the preservation of their natural resources and the development of their economy.

As a diversified international business leader, the Odebrecht Organization views sustainability as a multidimensional phenomenon, embracing social, economic, environmental, cultural and political dimensions.

This concept of sustainability orients and guides our businesses to ensure that we **generate positive results for all stakeholders** - Clients, Shareholders, Members, Suppliers, Partners, Communities and Society in General, both today and in the future.





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1. ABOUT THE ODEBRECHT AWARD FOR SUSTAINABLE DEVELOPMENT

The Odebrecht Award for Sustainable Development (the “Award”) is designed to stimulate contributions towards sustainable development for the benefit of engineering, construction and chemical organizations, the academic community, and society as a whole.

This is the inaugural edition of the annual Award in the United States. In order to participate, undergraduate students should develop and submit a paper (“Entry” or “Entries”) on engineering contributions to sustainable development. Students may work individually or in groups under the supervision of an Advising Professor.

Whether related to new building techniques, new chemical and petrochemical processes, alternative environmental uses or sustainable materials, Entries should explore innovative practices, methods and ideas that can be implemented on a variety of real-world projects.

Below is a list of considerations for the Participant(s) to take into consideration to develop an Entry.

Innovation

The Entry must present an innovative approach to engineering, construction or chemical practices, one with the potential to drive real change. This innovation may result from new methods, models or technologies or from the application of current methods, models or technologies in a new and innovative way.

Results & Impact

The Entry or its impacts must be measurable, quantifiable or otherwise attainable.

Potential to Scale Up & Replicate

The Entry should be feasible on a broad-scale basis and/or replicable to other settings.

Viability

The Entry must be built on a financially sustainable business model (i.e. cost of implementation must be offset by a savings, gain or value greater than such cost).

Organizational Capacity

The Entry must consider and leverage the industry focuses of Odebrecht and Braskem operations to allow for development and viability.

Value Creation

The Entry should create value for stakeholders.

Sustainability

Sustainability within the Odebrecht Organization is viewed as a multidimensional phenomenon. As so, the Entry should represent innovation that creates synergy by simultaneously achieving results that incorporate the social, economic, environmental, cultural and political dimensions.





2. ELIGIBILITY CRITERIA



a. General

Students who wish to participate (“Participant” or, if more than one “Participants” or “Participant Group”) may register individually or in groups of no more than 3 students. If registering as a Participant Group, at least one of the Participants must be enrolled in his/her University’s Schools of Engineering (all areas), Architecture, Building and Construction Management or Chemistry seeking a degree in such areas.

If registering as an individual, the Participant must be enrolled in the University’s Schools of Engineering (all areas), Architecture, Building and Construction Management or Chemistry seeking a degree in such areas.

Students are allowed and encouraged to invite team members from other schools or departments within the same University. All Participants in a Participant Group must be enrolled at the same University.

Any student is eligible to participate so long as he or she is legally enrolled in a U.S. accredited University (as defined in the Database of Accredited Postsecondary Institutions and Programs by the U.S. Department of Education) up through the date of final project submission (the “University”). To check if your University is eligible, please go to <http://www.ope.ed.gov/accreditation/Search.aspx>

Odebrecht and Braskem do not discriminate on the basis of race, religion, color, national origin, sex, age, or disability.

b. Countries

These rules and regulations of the Odebrecht Award for Sustainable Development hereby outlined are limited to the United States edition of the Award. To find out about other countries where the Award competition is held, please visit www.premioodebrecht.com

c. Language Requirement

To be eligible for consideration, all Entries must be submitted in the English language.

d. Further Restrictions

Braskem, Odebrecht or Odebrecht Organization employees and members of their immediate families (defined as parents, children, siblings and spouses, regardless of where they reside, and/or those living in the same household whether related or not) are not eligible to participate.





3. HOW TO PARTICIPATE



The application period begins on Monday, January 2nd, 2012 at 8:00 am EST and closes on Thursday, May 31st, 2012 at midnight EST (“Award Period”).

All Entries must be submitted during the Award Period through the Award website, www.odebrechtaward.com. Entries will only be accepted via electronic submission, with a maximum size of 15 MB permitted.

All Entries must be fully completed by the end of the Award Period. No partial submissions will be considered.

Participants or Participant Groups may submit more than one Entry; however, each Entry must be registered and submitted independently.

Questions or comments regarding the Award should be made in writing through the Award website, www.odebrechtaward.com.

All costs related to the registration, development and submission of the Entry are to be borne by the Participant(s).

The Participant(s) will be required to certify that all information submitted is truthful and correct. Additionally, the Entries will require the Participant(s) to certify that:

- Participant(s) have not granted or transferred any rights in the intellectual property contained in the Entries to any third party;
- With the exception of material existing in the public domain, the Entry shall be wholly original with the Participant(s) personally and no part of the Entry has been or will be copied from or based upon any other work;
- The Entry does not infringe upon or violate any copyright of, or infringe upon or violate the right of privacy of any other person;
- The Entry was not produced under a Participant’s scope of employment with a university or professor.

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a. The Project

It is mandatory that the Participant(s) be the original author(s) of the submitted Entry. Entries that have been previously submitted to or published in any other publication, competition, or media outlet, in whole or in part will not be eligible.

Each Entry is required to be advised by a professor of the Participant(s)’s University (“Advising Professor”). An Advising Profes

sor may advise more than one project at his/her University; however, the Advising Professor must be from a department within the University’s Schools of Engineering (all areas), Architecture, Building and Construction Management or Chemistry.

The role of the Advising Professor must be purely advisory, and he/she will not be allowed to be an active or direct participant or contributor in the development or production of an Entry.



General Format Guidelines

Entries shall be submitted in Microsoft Word format. 12-point Times New Roman font shall be used throughout the entirety, unless stated otherwise. Single-sided, standard white 8.5" x 11" paper, with 1" margins. The first line of each paragraph shall be indented .5" inch from the left margin. Text shall be double-spaced and aligned to the left. The Entry shall contain no more than 23 lines per page, with a minimum of 15 pages and maximum of 21 pages. Any information submitted beyond this page restriction will not be evaluated. The Title Page shall be limited to 1 single-sided 8.5" x 11" page. The Title Page shall include the Award logo, the Title of Entry and the Executive Summary. Regarding

the Title of Entry, the font shall be 14-point Times New Roman, Bold and Centered. The Executive Summary shall not exceed a maximum of 1,500 characters - including spaces. Use single-spacing in this section. The Title Page counts towards the page limitations. The Body shall contain the development of the Entry, tables, graphs, illustrations, citations, a conclusion and references (in MLA format). Inclusion of photography is not allowed. All pages shall be sequentially numbered in the lower right-hand corner. Section Titles shall be Bold and not indented. Tables, graphs and illustrations and its respective titles shall not be indented but their font may be reduced to a 9-point Times New Roman. Citations

should be within quotation marks (references should be made in MLA format). For a sample of the format that should be followed please click here. [hyperlink to "General Format Sample" PDF] The Entry should not contain any reference to or information about the Participant(s), University, Advising Professor, and/or any information that would allow the judges to identify any of these stakeholders. The Entry will receive an automatic identification code once entered into the system, and this code should be the only reference that the judges receive when reviewing a particular Entry.

b. Submitting the Project

All Entries must be uploaded in electronic format to the Award website at www.odebrechtaward.com. Two independent steps must be followed to complete the Entry process:

- 1.Registration of the Participant(s) at the website
- 2.Uploading of the Entry and the required accompanying documentation.

Each of these steps may be done at different moments, provided that they are fully completed by the end of the Award Period.

Required Documentation

In addition to the Entry, the following documentation must be uploaded in the system in PDF format;

- Copy of each Participant's valid, University-issued student ID;
- Proof of each Participant's current undergraduate enrollment from his/her respective University's Office of the Registrar;
- Letter from the University's Schools of Engineering (all areas), Architecture, Building and Construction Management or Chemistry confirming that the Participant(s)

is currently enrolled in that school. For group Entries, at least one Participant in the group must submit this letter;

- Letter from the University's Schools of Engineering (all areas), Architecture, Building and Construction Management or Chemistry confirming that the Advising Professor currently lectures in that school;
- Signed Participant and Advising Professor certifications.

All documents must be submitted by the end of the Award Period.





All documents must be submitted by the end of the Award Period.

Individual Participants or Participant Groups can be disqualified if, but not limited to:

- They do not have the proper number or mix of students;
- They do not have an Advising Professor from the University's Schools of Engineering (all areas), Architecture, Building and Construction Management or Chemistry;
- Their application is late;
- They have not included all the necessary documentation with the application;
- The Entry is submitted without proper formatting as required herein.





4. THE PRIZE



A total of \$65,000 will be awarded!

The Award will recognize the top 3 Entries by rewarding the efforts of the Participant(s), the Advising Professor, and the University. The top 3 Entries will receive the following prizes;

First place \$40,000

(\$20,000 to the Participant or Participant Group; \$10,000 to the Advising Professor; and \$10,000 to the University).

Second place \$15,000

(\$7,000 to the Participant or Participant Group; \$4,000 to the Advising Professor; and \$4,000 to the University).

Third place \$10,000

(\$5,000 to the Participant or Participant Group; \$2,500 to the Advising Professor; and \$2,500 to the University).

When the Award is given to a Participant Group, the amount shall be divided equally among its Participants.

The prizes awarded to the University shall be made in the form of a contribution to the University's Foundation, earmarked for the department from the University's Schools of Engineering (all areas), Architecture, Building and Construction Management or Chemistry to which the Advising Professor belongs.

All amounts awarded are gross cash values

and are subject to taxation in accordance with applicable state and federal law.

Additionally, Odebrecht and Braskem will provide each of the prize-winning (i) Participant(s), (ii) Advising Professors, and (iii) University Representatives with a round-trip coach ticket to the location of the Award ceremony, 2 nights of hotel, and transportation to and from the ceremony location. In the event an award-winning Participant(s), Advising Professor, or University Representative resides in the city where the ceremony will be held, the travel and hotel incentive will not be provided.

At Odebrecht and Braskem's discretion, other outstanding Entries may be given honorable mention recognitions.

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In addition to the cash prizes outlined above, Award-winning Participant(s) will be afforded the following opportunities:

a. Project Development

The Odebrecht Organization intends to use the Award and the Entries submitted as a platform to implement sustainable business practices. Thus, the Award-winning Entry(ies) may be implemented either partially and/or entirely at the Odebrecht Organization's discretion at any of its project(s) worldwide without due restrictions.

b. Odebrecht Young Partner/ Braskem Associate

Participant(s) of all shortlisted Entries will be invited to participate in the process to become an Odebrecht Young Partner (YP) or a Braskem Associate. YPs and Associates are offered developmental programs to experience firsthand what it is like to work for a global leader in engineering and construction; and chemicals and petrochemicals.

Additionally, Odebrecht and Braskem plan to feature winning ideas in a special supplement published by a recognized national publication. Further details on the supplement will be provided at a later date. Odebrecht and Braskem reserve the right not to award any Prizes, if in their sole and absolute discretion they do not receive a sufficient number of eligible or qualified Entries for the Award (please refer to "Evaluation Criteria").





5. JUDGING OF THE AWARD

a. Process

After Entries are screened for compliance, they will be reviewed and evaluated by 3 Odebrecht and Braskem internal judges. Each judge will independently assign a score in accordance with the criteria below, and the Entries shall be ranked by taking the average of the 3 scores.

The top 15 Entries will be shortlisted and evaluated by an independent external judging committee to be selected by Odebrecht and Braskem.

Once shortlisted, all Entries' scores shall be zeroed. Again, each of the Entries will be independently judged and scored by 3 external judges. The average scores of the external judging committee will generate the final rankings and indicate the winners.

In the event of a tie, the scores given by the Odebrecht and Braskem internal judges will be incorporated to break the tie.

b. Judges

Internal Committee

The Odebrecht and Braskem internal judging committee will be made up of Odebrecht and Braskem staff.

External Committee

Odebrecht and Braskem will select a group of industry experts to comprise the external committee. Judges will include sustainability specialists, engineers and industry leaders. The final list of judges is scheduled to be announced at www.odebrechtaward.com on or before January 2nd, 2012. While Odebrecht and Braskem strive to select and publicize the final list of judges as soon as possible, there is no guarantee that Odebrecht and Braskem will disclose the jury composition before the official launch date of the Award.

The judges' decisions are final, and no discussions or communication with them is permitted at any time before or during the evaluation process once their names have been announced.





6. EVALUATION CRITERIA



The Odebrecht Award for Sustainable Development seeks innovative projects and ideas that encompass an entrepreneurial spirit. We are looking for work that is technically exceptional, and Entries that demonstrate holistic application of sustainability principles.

We are looking for leading-edge practice and innovation that pushes the boundaries and drives real change in the way our business impacts our planet.

Entries will be evaluated following this criteria below as a base for ranking:

Clarity And Presentation (5%)

How clear and organized are the Entry's thesis and conclusions?

Reasoning And Depth (15%)

How well reasoned is the Entry's argument, and how well does the argument support the Entry's thesis?

Content (20%) How relevant is the Entry to engineering and construction and how does it adhere to the pillars of sustainability (economically viable, socially inclusive, environmentally responsible, politically proactive and culturally diverse)?

Technical Contribution (25%)

The Entry shall demonstrate viability and relevance to the engineering and construction industry

Applicability (35%)

The Participant(s) should take into consideration the feasibility of taking the project/idea to full fruition and development. The project shall be specifically implementable on an Odebrecht Organization project.

All Entries must comply with all rules and regulations stated herein.





7. SELECTION PROCESS & TIMELINE



The selection process will be conducted in 3 phases:

Screening To assure that all requirements were met, all documentation was provided and format was followed as stated herein.

Shortlist An internal judging committee, made up of Odebrecht and Braskem staff, will evaluate and rank all Entries based on the evaluation criteria. The top 15 ranked Entries will go to the next phase as finalists.

Final Selection An external judging committee, made up of experts, will evaluate and rank all 15 Entries. The top 3 ranked projects will be awarded.

Ongoing	Join the (r)evolution on Facebook and Twitter!
January 2, 2012	Official launch of the Award
May 31, 2012	Closing date for submission of Entries
June 1, 2012 to July 31, 2012	Review of submittals – screening and internal committee review
July 31, 2012 to August 31, 2012	External committee review
August 3, 2012	Announcement of shortlist
September 3-7, 2012	Announcement of Finalists
Fall 2012	Award Ceremony





8. **AWARD CEREMONY**



In order to recognize the efforts of those that have taken part in the Odebrecht Award for Sustainable Development 2012, Odebrecht and Braskem will host an Award Ceremony in Fall 2012. The event will bring together industry leaders and opinion makers to serve as a forum to promote sustainability. The date and location of the event will be announced during the Spring of 2012.

Odebrecht and Braskem reserve the right to cancel or change the details of the Award Ceremony without prior notice.





9. TERMS & CONDITIONS OF PARTICIPATION

a. Promotional Rights

The Odebrecht Organization reserves the right to use the Participants' names and photographs, as well as photographs and details of the winning Entries, in any promotional material, published material and advertising connected with the Odebrecht Organization or the Award. The Odebrecht Organization may also develop videos featuring any of the Entries, and such footage will remain the property of the Odebrecht Organization.

b. Intellectual Property Rights

The Participant(s) shall grant to the Odebrecht Organization a license to use the Entry(ies) and the concepts contained therein.

c. Official Rules

The Official Rules are subject to change at any time at Odebrecht and Braskem's discretion; any change will be published on www.odebrechtaward.com

10. CONTACT INFORMATION

Any questions or comments shall be directed through the Award website, www.odebrechtaward.com.

11. FAQs

For Frequently Asked Question please visit the Award website, www.odebrechtaward.com.



**PARTICIPANT & ADVISING
PROFESSOR CERTIFICATIONS**



Odebrecht Award for Sustainable Development

Odebrecht
 201 Alhambra Circle, Suite 1400
 Coral Gables, FL 33134
 info@odebrechtaward.com
 Tel 305 . 341 . 8800

Braskem
 1735 Market Street, 28th Floor
 Philadelphia, PA 19103
 info@odebrechtaward.com
 Tel 215 . 841 . 3100

PARTICIPANT CERTIFICATION

In consideration of submitting my/our (hereinafter “my”) entry (“Entry”) into the Odebrecht Award for Sustainable Development competition (“Award”) in accordance with the 2012 Official Guidelines (the “Guidelines”), I/We (hereinafter “I”) certify and agree as follows:

1. I have read, fully understand, abided by and will continue to abide by the Guidelines.
2. All information I have submitted to Odebrecht Construction, Inc. (“Odebrecht”) in connection with the Entry and Award is truthful and correct.
3. The Entry (including research and development) was not produced or conducted as part of or under the scope of my employment with a professor or a university, college or other institution of higher learning.
4. With the exception of any material already existing in the public domain, the Entry and its ideas and concepts were wholly original to me and were not copied from or based upon any other work, nor have they been submitted to or published in/by any other publication, institution, competition, or media outlet. I am not bound by any agreement or restriction prohibiting my ability to disclose any information included as part of my Entry to Odebrecht.
5. The Entry does not infringe upon or violate any (i) copyright or (ii) right of privacy of another individual, and I have not granted or transferred any rights in the intellectual property contained in the Entry to any third party.
6. I recognize that it is Odebrecht’s intent at its discretion to use my Entry in its business practice. I hereby grant to Odebrecht an unlimited, royalty-free, irrevocable, perpetual and transferable license to use, market or otherwise exploit my Entry and all the material, concepts, products, processes, drawings, designs, specifications, notes, design works and inventions contained therein, including any intellectual property (collectively “Entry and Component Parts”), without expectation by me of any other consideration than provided for in this Participant Certification. I acknowledge that: (i) I shall have no rights of approval as to any rights exercised by Odebrecht pursuant to the license; (ii) Odebrecht shall be free to use my Entry and Component Parts without further attribution, compensation or notice to me; and (iii) I will execute any further documents and instruments and take any further actions as Odebrecht from time to time may reasonably request in order to effectuate the terms of this Paragraph 6.
7. I recognize that Odebrecht reserves the right to use my name and photograph, as well as photographs and details of my Entry, in any promotional material, published material, advertising, or for any other purpose connected with Odebrecht or the Award without restriction. I also recognize that Odebrecht may develop videos featuring my Entry. Any and all footage created of, related to, or in connection with the Award and my Entry will remain the property of Odebrecht and shall be available to Odebrecht for use worldwide, in any and all media or formats, and in perpetuity.

 Name:
 Date:

 Name:
 Date:

 Name:
 Date:



**Odebrecht Award for
Sustainable Development**

Odebrecht
201 Alhambra Circle, Suite 1400
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Tel 305 . 341 . 8800

Braskem
1735 Market Street, 28th Floor
Philadelphia, PA 19103
info@odebrechtaward.com
Tel 215 . 841 . 3100

ADVISING PROFESSOR CERTIFICATION

I certify and agree as follows:

1. I have read, fully understand, abided by and will continue to abide by the 2012 Official Guidelines (the "Guidelines").
2. All information I have submitted to Odebrecht Construction, Inc. ("Odebrecht") in connection with the Entry and Award is truthful and correct.
3. As the Advising Professor to the attached Entry, my role was purely advisory, and I was not an active or direct participant in the development or production of the Entry.
4. The Entry (including research and development) was not produced or conducted as part of or under the scope of my employment with a university, college or other institution of higher learning.
5. I recognize that Odebrecht reserves the right to use my name and photograph in any promotional material, published material, advertising, or for any other purpose connected with the Award without restriction.

Name:

Date:

ENTRY SAMPLE



Odebrecht Award for Sustainable Development 2012

Title of Entry

(Center text. Title should be in Times New Roman 14 pt. font bold)

Executive Summary

(Executive Summary with a maximum of 1,500 characters – including spaces – in Times New Roman 12 pt. font. Align the text to the left without indenting paragraphs. Use single-spacing. Please note that the Award logo should not be modified.)

Format the body of the Entry on standard, white 8.5 x 11-inch paper, using double-spacing, Times New Roman 12 pt. font, with 1-inch margins on all sides. Align the text to the left. The first line of each paragraph should be indented one-half inch from the left margin. The Entry must contain no more than 25 lines per page, with a minimum of 15 pages and may not exceed a total of 21 pages. All pages must be numbered – create a footer that numbers all pages consecutively in the lower right-hand corner. Section titles should be bold and not indented. Tables, graphs and illustrations and its respective titles should not be indented. Citations should be within double quotation marks, with all lines indented one-half inch from the left margin. References should be made in MLA format.)

