THE SAATCHI & SAATCHI AWARD FOR WORLD CHANGING IDEAS 2007
(For Innovation in Communication)

BACKGROUND

The Award
The Saatchi & Saatchi Award for World Changing Ideas exists to recognise brilliant thinking, to bring it to the world's attention and to reward the most outstanding innovation with a prize worth $100,000.

Why
Saatchi & Saatchi believes passionately in the power of ideas.

To enrich lives. To solve problems. To prevent disasters. To increase pleasure. To reduce pain.

The truth is, there can be no progress without ideas.

Conflict resolution is a vain hope without ideas.

The end of poverty is just a dream.

At the heart of all human existence lies the activity of communication. And an innovation in communication may have the power to change one person's world. Or a whole community's. Or the world itself.

Who Can Enter What
We invite submissions from innovators around the world.

Their ideas may be scientific, linguistic, artistic, technological. They may be hi-tech, lo-tech or no-tech.

Their ideas may be in prototype, the finished thing or merely a compelling concept.

Previous finalists have ranged from a tornado early-warning system, self-adjusting spectacles, a sonar system that enables the visually-impaired to 'see' with their ears, a compound that can replicate the sensitivity of human skin, a new kind of aeroplane, a storage system for the world's languages, viable electric lighting for the developing world, and near-instant buildings for disaster relief.

Yes, communication is a vast territory.
Any innovation which could improve, revolutionise, or make possible communication between individuals, between individuals and their environment, between companies and their customers, between performers and their audiences, between nations or even between planets will be considered.

Judging
Shortlisted ideas will be judged by a panel of judges, who are no strangers to innovation themselves.

The following people have been judges for previous Saatchi & Saatchi Awards:

- Astronaut, Buzz Aldrin
- TED Conference Curator, Chris Anderson
- Multi-media artist, Laurie Anderson
- Inventor of lateral thinking, Edward de Bono
- Award-winning TV programme maker, James Burke
- Musician, artist, director, David Byrne
- Professor of natural philosophy, Paul Davies
- Musical pioneer, Brian Eno
- Science fiction writer, William Gibson
- Minimalist composer, Philip Glass
- Computer pioneer, Danny Hillis
- Designer, the late Tibor Kalman
- Wired magazine co-launcher, Kevin Kelly
- EVP, Sony Corporation of America, Kenji Kitatani
- Filmmaker, Baz Luhrmann
- M.I.T. Professor, John Maeda
- Artificial intelligence expert, Pattie Maes
- News Corporation executive, Lachlan Murdoch
- Astronaut, Story Musgrave
- Economist, Kjell Nordström
- Musician, Lou Reed
- Primatologist, Sue Savage-Rumbaugh
- Theatre, film and opera director, Julie Taymor
- Photographer, Oliviero Toscani
- TED Conference founder, Richard Saul Wurman

The judges will select the idea that, in their view, has the potential to provide the greatest communication benefit to the greatest number of people or to a group of people with a particular need.

We can't tell you how to come up with a brilliant innovation, but perhaps inventor David Levy's starting point may help. "I go looking for trouble".

It costs nothing to enter the Saatchi & Saatchi Award for World Changing Ideas, but winning the prize could change your world.
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HOW TO ENTER
For entries to be complete and correct they must contain the following:

1. A typewritten description of no more than 500 words. This description should include what the innovation is, explain how it works and entrants should specify what they believe to be the impact of the innovation. Relevant reference material should also be included, e.g. prototypes, photographs, drawings, diagrams, website details.
2. A completed entry form
3. A signed Deed of Eligibility and Release
4. Proof that your idea is capable of patent, copyright, registered design, design right or equivalent protection.

SUBMISSION OF A COMPLETED ENTRY SIGNIFIES YOU HAVE READ AND ACCEPTED THE TERMS AND CONDITIONS. SEND YOUR ENTRIES TO:

Norma Clarke
Saatchi & Saatchi Award for World Changing Ideas
Saatchi & Saatchi
80 Charlotte Street
London W1A 1AQ
United Kingdom

Eligibility
Entries can be from anyone including individuals, groups of people, universities, teaching faculties, companies, corporations, charitable foundations, and schools.

There is no age restriction.

Guidelines and Process
The innovation may be based on a scientific or technological idea. Equally, it may be an artistic or linguistic one.

The winning entry will be the idea which excites the judging panel most and which has the potential to provide the greatest communication benefit to the greatest number of people, or to a group of people with a particular need.

The Saatchi & Saatchi Worldwide Creative Board will filter entries. Those entries meeting with the Board's favour will form a shortlist numbering no more than ten finalists and will be forwarded to the judging panel for final consideration. The winner will then be selected.

These finalists will be showcased on the competition website. The Winner will be announced at the Award Presentation in New York in February 2008.

Prize
The overall prize package is worth US$100,000. This comprises US$50,000 cash and US$50,000 of Saatchi & Saatchi consultancy.
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ENTRY FORM

For the attention of Norma Clarke
The Saatchi & Saatchi Award for World Changing Ideas
Saatchi & Saatchi
80 Charlotte Street
London W1A 1AQ
United Kingdom

Please complete this form clearly, in capitals, by hand, and send to the address above with the rest of your entry. Please also include the completed Deed of Eligibility and Release Form and read the Terms and Conditions carefully.
Deadline for submissions is Friday 28th September 2007.

Name: ________________________________________________________________

Address: __________________________________________________________________
________________________________________________________________________

Country: __________________________ Postcode: __________________________

Telephone Number: _____________________________________________________

e-mail Address: _________________________________________________________

Name of Your Innovation Entry:____________________________________________
______________________________________________________________________
TERMS AND CONDITIONS

Please read the conditions outlined below before submitting your entry. Signature of the entry form shall confirm your acceptance to be bound by these conditions.

The following terms shall have the following meanings:

"the Award"
the award to be made to the winner of the Competition

"the Competition Website"
the Website set up by Saatchi & Saatchi Worldwide to publicise the Competition

"the Competition"
the Saatchi & Saatchi Award for World Changing Ideas

"Intellectual Property Rights"
include all trademarks, registered and unregistered designs, patents, applications for any of the foregoing, copyright, design rights, know-how, trade and business names, moral rights, publication rights, performance rights, trade get-up, goodwill, and sui generis rights subsisting in data or databases (including the rights of utilisation and extraction) and any similar protected rights in any country

"the Innovation"
the innovation submitted by the Entrant for the Competition

All employees and their families of Saatchi & Saatchi are not eligible to enter the Competition.

The Entrant acknowledges and accepts that the Innovation and all information supplied by him/her relating to the Innovation may be made publicly available/whether on the Competition Website, to the judges of the Competition, or to Saatchi & Saatchi generally, including but in no way limited to through the press and in/on such other media as Saatchi & Saatchi in its sole discretion may elect. The Entrant hereby accepts and agrees that no duty of confidentiality whatsoever is owed by Saatchi & Saatchi to the Entrant.

The Entrant hereby forever warrants and represents that he/she is the sole owner with full title guarantee of all Intellectual Property Rights in and to the Innovation and shall indemnify and hold Saatchi & Saatchi harmless from and against all costs, claims, demands expenses and liabilities of whatsoever nature arising out of or in connection with any claim that the Intellectual Property Rights infringe the rights of any third party.
In the event of any dispute arising in connection with the Innovation the Entrant shall be disqualified within the sole discretion of Saatchi & Saatchi. If any patent registration lapses or is refused at any time, Saatchi & Saatchi may in its sole discretion disqualify the Entrant.

All Entrants under the age of 18 must obtain the co-signature of a parent or legal guardian on the entry form.

Saatchi & Saatchi shall accept no responsibility for mislaid or lost entries.

The Entrant hereby grants to Saatchi & Saatchi the right to use his/her name, likeness, photograph and biography in connection with the publication of the Competition and for use in advertising and/or trade generally.

The Entrant hereby warrants that the innovation is capable of the following: patent, copyright, registered design, design right or equivalent protection. The Owner hereby warrants and represents that he/she has attached all relevant paperwork relating to verifying the Intellectual Property rights of Innovation to the entry form.

The Entrant acknowledges that all Intellectual Property Rights relating to the Competition Website shall remain at all times the sole and exclusive property of Saatchi & Saatchi.

The period for submission of entries will be 1st July to 28th September 2007. The winner will be announced February 2008.

The cash prize will be paid by bank transfer in one sum, and within the sole discretion of Saatchi & Saatchi. The valuation of the consultancy element of the prize will be entirely within the discretion of Saatchi & Saatchi.

The decision of the judges of the Competition shall be final and binding, and Saatchi & Saatchi hereby reserves the right not to make any Award.

The Entrant shall execute and return with the entry form the Deed of Eligibility and Release attached to the entry form.

The terms and conditions and all other matters relating to the Competition shall be governed by the Laws of England, and the High Court of England shall have exclusive jurisdiction to determine any dispute arising in relation to the Competition.

All material submitted as entry reference material remains the property of Saatchi & Saatchi.

Saatchi & Saatchi shall accept no responsibility for loss or damage arising to the entrant from the exploitation of the innovation.

Ends.
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DEED OF ELIGIBILITY AND RELEASE
For the attention of Norma Clarke
The Saatchi & Saatchi Award for World Changing Ideas
Saatchi & Saatchi
80 Charlotte Street
London W1A 1AQ
United Kingdom

Please complete this form by hand and send it to the address above, with the rest of
your entry.

I_________________________of_________________________________________
(Name)                 (Company)

Submit this deed to the organisers of The Saatchi & Saatchi World Changing Ideas (“the
Award”) with the understanding that it will be relied upon to determine my eligibility to
enter into and compete for the Award.

I represent that I have complied with all the terms and conditions of the Award and that
I have perpetrated no fraud or deception in entering or in claiming any prize. I further
represent that I or any members of my immediate household are not employees of
Saatchi & Saatchi or its affiliate subsidiaries, divisions and advertising and promotion
agencies, nor I or any family member in my immediate household is connected with
them in any way.

I further understand that if my entry is selected as a winner that I hereby, for myself, my
heirs, executor and administrators, waive and release any and all rights and claims I may
have against Saatchi & Saatchi Worldwide for any matter, cause or thing whatsoever
with respect to, or arising as a result of, any prize I may win.

I further understand that any taxes due as a result of my acceptance of the Award are
my sole responsibility. I understand that Saatchi & Saatchi Worldwide will have no
liability for any taxes that I may owe as a result of this Award. I grant permission for the
use of my name, city, country and photograph for advertising and promotional purposes
in conjunction with this and similar awards without additional compensation.

Signed by: ______________________
Dated: __________________________

As a Deed in the presence of: ____________________
(witness)

If the entrant is a minor this form must be countersigned by a parent or legal guardian.
WORLD CHANGING IDEAS

By the inventors of
The Saatchi & Saatchi World Changing Ideas Award
Richard Myers and Bob Isherwood

Welcome to a world where the blind can see with their ears. Where spinach generates electricity. Where a single mud wall becomes a reference library. Where robots have feelings. Where you can control a television with your mind. And where you can examine your insides by swallowing a camera.

These are some of the 41 amazing innovations that have won or been short-listed for our biennial Saatchi & Saatchi Award for World Changing Ideas, since its launch in 1998.

The book is also about the twenty-five equally amazing judges who have chosen the winners. These include Baz Luhrmann, Edward de Bono, David Byrne, Laurie Anderson, Oliviero Toscani and Lou Reed.

Another judge, the second man to step on the moon, Buzz Aldrin, provides the book’s foreword.

We are offering a limited supply of this inspiring book to all potential WCI entrants, for the special price of US $25 or GBP £14 (incl. P&A). To purchase a copy, please complete the details below and return to:

Norma Clarke, Book Orders, Saatchi & Saatchi, 80 Charlotte Street, London W1A 1AQ, UK
T: +44 207 462 7175      F: +44 207 462 7631      E: norma.clarke@saatchi.co.uk

Total Quantity:___________________   Total Cost: US $ or GBP £:_________________________

PAYMENT DETAILS
(Please Tick)
☐ VISA                            ☐ MASTERCARD                ☐ SWITCH                     ☐ DELTA/VISA

Cardholder’s Name: ______________________________________________________________
Card Number: __________________________ Expiry Date: ___________________________
Cardholder’s Signature: ___________________________ Date: __________________________

DELIVERY DETAILS
Name: ___________________________ Company:____________________________________
Email: ___________________________ Telephone:______________________________
Delivery Address: ________________________________________________________________
______________________________________________________________________________
Country: ___________________________ Postcode: __________________________