



1906-2006
The electric century

IEC CENTENARY CHALLENGE

**Deadline for
registration extended
to 7 April 2006**

Organized by

IEC
Commission Electrotechnique Internationale
International Electrotechnical Commission
Международная Электротехническая Комиссия



In association with

**The
Economist**

In partnership with

IEEE

VDE

1/ THE CHALLENGE

This initiative is intended to offer the world's academic institutions a challenge of the highest order. Prizes will be awarded for the best papers and case studies (Submissions) on the subject:



Consideration of the economic, business and social impact of the development and use of International Standards for end-users at any level of business activity.



Successful societies have flourished by their ability to trade effectively. Trade has always been supported by perceptions of value based on standards of function, quality and performance. These "standards" can either be:

- Explicit or implicit;
- Formal or informal.

Whatever the business context, whenever a transaction takes place there is always a question of "what are the standards of function, quality and performance being offered?"

During the past 100 years there have been more inventions than in all of the previous history of mankind. This unprecedented technological advancement coupled with worldwide trade liberalization demands close examination of the connection between standards and business development.

The impact of standards and standardization in the political, economic, sociological, technological and natural environments at national, regional and international levels will play a significant role in how business and markets develop.

2/ AWARDS AND JUDGING CRITERIA

The following awards (with invitation to receive the award in London) will be offered:

- 1st Prize US\$ 15 000
- 2nd Prize US\$ 5 000
- 3rd Prize US\$ 2 000

The prize-winning Submissions, together with others considered to be of outstanding merit, will be published in an IEC Commemorative Publication. In

addition, the top Submissions will be made available to the combined international memberships of the IEC and the IEC Centenary Challenge partner organizations – the IEE, IEEE and VDE – of more than 500 000 academic, technical and business professionals. The winning Submissions will also be distributed and recommended to learned international technical and business journals for worldwide publication.

EXECUTIVE REVIEW COUNCIL (ERC)

Submissions considered to be of exceptional merit will be reviewed by the Executive Review Council for final judging and nomination for the 1st, 2nd and 3rd Prizes.

The ERC consists of eminent, distinguished leaders from Government, Academia, Business and the Media and will be, by its composition, representative of the world's principal industrialized areas, i.e. the Americas, Asia and Europe:

- **Dr. Arden L. Bement, Jr.**
Director, US National Science Foundation
- **Dr. Takuo Sugano**
Professor Emeritus, Tokyo University and Chairman, Board of Trustees of Toyo University
- **Prof. Klaus Wucherer**
Member of Central Managing Board, Siemens AG
- **Tom Standage**
Technology Editor, The Economist

JUDGING CRITERIA

All Submissions complying with the IEC Centenary Challenge Rules will be reviewed and judged on the following criteria:

- **Demonstration of clear linkage between standardization and business development**
Including references to electronic, electrical and information technology standardization.
- **Originality**
Providing a novel and in-depth understanding of the linkage between standardization and business development.

■ **Quality**

Showing a level of refinement that is of a publishable quality.

■ **Readability and Clarity**

Enabling an audience untrained in the field of standardization or economics to understand the key points being made.

■ **Sophistication and depth of research**

Relating the original finding to the relevant scholarly literature.

While the domain of the IEC Centenary Challenge is not limited to the technical sectors covered by the IEC and its partners, preference will be given to those Submissions that include references to electronic, electrical and information technology standardization.

3/ THE IEC AND PARTNERS



IEC (www.iec.ch)

The IEC is a not-for-profit international organization responsible for the development of International Standards in the total electronic/electrical sector which ranges from microchips to power stations, including computing and telecommunications, and their related services. Its membership and affiliate country programme bring together a total of 132 countries and some 15 000 experts around the world work on its behalf. The IEC, as the sponsor of this initiative, will direct and coordinate the Centenary Challenge working closely with IEE, IEEE, VDE and The Economist.

PARTNERS



IEE (www.iee.org)

The IEE is an innovative international organization with a worldwide membership of 120,000. Its members, who have joined together to promote the advancement of electrical, electronic and manufacturing science, ICT and engineering, range from students to the most distinguished and highly qualified members of the profession. The IEE will be promoting the IEC Centenary Challenge to its 120 000 members and will host the Awards Ceremony in London, UK, on 14 December 2006.



IEEE (www.ieee.org)

The IEEE has more than 360 000 members in approximately 174 countries. Through its members, the organization is a leading authority on areas ranging from aerospace, computers and telecommunications to biomedicine, electric power and consumer

electronics, and has an extensive standards development programme. The IEEE, which has a highly developed academic activity and a worldwide network of professional members, is a founding partner of the IEC Centenary Challenge. It will promote the competition among its 360 000 members worldwide.

VDE

VDE (www.vde.org)

The VDE is one of the founding members of the IEC and continues to be the German standardization body which operates within IEC's technological scope. The VDE has more than 34 000 members. Engineers, scientists, students, technicians and companies in the electrical, electronic and information technology industries, the electrical utilities, federal authorities and institutions make up VDE. The not-for-profit organization combines scientific work, standards setting and product testing as well as certification under one roof. The VDE is sponsoring the IEC Centenary Challenge Commemorative Publication and will be promoting the initiative to its members.

AND IN ASSOCIATION WITH

**The
Economist**

The Economist (www.economist.com)

The Economist is a weekly international news and business publication offering clear reporting, commentary and analysis on world politics, business, finance, science and technology. *The Economist* is famous for its objective, factual writing, rather than for emotive journalism. *The Economist* is read by a worldwide audience of three million decision-makers. They include board directors, financiers, administrators, opinion-formers and politicians, many of whom hold influential positions at the centre of decision-making in major international organisations. *The Economist* will be represented on the panel of judges for the nomination of the awards.

4/ GUIDELINES

The following guidelines are provided to assist prospective authors and academic institutions to understand the main requirements of registration and submission of papers or case studies for the IEC Centenary Challenge. Registrations and Submissions must comply fully with the IEC Centenary Challenge Rules.

ELIGIBILITY

- The IEC Centenary Challenge is open to all persons affiliated with an academic institution of higher education which offers post-graduate study programmes.

- Members and heads of faculty, professors, lecturers, teaching and research staff are invited to participate.
- Submissions must be approved by the academic institution.
- Submissions can be in the form of a 'paper' or 'case study'.
- Submissions may be the work of one or several authors (co-authors).
- The names, titles and contact details of all authors who will contribute to the Submission must be provided with the Submission.
- The "Lead Author" should register the intention to submit and ensure that the Submission, when sent to the IEC, complies with the Rules.
- Authors and co-authors may make only one Submission.
- Multiple Submissions are permitted from any single academic institution.

REGISTRATION

7 April 2006

- The Lead Author shall register the intention to submit prior to ~~3 March 2006~~ 24:00 hours *CET**.
- Registration shall be by means of the electronic form available on the following web site: www.iecchallenge.org
- Confirmation of receipt of the registration will be by an automatically generated email message.

SUBMISSION FORMAT

- Submissions must be in English. (Note: for the winning Submissions, assistance will be offered for proof reading and final editing before publication. Submissions will not be judged on the quality of the English language).
- Submissions will be accepted only in electronic format. An electronic template is provided for this purpose.
- Submissions may not exceed 4 000 words of text (not including notes, tables, charts and bibliography).
- Text shall be formatted using 12 pt type size or greater.
- Submissions must have a title, list the names of all authors, indicate the affiliated academic institution and be prefaced with an abstract of no more than one A4 size page.

SUBMISSION DATES

- Submissions can be sent from 31st May 2006 at 12:00 *CEST***.
- The deadline for receiving Submissions is 1st September 2006 at 24:00 *CEST***.

SUBMISSION COPYRIGHT

- All copyright authorizations and permissions must be provided to the IEC with the Submission.
- Copyright will remain with the author(s) or academic institution (as applicable)

and the IEC will be granted licences to distribute and reproduce the material in accordance with the IEC Centenary Challenge Rules.

- The IEC will endeavour to ensure the wide international distribution and publication of the award-winning Submissions considered to be of outstanding merit.
- The authors and academic institutions (as applicable) will be solely responsible for ensuring that all copyright issues have been clarified and resolved before Submission.

AWARDS & PUBLICATIONS

- Submissions will be reviewed and judged according to the judging criteria. The award ceremony will take place at the IEE in London, UK, on 14 December 2006.
- The winners of the 1st, 2nd and 3rd prizes will be invited to receive the award at this time on an expenses-paid basis.
- The prize-winning Submissions, and others considered to be of outstanding merit, will be published in an IEC Commemorative Publication and widely distributed to its partners and international learned journals and media for consideration for publication.

5/ IMPORTANT DATES

Registration Opens	21 October 2005 at 12:00 CEST** <i>7 April 2006</i>
Registration Closes	3 March 2006 at 24:00 CET*
Submission Opens	31 May 2006 at 12:00 CEST**
Deadline for Submissions	1 September 2006 at 24:00 CEST**
Notification of Review Result	31 October 2006
Award Ceremony, London	14 December 2006
Publication	January 2007

**Deadline for
registration extended
to 7 April 2006**

6/ CONTACT

For any further information please contact Ms Lana Choumiatchkina:
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www.iecchallenge.org

*CET = Central European Time;

**CEST = Central European Summer Time. Times are those observed in Geneva, Switzerland, on the dates mentioned.

