Haier Washing Machine Water Saving Season – Season 1 is ON!

Water is the origin of life and the essential resource human beings rely on for survival. Human beings can not live without water every day. We enjoy water from snow mountain to lakes and rivers, but spare little concerns on it.

Haier, inheriting the belief “Sincere Forever” that has lasted for over 30 years, is always active in undertaking the social responsibilities in energy saving and environment protection. This time we expect to contribute to the water saving efforts by each small actions.

As everyone knows, a washing machine is quite a water-intensive appliance. According to some evaluations, water consumption from a washing machine constitutes over 40% of one house’s water usage. Therefore, Haier Open Partnership Ecosystem (HOPE) here introduces this “Haier Washing Machine Water Saving Season” together with Haier’s washing machine production line. Based on the global innovation resource network of HOPE and the integration of advanced washing machine technologies, we invite water saving solutions related with washing machine from universities, research institutions, experts, and technical companies, etc.

1. Participants: universities, research institutions, experts, and technical companies, etc.

2. Time schedule:

Nov. 6: Deadline for the proposal

Nov. 11: Completion of the proposal review

Nov. 18: Washing machine water saving season - award ceremony for Season 1

3. How to participate:

1) Solution requirement:

The solution should be a product and function module related with washing machine water saving need. It should include complete product solution description, sketch, and function point description, etc.

2) Indicator requirement:

* The solution could help washing machine save 30% water (eg. regularly, a front-load washing machine and top-load washing machine may consume 7L and 10L water separately for washing 1kg clothes);

The solution will not comprise the washing machine’s cleaning capability while saving water;

Technology feasibility is required. (Clear description is required. If it passes the review, it could be used to make a functional prototype.)

3) What could be submitted?

Creative ideas and description (PPT), sketch (JPG), and demo video (MP4). Pls refer to the creative idea template by the sponsor for detailed format.

4) How to submit?

Register on Haier Open Partnership Ecosystem (hope.haier.com). Go to the activity page to read the competition rules and submit your ideas or solutions.

To submit, your contact information, including your name (company name), email, and phone number is required.

5) Evaluation dimensions:

Solution effect; feasibility; product relevance; innovativeness

6) Awards:

Winners of Top5 solution providers will be invited to attend the award ceremony for this water saving season in Beijing, demonstrate their solutions and receive the awards on site. Haier will pay for their hotel and air ticket.

* 1st prize: one person; Bonus: 20,000$; prototype development fund: 50,000$;

This winner could establish a project with Haier;

* 2nd prize: 4 persons; bonus: 10,000$.

The result of this competition will be sent to the winner by email or telephone, and will be announced on the homepage of HOPE.

7) Additional instruction:

For confidential concerns, the submitted solutions are only visible to participants and the sponsor. For any questions, pls send emails to hope@haier.com.