ICI CHALLENGE

Imagine, Create, Impact

Can your team change the world with technology?

Guidelines — Tutors

> **Document addressed to tutors**
>
> This document contains all the information the tutor needs to register, accompany and present their team of students in Challenge Imagine, Create, Impact of The School of the Future 2026. There is a separate and accessible version for students.

What is this challenge about?

The Challenge **Imagine, Create, Impact (ICI)** invites teams of students to develop innovation projects that address real global problems from their local community. The core of the challenge demands that **each solution (prototype) integrates digital technology as a core component or as an essential tool without which the prototype is not possible**. The most outstanding projects will be exhibited at **The School of the Future 2026**, where their creators will present them to a jury and the entire Cognita community.

What makes this challenge unique?

Projects are not limited to describing an idea, they are designed, built and demonstrate a solution with impact. Digital technology must be a component of the solution or have been the essential tool that made it possible. The final product is not an idea or plan; it is a working prototype.

Who can participate?

Equipment	3 - 5 students of the same age group
Age Groups	• Initial: 4th to 6th grade • Intermediate: 7th grade to 9th grade • Upper: 10th to 12th grade
Tutor	• Each team must have a tutor teacher. • The tutor guides and accompanies the process, but the project is built by the students. • The tutor is responsible for the registration and submission of the video. • The team can have more collaborating teachers from other subjects.

What topics can the team work on?

The project must address one or more of **the United Nations Sustainable Development Goals (SDGs).** Teams can freely choose the SDG(s) that best inspire them to develop their projects. Details in **https://www.un.org/sustainabledevelopment/es/**

Important: the team is free to choose one or more SDGs. What determines the eligibility of the project **is not the chosen SDG, but the presence of digital technology as a central component of the solution or as an essential tool without which the prototype would not have been possible.**

Project structure

Every ICI project must articulate these three parts:

1

The Problem: Understand and Focus

Explain what problem of the community you want to solve, with data and/or concrete examples. Connect the problem with the chosen SDG(s). The magnitude and impact of the problem must justify the effort to build a technological solution.

2

The Technology Solution: Ideate and Design

Design a solution where digital technology plays a central role: either as a component part of the final product or as an essential tool that makes it possible to build it. The team describes, draws and models its proposal: what does it do, how does it work, how does it improve the situation of the identified problem?

3

The Prototype: Build, Test and Improve

Build a working prototype. Show it to people affected by the problem and collect their feedback: what do they like, what could be improved? The prototype must be functional at the end of the project.

What does the team deliver?

At the end of the process, each team will present two products:

Prototype	**A working prototype** that demonstrates in real time how the idea solves the problem. To be eligible, the project must involve digital technology in a meaningful way: **either as a component part of the final product, or as an essential tool without which the prototype would not have been possible.** **Example:** *Building a drip irrigation circuit to use water efficiently **is not eligible**. But if that same circuit has special parts digitally designed in software and produced by a 3D printer, **it is eligible**: digital technology was the essential tool that made the prototype possible.*
Video	**A video of maximum 3 minutes** produced by the students of the team. It is the **eligibility requirement to exhibit the project at the conference** and the core material that will be seen by all schools in the network during the conference. Guidance in "*Video Creation Guide*" below.

Steps to create the video

The tutor guides the team in the production of the video, but it is the students who star in it and narrate it.

1	**Presentation of the equipment and the problem** *(≈ 30 sec)* Each member introduces himself. The problem is explained: why is the problem relevant? what SDG is connected to the problem?.
2	**The solution and the prototype** *(≈ 60 sec)* The prototype is shown and the team explains how it works: what it does, how it solves the problem. It is suggested to show the prototype in action.
3	**The role of digital technology** *(≈ 40 sec)* The team explains how digital technology is involved in the project: is it part of the final solution? Was it the tool that made it possible to build the prototype? What difference does its presence make in the project?
4	**Evidence of impact** *(≈ 20 sec)* The team shows data, logs, screenshots, test results, and/or testimonials that show that the solution works. Quantify if possible.
5	**Closing and learning** *(≈ 20 sec)* One or more members of the team present what they learnt and how their solution could escalate.

Participation process

1	**Team registration — Deadline: September 16th** The tutor completes the registration form in https://schoolofthefuture.cl/
2	**Support during development** The tutor guides students in the design and construction of the prototype, the integration of digital technology and the preparation of the video. The tutor accompanies the process without replacing the team's work.
3	**Video submission — Deadline: October 30** The tutor sends the video to israel.munoz@cognita.com or reinaldo.marfull@cognita.com with the subject line: 'ICI Video – [Name of School] – [Name of Team]'. See 'Video Creation Guide' section for full requirements.
4	**Qualification for The School of the Future 2026** The classified projects (see section "Requirements to qualify for The School of the Future 2026") will be exhibited on the official website of The School of the Future 2026. The best-evaluated projects will be invited to exhibit their prototypes at The School of the Future's EdTech Fair. Limited places.
5	**Presentation at EdTech Fair – Friday 27th and Saturday 28th, November.** The invited teams will be competing for the Future Project Award. They will present their prototypes to a jury (see "*Rubric for Presentation Assessment*".
6	**Awards: The Future Project Award – Saturday 28th, November** **The jury will reveal the 3 best projects per category** (Initial, Intermediate, Superior), whose teams will present to the audience in front of an extended jury. The Future Project Award will be awarded to the first place for each category (Initial, Intermediate, Superior).

Presentation format

Duration	3 minutes **(**maximum) + 1 minute of questions from the jury.
Dynamics	Presentation and demonstration of the prototype. The jury observes, asks questions and evaluates.
Participation	All team members speak during the presentation.

Requirements to qualify for The School of the Future 2026

Minimum score: 420 points (average of 60 per criterion; see *Rubric for Video Assessment*).
Teamwork: the team is made up of 3 or more members.
Working prototype: The team develops a real, functional prototype.
Digital technology: digital technology plays a significant role in the project.
Documentary video: The tutor has submitted the video as per the requirements of the relevant guide.

Awards

1st Place

Future Project Award

Certificate of Excellence
Recognition Pin
Educational Technology

2nd and 3rd Place

Certificate of Recognition
Recognition Pin

All Teams

Certificate of participation

General Regulations

- Each team can submit only one project in the challenge.
- The work must be original. It is not allowed to copy projects from other students or from the internet.
- The use of artificial intelligence is only allowed for students aged 13 and over, with the consent of their families.
- The tutor certifies that the project is authentic and was prepared by the students.
- The prototype must be safe for installation and display at the school.
- Delivery dates are set in stone. Registrations or videos sent after the deadline will not be able to participate.
- The jury's decision is final.
- The organization reserves the right to disqualify projects that do not comply with the rules.

Questions? Write to reinaldo.marfull@cognita.com or israel.munoz@cognita.com

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Video Creation Guide

What is this video for?

The video documents the team's innovation process. It serves two functions: (1) it is the **primary eligibility requirement** for qualification to SOTF 2026, and (2) it will be the central exhibit material during the conference and will remain in the SOTF Library as a reference for the entire network. Students must be the visible protagonists of the video.

Video Features

Duration	Maximum 3 minutes.
Format	Horizontal (landscape). MP4 recommended.
Quality	At least 720p. Clear sound, without excessive background noise.
Language	Spanish/English
Protagonists	The students of the team must appear on camera and be the ones who narrate and explain the project.
Shipping	The tutor sends the file to israel.munoz@cognita.com and reinaldo.marfull@cognita.com with the subject: 'Video ICI – [Name of school] – [Name of team]'.

Tips for a good video

- Film in a well-lit location, without background noise.
- It is suggested to use a microphone.
- Students should speak in their own words, even if they rehearse beforehand.
- Use a tripod or stable surface to avoid camera shake.
- Show the prototype in the foreground when appropriate, not just talk about it.
- No professional production is necessary: a phone with a good camera is enough.
- Video may have editing cuts, but it should flow naturally.

Rubric for Video Assessment

Each criterion is scored from 1 to 100 points. Maximum total score: 700 points.

CRITERIA	In Development (1–40 pts)	Have a good journey! (41–75 pts)	Expert Level (76–100 pts)
1. The Problem and Its Impact	The problem is diffuse or it is not explained why it is important.	The problem is clear and you can see how it affects the community and connects to an SDG.	Real Impact! The problem is perfectly defined with clear data and a powerful connection between the local and the global.
2. Connecting to Global Challenges	The SDG is not clearly mentioned.	One or more SDGs are identified and how the project is related to them is explained.	Global Commitment: identifies one or more SDGs and explains how the project contributes locally and globally.
3. Creativity of the Solution	The solution is common or it does not solve the problem posed.	The solution is clear, works well, and proposes a fresh idea.	Pure Innovation: an original idea with incredible potential to transform reality.
4. Project Feasibility	It's hard to see how it would be put into practice in real life.	The project is realistic and could work with a few tweaks.	Ready to take off! The proposal is solid, scalable and with a clear benefit for the environment.
5. The Prototype	The prototype does not work or does not allow you to understand the idea.	The working prototype clearly shows how the solution works.	Prototype of Excellence: solid, well-built model, demonstrates the solution in action.
6. Role of Digital Technology	The technology does not appear, is forced or does not play any real role in the project.	Digital technology plays a significant role: it is either part of the solution or was an essential tool to build the prototype.	Technological Mastery: technology is a constituent part of the final product or was the essential and indispensable tool that made the prototype possible, with a demonstrable and relevant impact.
7. Documentary Video Quality	The video lacks clear structure or the narration is difficult to follow.	The video has an understandable narrative, with images of the prototype and the voice of the students.	Structured video with clear and engaging narrative, intentional shots, and crisp sound that captivates the audience.

Rubric for Presentation Assessment

This rubric is applied by the jury on the day of the conference, during the presentation of the equipment at the EdTech Fair. Each criterion is scored from 1 to 100 points. **Maximum total score: 500 points.**

CRITERIA	In Development (1–40 pts)	Have a good journey! (41–75 pts)	Expert Level (76–100 pts)
1. Project communication	The presentation does not follow the structure of the project or the roles of the team are not clear. The problem, the solution and the prototype are not articulated coherently.	The team presents the problem, the solution and the prototype in an orderly manner. The structure of the project is understandable to the jury.	Impeccable Narrative: the team presents the project as a coherent and compelling story, where each part (problem → solution → prototype) is connected clearly and fluidly.
2. Prototype functionality	The prototype does not work, cannot be demonstrated live, or the demonstration fails significantly.	The prototype works and can be demonstrated in real time, showing how it addresses the problem.	Demonstration of Excellence: the prototype works smoothly and reliably, and its live demonstration is clear, convincing and generates impact on the jury.
3. Understanding the role of technology	The team cannot clearly explain why digital technology is part of the project or what concrete contribution it makes.	The team understandably explains how digital technology contributes to the project, either as part of the solution or as a tool that made the prototype possible.	Technology Mastery: The team explains with precision and conviction the value that digital technology adds: why it was necessary, what difference it makes, and how it enhances the impact of the solution.
4. Critical thinking and incubation	The team does not identify limitations of their prototype or reflect on how to improve or scale it.	The team recognizes at least one limitation and proposes one or more concrete improvements. It outlines how it could be applied more widely.	Innovative Mindset: The team critically evaluates their prototype, clearly identifies its limits and opportunities, and articulates a realistic vision of how it could become a viable solution on a larger scale or with commercial potential.
5. Team involvement	Only one or two members actively perform. The rest do not demonstrate understanding of the project or participate in the jury's questions.	Most members have a visible role in the presentation and can answer basic questions about the project.	Protagonist Team: all members actively participate, demonstrate deep understanding of all parts of the project and confidently answer the questions of the jury.