

WMG x JLR Supply Chain Sustainability Ideathon

FREQUENTLY ASKED QUESTIONS

Here you will find answers to frequently asked questions about the WMG x JLR Supply Chain Sustainability Ideathon.

1. About the Ideathon

Q: What is the WMG x JLR Supply Chain Sustainability Ideathon? A: It is a competition that invites UK university students (see eligibility below) to develop and propose innovative solutions for a real-world supply chain challenge faced by automotive manufacturers. The event is a partnership between WMG Supply Chain Innovation Hub at University of Warwick and luxury automotive manufacturer JLR.

Q: What is the specific challenge or problem statement? A: The problem statement is: “As JLR works towards its ambition to become the benchmark for Sustainable Modern Luxury, how might we work with our suppliers and wider ecosystem to accelerate progress towards net zero while building a more resilient, transparent and future-ready supply chain?”

Q: Is there a submission fee? A: No, submissions are free to make (one per person).

Q: Is there a person I can contact for further information? A: We encourage all interested students to join us at Info Sessions, but if you need to get in touch about the Ideathon separately, or if you are not able to attend an Info Session, you may send an email to JLRIdeathon@warwick.ac.uk

2. Eligibility

Q: Who is eligible to participate? A: The Supply Chain Sustainability Ideathon is open to Master's, MBA, research and undergraduate students who are enrolled full-time at a UK university, or students enrolled in a degree apprenticeship programme (including JLR Level 6 apprentices), aged 18 or over. This includes students who completed their university course in 2026 and are awaiting formal graduation. Students who entered the 2025 challenge are eligible to enter in 2026 only if they are still enrolled full-time at a UK university or on a degree apprenticeship programme.

Q: Do I need to be studying a particular subject? A: No, students from all disciplines are welcome. However, the challenge is particularly relevant for those studying Engineering, Sustainability, Business and Management, Supply Chain Management, Logistics, Operations

Management, Economics, Computer Science, Data Science, Innovation and Entrepreneurship.

Q: Do I need to have prior experience in sustainability or supply chain management? A: No prior sustainability or supply chain experience is necessary. The organisers are looking for innovative thinking from all backgrounds.

Q: Can I enter as a team? A: No, this competition is only open to individuals.

3. Submission Process (Phase 1)

Q: What is the deadline to submit an idea? A: The deadline for online idea submissions is 11:59 pm on Sunday, 1st November 2026.

Q: How do I submit my idea? A: You will need to submit your idea via using the online submission form via the Ideathon landing page.

Q: What information is required for the submission? A: You will need to provide your full legal name, UK mobile number and email address; the name of the university and course you are enrolled on or recently completed, your degree apprenticeship program (if applicable); your original idea title; a detailed description of your original concept; and an explanation of how your idea could benefit JLR.

Q: What are the judging criteria for selecting the submissions?

- For Phase 1 (idea submission), judging criteria is based on:
 - Relevance to the challenge statement
 - Strength and clarity of the idea/concept
 - Originality and innovation
 - Feasibility and practicality
 - Potential business impact.
- For Phase 2 (pitch event), judging criteria is based on:
 - Clarity and coherence of pitch
 - Communication effectiveness
 - Idea quality (relevance and originality)
 - Feasibility and scalability
 - Demonstrated business impact.

4. Key Dates and Events

Q: Is there an information session I can attend? A: We will be holding information sessions in September and October. Please email JLRIdeathon@warwick.ac.uk to sign up or find out more details.

Q: What happens after the submission deadline? A: All submissions will be reviewed by a panel of judges. Shortlisted students will be notified by Monday, 9th November and invited to pitch their ideas in person during Phase 2. The organisers aim to shortlist between 10 and 20 participants.

Q: When will I know if I have been shortlisted? A: Shortlisted participants will be contacted after the Phase 1 judging process is complete. If you have not been contacted by 10th November, you most likely have not been shortlisted, but you can email JLRIdeathon@warwick.ac.uk to check.

Q: When and where will the final pitch event take place? A: The in-person pitch event for shortlisted participants will take place on 27th November 2026. We will send details out to all students who have been selected to attend the pitch event via email.

5. Prizes and Incentives

Q: What are the prizes for the winners? A: The following prizes are on offer:

- **1st Place:** A cash prize of £3,000
- **2nd Place:** A cash prize of £500
- **3rd Place:** Exclusive JLR merchandise valued at £100.
- Terms and conditions apply to this promotion and the awarding of these prizes – please refer to the full [terms and conditions](#).

Q: Are there any other benefits to participating? A: Yes. All participants will gain experience working on a real-world industry challenge, and shortlisted participants who attend the pitch event will have the opportunity to network with senior management from JLR and academics from WMG during the event.

4. Legal and Practical Information

Q: Where can I find the full terms and conditions for the competition?

- The terms and conditions can be viewed [here](#).

Q: Where can I find the data privacy notice? The data privacy notice is located in the terms and conditions document as 'Appendix 1'.