“IF WE ask the right questions, we can change the world.”

Expert in social media optimization
Editor of Alternative Channel since 2007

Presents the “IF WE Challenge”

By

“Dassault Systèmes, the 3DEXPERIENCE Company, provides business and people with virtual universes to **imagine sustainable innovations**”
Share Your World-Changing Dream!

“IF WE harvest icebergs, just one could provide half a million people with fresh water for a year.” There are parts of the world where economic growth is limited due to limited access to fresh drinking water. Georges Mougin once dreamed of harvesting icebergs to help address this challenge, and with the power of 3DEXPERIENCE, he was given the opportunity to prove that his dream could become reality. Watch the video here.

Dassault Systèmes (3DS) is launching a social conversation contest to stimulate the most innovative, ambitious and awesome “IF WE Dreams”. The winners will be rewarded with prize values up to $15,000 to bring their dreams to life!

How to participate?

World-changing “IF WE” Dreams are shared by composing a 140-character statement starting with the words “#IFWE” (e.g., "#IFWE harvest icebergs, just one could provide half a million people with fresh water for a year").

Where can “IF WE Dreams” be shared?

“IF WE Dreams” will be collected on various social media platforms:

- On 3DS’ website
- On 3DS’ Facebook pages
- On 3DS’ blogs
- On Twitter with a tweet that starts with the #IFWE hashtag
- On every partner’s blog, website, Facebook page, etc. via our Dialog App

- The three best “IF WE Dreams” will be selected by a Jury composed of day-dreamers revealed by 3DS’ Passion for Innovation program, and 3DS’ experts in design, sustainability,

www.engagementlabs.com
and digital experiences. The Jury will evaluate and pick the winning proposals on the basis of originality, feasibility, as well as fit with sustainable development. The following prizes will be awarded: First prize (best IFWE Dream)
  o A trip to the 3DS Campus of your choice (3DS Vélizy Campus or 3DS Boston Campus), including airfare & accommodations
  o One Lenovo Thinkpad W520 laptop computer with selected 3DS software
  o Five days of training (CATIA Fundamentals or equivalent)
- Second and third prize
  o One Lenovo Thinkpad W520 laptop computer with selected 3DS software

Also, the first 100 people to submit an “IF WE Dream” will receive a complimentary “Iceberg Project” DVD & Blu-ray Disc bundle!

All “IF WE” Dreams are synchronized in a single discussion: users posting “IF WE” Dreams from a given website or social media platform can see “IF WE” Dreams posted from everywhere.

See how to become a partner on next page!
HOW TO BECOME A PARTNER?

Widget Integration:

Partners can install the discussion on their websites or blogs via an iframe. To use this Iframe, the code just need to be integrated wherever in the webpage:

```html
<iframe border="0" frameborder="0" width="320" height="800"
src="http://www.ecomobilite.biz/widget_discussion?discussion_id=68&via=mysite.com&width=300&refresh=10&count=3" />
```

Here `width` is the width of the discussion of the widget as you want it displayed on your site, and `%query_string` are the different URL parameters (key1=value1&key2=value2...), listed below:

**Must-use query string parameters:**

- `discussion_id` : must be set to ifwe-challenges-contest
  (http://www.ecomobilite.biz/widget_discussion?discussion_id=ifwe-challenges-contest)
- `via` : Used to indicate that comments have been posted from your website. Example: &via=dassault.com means every comment created from there will be displayed with the info: via dassault.com.
- `width` : Should be set to what you used as width parameter in the iframe - 20px (20px are cut to avoid scrollbars in the iframe)

**Optional but useful parameters:**

- `refresh` : (recommended) auto-refresh, for picking new comments, in seconds. Using &refresh=10 in the query string means the widget will pick up new comments every 10 seconds.
- `count` : Number of comments (dreams) to display at once. This allows to play with the height of the widget.
- `fontsize` : To allow for using a specific fontsize (if you have limited space to accommodate the widget, in which case our last option is to reduce fontsize)
Facebook Application Integration:

Partners can install the discussion on their Facebook Page via an application so their fans can post their dreams. It can be done in a simple process, by following instructions here: https://apps.facebook.com/211104745677960/