

Rules

NAUFest 2026 Challenge

#AIForImpact

1. What is the Challenge?

The Challenge is a virtual learning and action experience within NAUFest 2026, co-created with HP. From September 10 through October 16, young people from across the region identify a real problem in their community and design a concrete solution in which artificial intelligence plays a key role. This isn't about having a perfect idea: it's about observing, thinking, and proposing.

2. Who can participate?

Young people between 16 and 25 years old, residing in any country in the Americas except the United States, can participate.

Participation is individual.

Participation is free.

3. How to participate?

Step 1 — Register

Fill out the form with your information.

Once you register, you'll receive an email with instructions on how to access the Challenge on Moodle.

Step 2 — Complete the journey on Moodle

Log into Moodle and move through the Challenge at your own pace.

You'll find six content capsules and activities that will help you identify a problem, explore possible solutions, define how artificial intelligence can be involved, and develop your proposal.

Step 3 — Create your proposal

As you complete the activities, you'll build your solution.

Your proposal must present a real problem and a solution that uses artificial intelligence to generate impact.

Step 4 — Choose your format

Present your proposal in whichever format best allows you to explain your idea:

- **Video:** live-action or animated, up to 3 minutes, horizontal 16:9 format.
- **Audio:** up to 3 minutes, in MP3.
- **Text:** up to 500 words, in PDF, with supporting graphics.
- **Visual design:** a presentation of up to 6 slides or a carousel of up to 6 images.

Step 5 — Complete the Challenge

Once your proposal is ready, submit it directly through Moodle.

Your participation will be considered complete once you have finished the journey and successfully submitted your proposal, with a final deadline of October 16, 2026.

4. Key dates

- **Registration opens and the learning journey begins:** September 10, 2026.
- **Registration:** open throughout the Challenge, with no separate closing date.
- **Masterclass and mentoring with HP:** all Challenge participants have access to a Masterclass and live mentoring sessions with HP employees during the journey (dates to be confirmed).
- **Submission deadline — final cutoff: October 16, 2026.**

5. What is the Challenge about?

This year's Challenge is called **#AIForImpact**, and it starts from a simple premise: the best place to find a problem worth solving is the place where you live.

Your mission is to identify a real problem in your community — something you've seen, experienced, or that affects the people around you — and design a concrete solution in which artificial intelligence plays a clear, practical role. Simply mentioning AI isn't enough: you need to explain what you'd use it for and why that makes your solution more viable, more effective, or more accessible for the people you want to help.

The problem can come from any area: education, health, the environment, mobility, the local economy, access to information, or any other area relevant to your community. There are no wrong topics — only real problems and well-thought-out proposals.

6. What do you need to submit?

Your proposal must include two core elements:

The problem

What problem did you identify in your community? Where did you observe it? Who or what does it affect, and why does it matter to solve it?

The AI-powered solution

What solution are you proposing? What is the specific role of artificial intelligence in that solution? How does using AI make your proposal more viable, more effective, or more accessible?

To present your work, you can choose whichever format best fits how you like to express yourself:

- **Video:** live-action or animated, maximum length 3 minutes, with audio. Horizontal 16:9 format (minimum resolution 1280x720 px, 1920x1080 px recommended). MP4 file, maximum size 500 MB.
- **Audio:** maximum length 3 minutes. MP3 file, maximum size 20 MB.
- **Text:** up to 500 words (roughly 1 to 2 pages), accompanied by at least 2 supporting graphics (images, screenshots, illustrations, mockups, or infographics that help

explain your proposal; these don't count toward the word limit). PDF file, maximum size 10 MB.

- **Visual design:** a presentation of up to 6 slides (PPT or PDF, maximum size 20 MB) or a graphic carousel of up to 6 square images (1080x1080 px), in PNG or JPG format, maximum size 5 MB per image.

Your proposal is submitted as a Google Drive or Dropbox link, not as an attached file. That link is entered in the submission form along with the closing questions. For your submission to be valid:

Link permissions

The link must be set to "Anyone with the link can view" (not edit). If the link requires signing in, requests access, or allows anyone to edit it, your proposal will not be evaluated.

File name

The file inside your Drive or Dropbox must be named:

FIRST AND LAST NAME_COUNTRY_SUBMISSION CATEGORY_#AIforImpact2026

Where "submission category" is one of these four: Video, Audio, Text, or Visual design. For example:

Maria Gonzalez_Argentina_Video_#AIforImpact2026

7. How are winners chosen?

The selection process has two stages:

Stage 1 - Internal shortlisting

The Junior Achievement Americas team will review all submissions received and select the top 12 (3 per format: video, audio, text, and visual design).

Stage 2 - Expert panel

The 12 finalist proposals will be evaluated by an external panel made up of HP employees and representatives from the social innovation ecosystem and youth development organizations across Latin America. The panel will select the winners based on the following criteria:

- **Problem definition (20%):** Is it clearly defined? Is it relevant? Is it clear who is affected and why solving it matters? What is its scale?
- **Relevance of the solution (20%):** Is the solution relevant to the defined problem? Is it effective? Is it efficient? Is it ethical?
- **Relevance and application of artificial intelligence (20%):** Is the use of AI relevant to this solution? What is its added value compared to not using it?
- **Feasibility and potential impact (15%):** Is the solution feasible to implement? Does it have the potential to create real change in the community?
- **Originality and creativity (15%):** Does the proposal have its own creative angle, distinct from what's expected?
- **Clarity and strength of the proposal (10%):** Is the proposal easy to understand? Is it well structured and comprehensible to any audience?

8. Prizes

- **1st place — Trip to Guatemala:** airfare + full scholarship to attend FIE Guatemala 2026 + HP technology and solutions.
- **2nd place:** HP technology and solutions + personalized mentoring + HP LIFE (HP Foundation's free business and digital skills training program).
- **3rd place:** HP technology and solutions + personalized mentoring.

Masterclass and mentoring with HP

- **Masterclass with HP employees:** an open session where we'll tell you more about the Challenge and how to make the most of the journey.
- **Mentoring with HP employees:** live group sessions, open to all Challenge participants, where you can share your idea and get feedback before your final submission.

Official certificate you can share on LinkedIn for everyone who submits their proposal successfully.

9. Terms of participation

- Young people between 16 and 25 years old, residing in any country in the Americas except the United States, can participate.
- Participation is individual, voluntary, and free.
- Proposals may be submitted in Spanish, Portuguese, or English.
- Proposals containing offensive, discriminatory, or violent language, or that promote intolerance of any kind, will be excluded.
- By participating, each person accepts the terms set out in these rules.

10. Grounds for exclusion

Junior Achievement Americas reserves the right to disqualify proposals that:

- Do not meet the minimum format or content requirements set out in these rules.
- Are submitted after the deadline.
- Contain inappropriate, offensive, or discriminatory language.
- Do not include both required parts of the deliverable (problem identification + AI-powered solution).
- Have a submission link that is not accessible to anyone with the link.

11. Rights of use

By participating in the Challenge, participants grant Junior Achievement Americas the right to use their proposals for possible communications, publications, and future promotions, with no additional compensation required.

12. Personal data protection

Data provided in registration and submission forms will be treated confidentially and used solely for managing the Challenge and measuring its educational impact, in accordance with the data protection laws in force in each country.

13. Amendments and responsibilities

Junior Achievement Americas reserves the right to amend the Challenge's dates, prizes, and conditions as it deems necessary, notifying participants through the official NAUFest site and JA Americas' social media channels.

Questions: naufest@jaamericas.org