

CRUSH 2026 – Terms of Participation and Selection Criteria

CReative University Sustainability Hub 2026 (CRUSH)

1. Organizer and purpose

1. CRUSH 2026 is organized by **WSB University (Akademia WSB), Poland** (“the Organizer”).
2. CRUSH is implemented as part of internationalization activities supported by the **Polish National Agency for Academic Exchange (NAWA)** under the **Welcome to Poland** program under the agreement BNP/WTP/2023/1/00051/U/00001.
3. CRUSH is a **business idea competition and skills-development programme** focused on **sustainable entrepreneurship**.

2. Programme format and language

1. CRUSH is delivered in a **hybrid format**:
 - **3 online introductory workshop days**, and
 - **4 onsite workshop days at WSB University**, followed by
 - a **final onsite event** where teams present their results to an international expert jury.
2. The programme will be conducted **entirely in English**.

3. Participation fee and funding

1. **Participation is free of charge** for all qualified participants (no participation fee).
2. **Funding for the first 30 qualified participants**: the first **30** accepted participants will receive support covering:
 - **accommodation**,
 - **meals**, and
 - participation in **additional activities** organized as part of the event.
3. **Territorial eligibility for accommodation and meals funding**: the funding that covers **accommodation and meals** applies **only to participants residing outside the Silesian Metropolitan Area (Górnośląsko-Zagłębiowska Metropolia, GZM)**.

4. **Additional free places (up to 10):** the Organizer may accept up to **10 additional participants** with **free participation**, but **without** funding for **accommodation and meals**.
5. Unless explicitly stated otherwise, **travel costs, visa costs, insurance and personal expenses** are covered by the participant.

4. Eligibility to apply

Applicants must meet **all** requirements below:

1. **Student status (Polish or international) during the recruitment period**
 - **Verification: declaration** at application stage; after a positive decision - **confirmation from the university** (enrolment confirmation/student status certificate).
2. **Sufficient English proficiency to work in an international team and present results** (recommended **B2 or higher**)
 - **Verification:** assessed during the **selection interview**; an **English certificate** is welcome and may support assessment.
3. **Availability to participate in all compulsory programme components** (online workshops, onsite workshops, final event)
 - **Verification: declaration** confirming full availability and commitment.
4. **Acceptance of these Terms**
 - **Verification: declaration** confirming the applicant has read, understood and accepts the Terms.
5. **Availability to take part in the mandatory selection interview**
 - **Interview dates: 2–3 March and 11–12 March.**
 - **Verification: declaration** confirming readiness to participate on at least one of the indicated dates (as scheduled by the Organizer).

5. How to apply

1. Applications are submitted via the **official CRUSH application form** published by the Organizer.
2. The application typically includes:
 - **basic personal and study information,**
 - **a short motivation statement,**

- **availability confirmation**, including participation in all compulsory components and readiness for an interview on **2–3 March** or **11–12 March**,
- required **declarations**,
- **optional**: upload of an **English language certificate confirming B2** (if available). If no certificate is provided, English will be assessed in the interview.

3. Submitting an application does not guarantee acceptance.

6. Selection criteria (how we choose participants)

Applications are assessed **holistically**. The Selection Committee may **apply different weightings** to the criteria below depending on cohort needs (balance of nationalities, study fields, SDG-track interests and teamwork readiness).

A. Motivation and commitment

- interest in sustainable entrepreneurship and experiential learning methods,
- willingness to work intensively in a team and meet deadlines,
- confirmed availability for the full programme.

B. Teamwork readiness and attitude

- openness to international collaboration,
- constructive mindset, reliability and communication skills,
- ability to contribute fairly and handle feedback.

C. Relevance to the CRUSH theme

- interest in SDG challenges and sustainability-driven innovation,
- relevant experience/idea may strengthen the application, but is not required.

D. English working ability

- ability to participate actively in workshops, teamwork and pitching in English, verified through interview and/or supporting documents.

E. Cohort quality, diversity and balance

To support learning and integration outcomes, the Organizer aims for a complementary cohort considering:

- a mix of Polish and international students,
- varied study fields,
- diverse perspectives and backgrounds,
- capacity to form functional teams across SDG tracks and skill sets.

F. Practical considerations

- capacity limits and organizational constraints,
- where applicable, alignment with the **funding conditions** for accommodation and meals support (residence outside GZM).

Decision principles

- The Organizer may offer: **acceptance**, **reserve list**, or **conditional acceptance**.
- If applications are comparable, priority may be given to candidates who best strengthen cohort balance and team composition.

Tie-breakers

- interview performance and readiness to work in English,
- completeness/quality of the application,
- confirmed availability and reliability indicators,
- contribution to cohort balance and programme needs,
- order of submission.

7. Participant obligations

By accepting a place, participants agree to:

1. Attend and actively engage in all mandatory sessions.
2. Collaborate respectfully in international teams and meet agreed deadlines.
3. Follow organizational, safety and logistical instructions.
4. Submit required outputs in the requested format and on time.

8. Code of conduct

1. CRUSH is an inclusive learning environment. Harassment, discrimination, hate speech or unsafe behavior is not tolerated.
2. The Organizer may remove a participant for serious misconduct or repeated violations; in such cases, funding benefits may be withdrawn.

9. Intellectual property and use of outputs

1. Teams retain ownership of their ideas.
2. Participants grant the Organizer a non-exclusive right to use **non-confidential** materials created during CRUSH (titles, short descriptions, selected visuals) for communication and promotional purposes related to CRUSH and English-taught programmes, unless content is clearly marked as confidential and exclusion is requested where feasible.

10. Media and visibility

CRUSH may be documented through photos/video and short interviews for dissemination and promotion. Participants may be asked to sign relevant consent forms where applicable.

11. Data protection

Personal data is processed only for recruitment, participation management, communication and required reporting connected to CRUSH, in line with applicable data-protection rules and the Organizer's information clauses provided during application.

12. Resignation, replacement and changes

1. If an accepted participant cannot attend, they must inform the Organizer as soon as possible.
2. The Organizer may offer the place to a candidate from the reserve list.
3. The Organizer may introduce organizational changes.

13. Updates and communication

Any changes or updates (including schedule/organization rules) will be published in the **Announcements** section at:

<https://wsb.edu.pl/en/university/creative-university-sustainability-hub-2026/announcements>

and sent to **already registered candidates** using the contact details provided in the application.

14. Certificates

Participants who complete the programme will receive a **certificate of participation**.

16. Contact

Recruitment and participation questions should be directed to the Organizer via the official CRUSH contact channel indicated on the event website.