IM²C promotes the teaching of mathematical modeling and applications at all educational levels for all students. It is based on the firm belief that students and teachers need to experience the power of mathematics to help better understand, analyze and solve real world problems outside of mathematics itself—and to do so in realistic contexts. The Challenge has been established in the spirit of promoting educational change.

This year the annual awards ceremony will be held in China Hong Kong SAR in late July in connection with the ICTMA (International Congress of the Teaching of Mathematical Modeling and Applications). Outstanding team members and their advisers will have their transportation as well as room and board paid for.