

THE CHALLENGE

RULES & GUIDELINES



Introduction

#shiftersglobalchallenge

Welcome to the Social Shifters Global Innovation Challenge! We're excited to have you involved.

The Challenge is an international ideas competition to find game-changing business solutions to pressing social or environmental problems. We developed the competition to give young people the opportunity to find ways to make the world a better place, and give social entrepreneurship a try.

There's a lot to think about when putting together an application and some points of detail you should know about the Challenge.

Take time to read the following rules and guidelines carefully before submitting your application. We can't wait to find out more about your big idea!

Tegan
Community Manager, Social Shifters



Who can participate?

The Global Innovation Challenge is open to anyone aged 18-30 years. Participants can be located anywhere in the world. There are no nationality requirements.

Do I have to be a social entrepreneur?

Absolutely not. You don't have to consider yourself a social entrepreneur or have any business experience whatsoever. We're looking for anyone with a passion to solve a social or environmental problem, and who can bring the entrepreneurial mindset and dedication required to make things happen. You might be a student, pursuing a career, starting a business, or just looking for an opportunity to do some good.

What will I receive if I enter?

We have designed the Global Innovation Challenge to ensure there is support available for everyone that applies.

When applications close, entrants will receive free access to:

- The full Social Shifters platform experience*
- [Steps to Startup](#), our world leading social startups e-learning program
- Exclusive events to build skills, gain confidence, and learn from peers
- Expert mentors, available to help shape and validate ideas

If you are a team member behind one of the first 500 applications, you will receive a VIP ticket to the Social Enterprise World Forum 2021 (28-29 September 2021).

If your application is shortlisted, as a finalist you will receive intensive one-to-one advice from experts to strengthen your idea and pitch to win awards up to \$10,000 USD.

* The Social Shifters platform contains 100's of bitesize e-learning videos, downloadable tools and inspiring stories together with our full social startups program and a global community of support

What is the timeline for applying?

The main periods of the Challenge are as follows.

May 26, 2021

Open for Submissions

The Challenge opens for submissions.

July 16, 2021

Submission Deadline

Participants must submit completed applications.

August 2-August 20, 2021

Evaluation Period

Applications are screened and evaluated by our judges.

August 23 - September 17, 2021

Incubation Period

Shortlisted entrants ('finalists') receive intensive support to develop and pitch their ideas, while all other entrants receive access to e-learning and mentors.

27-29 September

Prizes Announced

Prize funding announced and winning solutions showcased at the Social Enterprise World Forum event.

What ideas are eligible?

We are looking for ideas, and early stage business solutions.

Eligible ideas:

- Will contribute to at least one of the [Sustainable Development Goals](#)
- Must be at an early stage (less than 1 year in development or early trading)
- Have no substantial funding in place (less than \$20,000 in the last year)*

Ineligible ideas:

- Are focused on profit only (no clear social or environmental purpose)
- Are part of the work of an existing charity, nonprofit or corporation
- Involve a business that registered as a legal entity before 1 April 2020
- Have received funding of \$20,000 or more in the last year

* To be eligible for our Challenge, the idea being proposed cannot have already received significant funding from another grant-maker, investor or sponsor (more than \$20,000 USD in the last year). Small-scale crowdfunding, fundraising from family and friends, or prize funding from other institutions is acceptable and can be a helpful part of validating your idea.

What type of ‘business’ ideas are you looking for?

The Global Challenge is about finding ‘business’ ideas. By ‘business’ we mean any form of activity that has the potential to succeed by making money while solving a real social or environmental problem.

The main characteristic of this type of ‘social enterprise’ activity is that it is financially sustainable, so identifying a revenue stream is important in ensuring the proposed activity can have a lasting impact.

We’re open to any business concept (for-profit, non-profit, and everything in between) as long as it’s at an early stage.

Do I need to enter as part of a team?

You can participate on your own but we strongly recommend participation as a team. Teams should have no more than 5 members and must designate one member as the ‘Team Leader’ for contact and competition administrative purposes. Team leaders can register additional team members in the Challenge applicant portal (<https://socialshifters.innovationchallenge.com>).

How do I apply?

All submissions must be made through the Challenge applicant portal (<https://socialshifters.innovationchallenge.com>).

Only applications that are complete and have been submitted by 16 July 2021 at 17:00 EDT can be considered. You can save your application information and work on it later (until the submission deadline).

Participants assume all risk of damaged, lost, late, incomplete, invalid, incorrect or misdirected applications.

Can I submit an application in my native language?

All materials submitted to the Challenge must be provided in English. Unfortunately we can’t accept applications in other languages.

Can I submit more than one application?

A participant can only submit one application. If you have made multiple applications, the last submission made will be considered for judging.

Am I required to submit a video?

The submission of a video pitch is not a competition requirement. However, you can take the opportunity to introduce your team and share your idea in a short video of no more than 60 seconds. Tell us about the problem you are trying to solve, what the idea is, and how it can make a difference. Upload the video to YouTube as unlisted and submit the video in the application portal with your application.

Does it cost anything to enter?

We do not charge a fee to participate in the Global Innovation Challenge. However, please note that we will not be able to cover any costs that you incur in developing or testing your business idea, unless you are selected as a winner.

How will applications be judged?

We aim to ensure fairness in the shortlisting of finalists and the selection of winners.

Eligibility check

Before any evaluation of a submitted idea, the Social Shifters team will check that applications fulfill eligibility criteria and that sufficient information has been provided to enable judging.

Shortlisting

Completed and eligible applications will be passed on to our panel(s) of judges for shortlisting. The assessment will be based on the evaluation criteria provided. A minimum of 3 entrants ('finalists') will be shortlisted to compete for each prize category based on the scores provided by judges.

Selection of winners

After receiving advice and support to strengthen proposals, each finalist team will get the opportunity to make a video pitch to judges. The judges will get the opportunity to ask questions and (in a closed session) select the winning finalist(s). The selection of winners will be based on the evaluation criteria, but will take into consideration the quality of the pitch and the determination of the team to make their idea a success. The decisions of the judges are final and not subject to appeals.

Award Ceremony

The winners of the Challenge will be announced at the Social Enterprise World Forum (SEWF) on 27 September 2021. Winners will be notified in advance, and get the opportunity to showcase their solutions during the SEWF event (27-29 September).

What evaluation criteria will be used?

Our Global Innovation Challenge judging panel(s) will be made up of respected individuals who will evaluate, shortlist ideas and select winners based on four criteria.

1. Impact. We are looking for business ideas that will solve an important social or environmental problem.
2. Innovation. We are looking for ideas that are insightful, and potentially offer a breakthrough solution to the problem described.
3. Feasibility. We are looking for solutions that can be delivered by participants and that have a realistic chance of happening.
4. Scalability. We are looking for ideas that have the potential to be expanded on a larger scale.

How will I know if I have been shortlisted?

We will contact shortlisted entrants (the ‘finalists’) using the email address provided at the point of registration. If attempted notification using the contact details supplied by the entrant are returned as undeliverable or was not responded to within five working days, the entrant would be deemed as having pulled out of the Challenge. Where necessary, alternative entrants(s), may be selected from reserves judged at the same time.

What support will be available if shortlisted?

Finalists will receive help to strengthen and pitch their idea. This help will include:

- A dedicated advisor that will offer one-to-one advice
- Access to a world-leading e-learning package for startups
- A pool of subject-matter experts to ask questions of
- The opportunity to practice your pitch and get feedback

Will my business idea remain confidential?

All submitted materials will be treated as confidential and be protected in the spirit of non-disclosure. Access to the submitted materials will be restricted to appointed judges. Any material you submit will not be distributed to any other party unless you request it. No other provisions are made to protect intellectual property.

Will there be publicity?

The finalists participating in the Challenge will be made public. Finalists will be expected to agree to the use of their names, photographs, disclosure of their country of residence and the release of some basic information about their idea. Finalists would also be expected to co-operate with any other reasonable requests relating to competition promotion and publicity.

What is the Social Enterprise World Forum?

The Global Innovation Challenge will culminate at the 2021 [Social Enterprise World Forum](#) (SEWF), the largest annual gathering of social entrepreneurs globally. Shortlisted teams and winners will be showcased at SEWF Youth Event (27 September), so if you are a finalist you must ensure that at least one member of your team is available to attend. Our 500 VIP ticket holders will get access to all SEWF event activity (27-29 September), participating in tailored workshops and networking opportunities.

Will I need to physically attend any events?

Given the continuing impact of the COVID-19 pandemic, the Social Enterprise World Forum and all events associated with the Challenge in 2021 will be based on virtual participation. There will be no physical attendance at events.

What prizes are available?

The winners of the Global Innovation Challenge will receive cash prizes.

The overall international winner will receive an award of \$10,000 USD, and regional runner up prizes of \$2,500 will be awarded to winners from:

- Africa
- Americas
- Asia and the Pacific
- Europe and Central Asia
- Middle East

A further special prize of \$10,000 will also be awarded to a winner from Canada, host country of the Social Enterprise World Forum.

Special category prizes of \$10,000 will also be announced soon, for business solutions in particular fields (e.g. climate action).

When do winners receive the prizes?

After the announcement of prizes, payment will be made within 1 month of receiving appropriate banking details. Payment will be made via bank transfer in one instalment.

Are there any restrictions on the use of prize funding?

As with most grants, use of funds is limited to the purposes outlined in an approved budget that the finalist will submit. One additional restriction is that only 10% of the financial award can be used towards travel or travel-related expenses.

Each winner will be responsible for applicable taxes, and any other costs, expenses and fees in connection with the prize.

Can the prize money be withdrawn?

Social Shifters may withdraw prizes after their award and recover payments made if it finds that a winner:

- Used false information, fraud or corruption to obtain the prize
- Was not eligible or should have been excluded
- Is in serious breach of its obligations under the rules of the challenge

For a period of 3 years, winners will be expected to comply with reasonable requests to provide updates on their progress and use of the prize.

Who is supporting the challenge?

The 2021 Social Shifters Global Innovation Challenge has been made possible with support from SAP, and has been organised in collaboration with event partners, the Social Enterprise World Forum and Common Good Solutions. Further prize sponsors and supporters will be announced.

Who are Social Shifters?

[Social Shifters](#) is an international nonprofit that helps next generation leaders, innovators and entrepreneurs to tackle social and environmental challenges. We do this through providing inspiring content, engaging learning experiences, and a global community of support.

**NEED
SUPPORT**

**TO TAKE THE
NEXT STEPS?**

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Visit:

www.socialshifters.innovationchallenge.com

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