



## SOCIAL IMPACT AWARD 2017 – Submission Guidelines

### *The competition*

*The Social Impact Award is an idea competition for young people that want to initiate social or environmental change in a constructive way. Its mission is to promote the knowledge and practice of social entrepreneurship among the youth in Europe. Social Entrepreneurship in our view describes creative, entrepreneurial action, focused on a social or environmental issue.*

*The Institute for Entrepreneurship and Innovation at the Vienna University of Economics and Business founded the Social Impact Award in 2009 and is coordinated by Impact Hub Vienna with local partners in Albania, Austria, Bosnia & Herzegovina, Croatia, Czech Republic, Georgia, Greece, Hungary, Kosovo, Macedonia (FYROM), Montenegro, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, and Tunisia. It offers all participants a free workshop-series for supporting the birth of your project idea, knowledge resources and an opportunity to get in touch with your local social entrepreneurship community. Finalists further receive access to a summer incubation program. Winners receive a scholarship and ongoing support. In Switzerland, there will be a total of 4 winning projects (see below). The Social Impact Award Switzerland is carried out by Impact Hub Geneva and euforia.*

*The award addresses youth's eagerness to try to solve current social/environmental problems in an innovative way by founding projects, initiatives, or organizations. The projects can be rooted in different fields, such as poverty reduction, health, education, environment, energy, information and communication technologies, human rights, equal opportunities, care, and many others.*

*Submitted projects can be organized as part of civil society (NGO, NPO, association, initiatives) as well as in the private sector as social business: whether a mobile soup kitchen for homeless people, a new educational concept, a website to mobilize the neighbourhood, a new fundraising idea, or something totally new – the important thing is that your project pursues a social/environmental goal.*

*Find an overview of the best projects from previous years here:*

*<http://www.socialimpactaward.net/book-of-inspiration>.*



## *Timeline*

The call for applications for the Social Impact Award 2017 is open between March 7, 2017 and May 28, 2017 at 23:59. Projects are submitted online at <http://socialimpactaward.ch/apply/>.

During the submission period, there are workshops offered to the general public, which are free of charge to all participants. These workshops offer interested persons the opportunity to learn more about social entrepreneurship and to experience different stages of project development from idea generation through project planning. The workshop period in Switzerland starts with the kick-off event on March 7<sup>th</sup> and continues with workshops across the country. Anyone interested is warmly welcome at all workshops. Participation is especially recommended to applicants, but not a prerequisite to apply for the award.

After the summer incubation program the 4 Swiss finalists are announced during the award ceremony of the Social Impact Award which will take place on September 28, 2017 at Impact Hub Geneva. Winning projects will be identified through a multilevel evaluation process.

## *Conditions for participation*

The applications for the Social Impact Award 2016 are liable to the following conditions:

- All team members must be born between 1982 and 2002 (aged 14 to 35 years old)
- Application is open for ideas not yet implemented as well as projects in the early state of implementation. Implemented projects can only be submitted if their founding date occurred after January 1, 2016.
- Any submitted projects must not have received significant formal start-up support before the submission date. As such, we understand formalized monetary support by an external party or external parties exceeding CHF 3.500 in value (e.g. angel investment, grants, prize money etc.).
- Projects submitted in previous years, excepting previous winning projects, can be resubmitted in 2017 as long as they fulfill all other requirements.
- In the evaluation process, only those projects can be considered that additionally fulfill all formal participation criteria, listed below.
- Only those applications can be considered, which are complete and have been submitted through our website by May 28, 2017 at 23:59.
- The 12 finalists projects receive:
  - **Workspace** : Hub Fulltime membership at Impact Hub Geneva
  - **Professional support** by UBS, Fondetec, Toastmaster and Swiss Partner Universities from June to August
  - **Production of a short project video**



- *Out of the 12 finalists 4 winners of the Social Impact Award 2017 are selected. The winners receive:*
  - **3 Jury Awards:** Up to CHF 4'000
  - **1 Community Award:** CHF 1'500
  - **Free access to the SIA Summit** taking place in Belgrade in November 2017 with all SIA winners 2017 from all SIA countries (participation is obligatory for all winners, 1 member per team)
  - **Networking** with partnering organizations and programs of Impact Hub Geneva

### *Formal criteria for application*

*An application to the Social Impact Award Switzerland 2017 must include the following elements in English or French:*

*1) Application form*

#### **Ad 1) Application Form**

*An application form for the Social Impact Award Switzerland 2017 can be found on the website. This application must be filled in and sent with all the other parts of the application by May 28, 2017 at 23:59 at the latest.*

*Applicants can include:*

#### **Ad 2) Project Documents**

*The project documents should describe and present the submitted project or idea. They are open in format and can therefore consist of texts, concept papers, pictures, videos, PowerPoint presentations, etc. or a combination of these – you choose the format you want to communicate in.*

*These project documents are the basis of evaluation. Therefore, a person evaluating your project should be able to easily understand which social problem you are solving and in what way you are planning to do so. For a comprehensible presentation it often helps to assume that the receiver has no previous knowledge at all. Please bear in mind that the jury can only take limited time to evaluate your project, making a structured and comprehensible application essential.*

#### **Ad 3) Project Summary**

*A valid application has to include a project summary of max. one A4 page. The summary should therefore describe the submitted project in a short and concise manner. This summary can be thought of as an executive summary in a project plan that highlights the essential parts of the submitted project idea. Please note that by submitting a project summary you allow the publication of this summary on our website.*



*To apply to the Social Impact Award Switzerland 2017, please send us all the documents via the application link by the submission deadline. Please note, the maximum combined size for all documents is 6MB!*

*Every successful application will be confirmed by email. If you do not receive a confirmation within 3 days of your application, please contact us.*

### ***Evaluation process***

*The nomination of the winning projects of the Social Impact Award Switzerland 2017 is carried out in different phases:*

#### **Screening**

*In the first evaluation phase, the project documents go through a pre-selection by the Social Impact Award screening team, resulting in a shortlist of projects.*

*The screening team in 2017 will consist of:*

- *Marchese Ilaria, Impact Hub Geneva*
- *Elsa Gehanne, Impact Hub Geneva*
- *Dario Brander, Impact Hub Geneva*
- *Fränzi Fischer, euforia*
- *Cynthia Polska, euforia*

*Note: This list is subject to change. Foreseeable changes will be reflected in a newer version of this document. In case of illness or other unforeseeable events, changes may not be accurately reflected.*

#### **Interviews**

*The respective project teams maybe be contacted in the second evaluation phase and invited to a short interview between June 1<sup>st</sup> and June 10<sup>th</sup>, 2017. Preferably, these talks will take place in person at Impact Hub Geneva. If this is not possible, interviews may be conducted via a Skype video call. The purpose of the interviews is to get to know the project teams better and to verify that teams are aware of all the requirements on their part in case they are winners.*

#### **Jury Voting (finalists)**

*After the interviews, a group of shortlisted applications will be selected. The list will be forwarded to the members of the expert local jury, who will rank the project ideas according to the criteria defined below. The 12 highest rated projects will be awarded as Social Impact Award Finalist 2017, winning an incubation ticket (see below).*

*Decisions are taken in closed sessions and are non-contestable. The finalists will be announced at a special event in June 2017.*



## *Incubation*

All finalists receive an incubation ticket. This ticket gives them access to a 3-month incubation program from June to August 2017. The ticket comprises:

- **Workspace** : Hub Fulltime membership at Impact Hub Geneva
- **Professional support** by UBS, Fondetec, Toastmaster and Partner Universities from June to August.
- **Production of a short project video**

Participation in the incubation program is mandatory for all finalists.

## **Jury Voting (winners)**

On the basis of finalists' progress over summer the members of the expert local jury will rank the project ideas according to the criteria defined below. The 3 highest rated projects will be awarded with the Social Impact Award 2017, winning up to CHF 4'000 per team and free access to the SIA Summit.

Decisions are taken in closed sessions and are non-contestable. The winners will be announced at the Award Ceremony at Impact Hub Geneva at September 28, 2017.

The Social Impact Award Jury in Switzerland is made up of the following experts:

- **Will be communicated soon!**

## *Community voting*

One additional award will be given on the basis of online community voting. Finalist projects will be presented in short videos on the Social Impact Award website and on our YouTube channel. During the voting period, fans of the Social Impact Award will be able to vote for their favourite project online. The project that receives the most votes will be awarded the final Social Impact Award Stipend. You are encouraged to invite your family, friends, colleagues and business partners to support you by going on the website and voting for the projects they see as most promising. This way you can increase the awareness for your projects as well as for the many other worthy causes submitted.

It is not possible to win two Social Impact Awards. Should a project win the community voting and be selected as a winner by the Jury, the Jury award will be given to the next-highest ranked project as per jury voting.

Furthermore, please consider that participants of the community voting as well as their supporters are obliged to use and communicate the voting in the intended, ethical way. This includes but is not limited to the following rules:



- You should not ask your community to vote to the detriment of other projects
- You should not provide direct incentives - monetary, material, or otherwise - to encourage voting
- You should not vote on behalf of other people
- You should not vote using fake emails
- You should not create or use programs that automate the voting process

The Social Impact Award team reserves the right to disqualify projects on suspicion of voting process manipulation. Decisions in the evaluation process are non-contestable.

### *Evaluation criteria*

The following criteria will be used to evaluate your project by the screening-team and the expert jury. Each of the three dimensions is weighted equally.

#### **1. Social Impact**

- 1.1. What is the value the project provides to its target group and to society?  
What is the impact the project generates for its beneficiaries and for society?
- 1.2. How relevant are the project's goals in society?  
How complex is the problem the project wants to solve?
- 1.3. Is the concept scalable i.e. is it capable of being transferred to other markets or target groups without losing efficiency or level of performance?  
Is it planned to scale the project?

#### **2. Innovation**

- 2.1. Are novel means and methods used to reach the project's goals?  
Does the idea focus on a novel or disregarded problem?
- 2.2. Are the deployed means suitable to solve the addressed problems and do they exceed current solutions?

#### **3. Feasibility**

- 3.1. Does the project seem to be realistically implementable?
- 3.2. Are there precise goals and actions planned and are they comprehensible? Has the project team thought about long-term perspectives?
- 3.3. Has the project team thought about mobilizing other persons, marketing, PR and cooperation with other organisations?
- 3.5. Has the founding team the necessary financial resources to implement the project or do they have a plan on how to achieve them?

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- 3.4. Do the project's founders seem to be able to seriously run the project and use a Social Impact Award support in a meaningful way?*
- 3.5. Has the founding team the necessary financial resources to implement the project or do they have a plan on how to achieve them?*
- 3.6. Has the founding team the necessary resources (know-how, skills, experience) to implement the project or do they have a plan on how to achieve them?*



## FAQs

### → *I am not sure if my idea is good enough to apply. What should I do?*

*Definitely apply! You cannot lose anything when participating in the Social Impact Award, and the workshops and contact with peers will help you to concretize your idea. Especially if your idea is still very young, the award offers you a good opportunity to let it grow.*

*And even ideas in a very early stage of development have the chance to win a Social Impact Award Stipend – as long as they are good and well thought through and you show that you/your team can and will implement it.*

### → *I do not have an idea, but I am interested in the topic and the competition. Can I still come to the workshops, the kick-off event or the award ceremony, even without registration?*

*Yes! Come on by and join us at all Social Impact Award events. Every workshop, the kick-off event, and the award ceremony are free of charge, and we warmly welcome all interested persons. Registration is not mandatory, though we would appreciate it as it helps us in planning. We are happy to receive your confirmation of participation on Eventbrite.*

### → *What happens after the submission of my project idea?*

*All rights on your application remain of course with you. We will publish your short description on our website and save it in our communication and media documents, so that your idea can inspire other people (peers, press, potential partners, volunteers) may become aware of your project. All rights to the submissions remain of course with the submitting team.*

### → *When are the winning projects announced?*

*The announcement of the awarded projects is going to take place at the Award Ceremony on September 28, 2017. All further details will be announced in advance at [www.socialimpactaward.at](http://www.socialimpactaward.at).*

### → *Am I allowed to submit more than one project?*

*The application of more than one project by one single person or team is valid. However, each application has to comprise a clearly defined project and to be complete in the submitted documents (have a look at the formal criteria of application).*





### **→ Which responsibilities do I take if I win a Social Impact Award Finalist Ticket?**

*If you are one of the finalists of the award, you have the responsibility to dedicate most of your summer (June – August 2017) to your project. This includes – according to the stage of your project's development – the development of a business model and a concept, first prototypes of your idea, and first steps towards implementation. The Social Impact Award enables you as a finalist to dedicate yourself intensively to your project and take big steps in a short time.*

*Additionally we offer you a working space with office infrastructure and access to a worldwide network of social entrepreneurs. This is done through a membership at Impact Hub Geneva and is accessible to you during the summer months of June to August 2017. During that period you are also required to report your developments regularly to the Social Impact Award team. In this way, you are able to present your project and its progress to other students and potential future partners and supporters.*

### **→ Which responsibilities do I take if I win the Social Impact Award?**

*As a winner of Social Impact Award you further commit yourself to participate in the SIA Summit in October/November 2017 to present the further developments of your project during the summer months in front of the whole international community. Here again you have the opportunity to inspire others and convince them of your project.*

*The monetary part of the prize is transferred to you in 2 parts at 1<sup>st</sup> October 2017 and 1<sup>st</sup> December 2017 upon proof that you are actively working on the project.*

### **→ I have no time during the summer months 2017. Can I still apply?**

*Even if you are not able to dedicate the summer to your project during the summer, you can still benefit from applying to the Social Impact award. Your project will be published on [www.socialimpactaward.ch](http://www.socialimpactaward.ch) and presented to the general public. Furthermore, you can benefit from the workshops and the valuable input for the development of your project idea. However, you are not eligible to receive one of the Social Impact Award Finalist Tickets, as these are reserved for those projects and project teams that are able to work on their ideas during the summer months.*

*If you have further questions, please visit [www.socialimpactaward.ch](http://www.socialimpactaward.ch), our Facebook page or contact us directly via our online contact form.*

*Submitters acknowledge that they comply with the rules of competition and accept the decisions of the pre-selection team and jury.*