



## **RULES & GUIDELINES**

# WELCOME SHIFTERS!

## Welcome to the Social Shifters Global Innovation Challenge!

Prepare to be blown away as your idea takes flight and shapes a better future!

Our Challenge is a thrilling opportunity for young trailblazers like you (aged 18-30) to unleash your creativity and drive.

It's all about exploring, nurturing, and bringing to life ideas that tackle the social or environmental issues that ignite a fire within you.

As you embark on this adrenaline-fueled adventure, we want to share some insider tips to maximise your chances of becoming a finalist.

Take some time to dive into the following rules and guidelines, arming yourself with the knowledge needed to unleash your full potential **before submitting your entry**

Wishing you a thrilling journey, you've got this!

**Jemiah**  
**Digital Communications Manager**



GLOBAL  
INNOVATION  
CHALLENGE  
2023



## AM I ELIGIBLE TO TAKE PART?

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.

## SHOULD I ENTER AS A TEAM?

You can register and participate on your own but **we strongly recommend you enter as a team**. Being part of a team can add needed skills, capacity, and accountability to give you the best chance of success.

Teams should have **no more than 5 members** and must **designate one member as the 'Team Leader'** - for contact and competition administrative purposes.

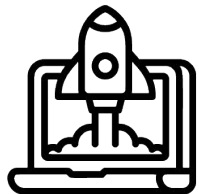
**[Visit challenge.socialshifters.co to enter](https://challenge.socialshifters.co)**, and from there you can add additional members of your team.



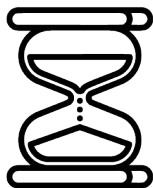


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# 2023 TIMELINE



APPLY NOW!



**26 JUNE**  
Submissions open

**7 AUG**  
Digital  
Incubator  
starts

**20 AUG**  
Submissions close  
(11pm UTC)

**18 SEP**  
Virtual judging  
starts

**13th Oct**  
Virtual judging  
ends and finalists  
selected

**1 NOV**  
Mentors assigned  
to finalists

**27 NOV**  
Pitching  
Starts!

**JUNE**

**AUG**

**SEP**

**OCT**

**NOV**

## IS THERE A COST TO ENTER?

**We do not charge a fee to participate in the Global Innovation Challenge.** You can participate in everything online, so there are no hidden travel expenses.



## WHAT IDEAS ARE ELIGIBLE?

Your ideas must contribute to at least one of the [UN Sustainable Development Goals](#).

We are open to **ideas, projects, and business solutions of all kinds**. You can be in the process of developing a completely new idea, testing a concept that you have been working on for a while, or you might already have had some success in implementing the solution. Solutions can be implemented on a **for-profit or non-profit basis**.

All ideas must be led by young people aged between **18-30 years old**.



## WHAT WILL I RECEIVE IF I ENTER?

We have designed the Global Innovation Challenge to ensure there are benefits and support available for everyone who applies!

When applications close, entrants will receive free access to our Digital Incubator program, including:

- **Access to a premium subscription to the Social Shifters elearning and community platform\***
- **Access to Steps to Startup, our internationally recognised social startup e-learning course**
- **Access to exclusive skills building and global networking events, all accessed online**
- **Access to expert mentors and coaches from some of the world's leading businesses**
- **Digital badges and certificates**

If you are 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** to implement your project idea.

\* 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.





## HOW DO I ENTER?

All submissions must be made through the Global Innovation Challenge applicant portal. You can register as a participant and then login to your entry via:

[challenge.socialshifters.co](https://challenge.socialshifters.co)

**Only submissions that are complete and have been submitted by 20th August 2023 at 11PM (UTC) can be considered.** You can save your submission 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 ENTRY IN MY NATIVE LANGUAGE?

All materials submitted to the competition must be provided in **English**. Unfortunately we cannot accept applications or provide support in other languages at this time.

## CAN I SUBMIT MORE THAN ONE ENTRY?

A participant can only submit **one entry**. If you have made multiple entries, the last one submitted will be considered for judging. For the purposes of this competition, you can only be a member of one team.

## AM I REQUIRED TO SUBMIT A VIDEO?

Let your team shine and amplify your idea with a thrilling video pitch! While not mandatory, **it's highly encouraged**. In **no more than 90 seconds**, captivate us with your passion, unveiling the problem you aim to solve and how your idea can create a lasting impact. Discover details on video uploads within the online entry form and seize this golden opportunity to make your vision unforgettable!



## HOW WILL MY SUBMISSION BE SCORED?

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

### Eligibility check

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

### Shortlisting

Completed and eligible entries will be passed on to our **pool of virtual 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 **make a pitch to a judging panel** via video call. The judges will get the opportunity to ask questions and select the winner. The selection of winners will be based on the **evaluation criteria** but will take into consideration the quality of the pitch. The decisions of the judges are final and not subject to appeals.

## WHAT EVALUATION CRITERIA WILL BE USED TO SCORE MY SUBMISSION?

Our Global Innovation Challenge judges will evaluate, shortlist ideas, and select winners based on four criteria:

- 1. Impact.** We are looking for ideas that will help 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 success.
- 4. Scalability.** We are looking for ideas that have the potential to be delivered on a larger scale to achieve a wider and lasting impact.

We have provided further information on the **Judging Criteria** in the Quick Links in your application dashboard.



## HOW WILL I KNOW IF I'VE 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 withdrawn from the competition. Where necessary, alternative entrants may be selected from reserves judged at the same time.

## WHAT EXTRA SUPPORT WILL BE AVAILABLE IF I'M SHORTLISTED?

Finalists will receive **help to strengthen and pitch their idea**, including a dedicated advisor that will offer one-to-one advice and the opportunity to practice your pitch and get feedback.



## WILL MY IDEA REMAIN CONFIDENTIAL?

All submitted materials will be treated as **confidential**. 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.

## ARE THERE PUBLICITY REQUIREMENTS?

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 AWARDS ARE AVAILABLE?

The winners of the Global Innovation Challenge will receive cash awards to implement your idea. Awards of **\$10,000 USD** will be awarded in our main competition categories, **with \$1,000 USD prizes** also available to the **best ideas** contributing to the UN Sustainable Development Goals.

## WHEN DO WINNERS RECEIVE THEIR AWARDS?

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



## ARE THERE ANY RESTRICTIONS ON THE USE OF AWARD FUNDING?

As with most grants, use of funds is **limited to the purposes outlined** in your application and the budget we will agree with you before the award is finalised. 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 AWARD 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 competition rules
- Does not claim the award within 12 months

For a period of **2 years**, winners will be expected to comply with reasonable requests to provide project progress updates.

# WHO IS SUPPORTING THE CHALLENGE?

The Social Shifters Global Innovation Challenge has been made possible with support from a coalition of **leading global businesses**, and is delivered in partnership with a large number of **international youth networks** and **academic institutions**.

## ABOUT US:

Social Shifters is a **global nonprofit** helping the **next generation of young leaders, innovators, and entrepreneurs** to tackle the world's most pressing social and environmental issues in new ways. We do this through providing inspiration, engaging learning experiences, and access to a global community of support.





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## Need Support?

Please reach out to **[challenge@socialshifters.co](mailto:challenge@socialshifters.co)**



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[challenge.socialshifters.co](https://challenge.socialshifters.co)



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