



SCORING CRITERIA

INTRODUCTION

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

The Challenge is designed to help young leaders and founders (18-30 years) to explore, start and grow ideas that help solve pressing social or environmental issues.

To ensure fairness and help us find the best ideas, we've enlisted the help of a large and respected pool of **virtual judges**. Our judges will evaluate and score entries, shortlist entrants, and select winners based on **four main scoring criteria**.

Read on to find out all about what our judges will be looking for and use this knowledge to boost your submission score!

Jemiah
Digital Communications Manager



**GLOBAL
INNOVATION
CHALLENGE
2023**



SCORING CRITERIA

Whether your idea is a new one or is already showing promising results, our judges will assess how effectively the proposed project or business solution demonstrates the following.



CRITERION 1: IMPACT

We are looking for ideas that will help solve an important social or environmental problem.

- Is there a specific social or environmental problem?
- Is the problem widespread, urgent or important to solve?
- Is there a clear understanding of how to approach the problem?
- Is the intended impact clearly outlined?

CRITERION 2: INNOVATION

We are looking for ideas that are insightful, and potentially offer a breakthrough solution to the problem described.

- Does the proposed solution address an unmet need?
- Will the planned solution take a new approach or use novel methods?
- Is the concept distinctive from the current alternatives?
- Is there potential for the solution to meet needs more effectively?

CRITERION 3: FEASIBILITY

We are looking for solutions that can be delivered by participants and that have a realistic chance of success.

- Is the proposed solution plausible and well designed?
- Are there clear goals, activities, and milestones for the next 12 months?
- Is the team clear on how it will use the cash award to good effect?
- Does the team (and advisors) have the required knowledge and skills?

CRITERION 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.

- Does the project offer a compelling and long-term vision for change?
- Has the idea the potential for wider, large scale or systemic impact?
- Is there an opportunity to replicate or scale up the solution?
- Is it likely to be financially sustainable and able to make a lasting impact?



Inadequate Project [Score: 0-1 Points]

Average Project [Score: 2-4 Points]

Good Project [Score: 5-7 Points]

Excellent Project [Score: 8-10 Points]

CRITERION 1: IMPACT

[Weighting 25%]

Presents an important and pressing **social or environmental problem**, together with **evidence** of the **scale, seriousness and implications** for the people affected.

- No clear **social or environmental issue** being addressed.
- Demonstrates only a **basic understanding of the problem** or how to tackle it.
- Provides **little or no supporting evidence**.

- Describes a **social or environmental problem** of concern.
- Explains the **broad scope and characteristics** of the problem being tackled.
- Provides some **relevant supporting evidence**.
- Shows **potential** to tackle the problem.

- Identifies an **important, widespread**, or pressing **problem**.
- Describes the **effects** of the problem for **people, families, communities**, or the **environment**.
- Provides **supporting evidence** from more than one source.
- Demonstrates a **clear appreciation** of how to tackle the problem.

- Will **tackle a large-scale and urgent problem**.
- Comprehensively **describes the scale, seriousness and effects** of the problem.
- Provides **clear and compelling evidence** of needs, drawn from multiple sources.
- Offers **actionable insights** into how best to tackle the problem, based on learning.

CRITERION 2: INNOVATION

[Weighting 25%]

Presents a **breakthrough solution** that will address the stated problem in a different and more effective way than the current alternatives.

- Proposes a **solution** that is **ill-defined or confusing**.
- Demonstrates **little or no innovation** in the approach proposed.

- Describes a **solution relevant** to the problem being addressed.
- Proposes an approach with some **innovative features**.
- Demonstrates an understanding of **existing solutions** being attempted by others.

- Describes how the **solution will tackle** the **needs** identified.
- Provides an **outline** for a product or service with **highly innovative features**.
- Differentiates the proposed solution with **reference to the current alternatives** available.
- Outlines the **unique success factors** that are relevant to the proposed solution.

- Describes a **well-informed solution** directly linked to identified needs.
- Proposes a product or service based on a completely **new approach and/or novel methods**.
- Offers a **unique or distinctive solution**, based on a **clear understanding** of the **alternatives**.
- Demonstrates how the **solution will address needs more effectively** than the alternatives.



Inadequate Project [Score: 0-1 Points]

Average Project [Score: 2-4 Points]

Good Project [Score: 5-7 Points]

Excellent Project [Score: 8-10 Points]

CRITERION 3: FEASIBILITY

[Weighting 25%]

Presents a **solution** based on **clear potential, plausible design, a strong core team,** and **credible** plan for taking forward the solution.

- Does **not** outline the **concept** clearly.
- There is **limited or no details** about the team behind the idea.
- Provides **no solid plan** to move the idea forward or use the funding award.

- Provides a **description** of the solution and its main features.
- Gives a **sense** of the **experience** of the team behind the idea and their strengths.
- Outlines some proposed **activities** to take forward the idea and use the award funding.

- Provides a **plausible project design** that is clearly described.
- Describes a **credible team** (including advisors), with some track record, and an appreciation of skills gaps.
- Outlines a **clear plan** for taking forward the solution.
- Clearly describes how the award **funding** will be **used**.

- Presents a **well thought-through** and **plausible project design** linked to needs.
- Describes a **team** (including advisors) that is **well organised**, with all required **skills**.
- Offers a **convincing plan**, with clear goals, activities, and milestones.
- Provides a **costed proposal** for use of the award funding.

CRITERION 4: SCALABILITY

[Weighting 25%]

Presents a **visionary solution** likely to make a **large-scale or systemic change** in the **world**, and with significant potential for **growth**.

- Offers **no compelling or long-term vision** for change.
- **Limited potential to grow the idea** to meet needs on a wider basis or larger scale.
- **Unclear** how the project can be financially sustained or deliver a lasting impact.

- Offers some **vision** and sense of **ambition**.
- Describes a **solution** with potential for more than a highly localised **impact**.
- Provides some **potential to grow** the idea, its activities, and impact.
- Outlines some **information** on how **money** can be secured to sustain planned activities.

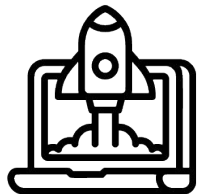
- Demonstrates a **strategic outlook** and good level of **ambition**.
- Describes a **solution** that can be extended or expanded to deliver a **larger impact**.
- Offers **clear potential to grow** activities and impact in an efficient way.
- Describes clearly how **money** can be **secured** to maintain activities and realise an **impact**.

- Communicates a compelling **long-term vision**, backed by significant ambition.
- Presents a **solution** able to make a wider, **large-scale**, and systemic **impact**.
- Demonstrates a **repeatable** and **scalable project** design, which can be grown quickly.
- Provides **confidence** that the project can become **financially sustainable** and make a lasting impact.

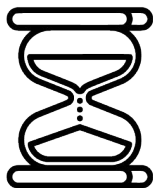


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2023 TIMELINE



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



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Need more support?

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