



GLOBAL
INNOVATION
CHALLENGE

GUIDELINES & FAQs

socialshifters.co

WELCOME, SHIFTER!

Welcome to the Social Shifters Global Innovation Challenge!

We've designed our Challenge program to support young founders like you who are taking on the social and environmental issues that matter.

We understand that no two people's journey to create change in the world are the same and that every individual and context is unique... but we also know many of the common factors that we all need to move forward as leaders, innovators and entrepreneurs.

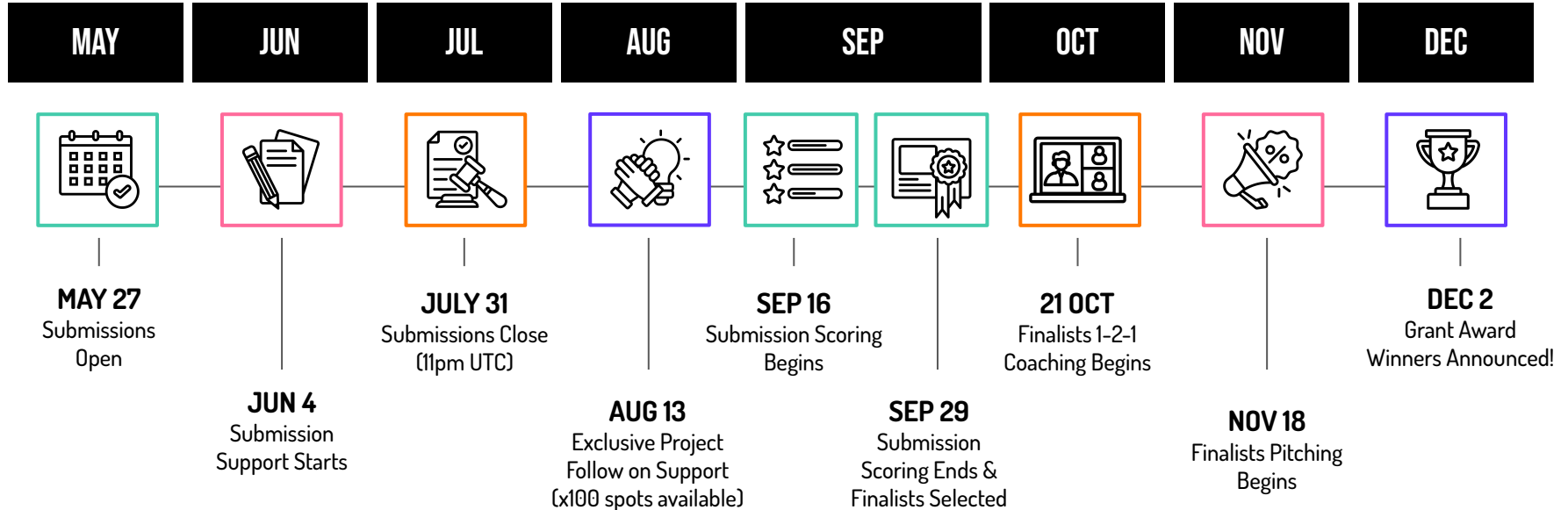
Whether you've just developed a burning passion to take action on an issue that's impacting you or those around you, OR you're already up and running with a project creating impact - we're here to move you forward.

Our unique program offers many types of support to you and your project team, so do **take some time to dive into the following Guidelines & FAQs** to better understand how this works.

We look forward to seeing you, and your BIG IDEA!



GLOBAL INNOVATION CHALLENGE 2024 TIMELINE



ELIGIBILITY

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, however all submissions must be in English.

SHOULD I ENTER AS A TEAM?

You can register and participate on your own if you are a solo entrepreneur. However we strongly recommend you enter as a team. Entering as part of a team brings a mix of skills and perspectives but also adds capacity and accountability to give you (and your project) the best possible chance of success.

Teams can have no more than 5 members and you must designate one member as the 'Team Leader' – for contact and competition administrative purposes. The team leader will first register (as the 'Team Leader' and then add the other team members in our submissions platform.

IS THERE A COST TO ENTER?

We do not charge any fees to participate in the Global Innovation Challenge or for any of the support we provide. Every part of the program is online, so you can participate via your device from anywhere with internet access.



WHAT IDEAS ARE ELIGIBLE?

Your idea must contribute to at least one of the [United Nations 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. Projects can be implemented on a for-profit or non-profit basis.



WHAT WILL I RECEIVE IF I ENTER?

In submitting an eligible application to our challenge program, you will unlock many follow on support opportunities for you and your project team. We introduce new support experiences all the time, including elearning courses, skills sessions and networking opportunities. This year we're launching a new Leadership Coaching programme, that connects you with senior leaders from some of the world's top global organizations for 1-2-1 support and guidance. Spots are limited, and so demonstrating commitment is essential to be considered.

If you are shortlisted as a finalist, your team will receive intensive 1-2-1 coaching to strengthen your pitch in preparation for our FINALS - where you can win grant funding awards of up to \$10,000 USD to implement your project idea!

HOW TO APPLY

1. REGISTER ON OUR PLATFORM

Participants must register as a team leader on our [Global Innovation Challenge portal](#). Once registered, you will receive an email asking you to **click a link to verify your email address**. Once you are verified you can log into the competition platform and begin the process of submitting your idea on the main page! We'd suggest adding us to your 'safelist'.

WHAT IF I DIDN'T RECEIVE A VERIFICATION EMAIL?

If you didn't receive your verification link, check your spam/blocked messages. If you still can't find it, email challenge@socialshifters.co with the email subject: **"Please Help Me Verify my Email."**

HOW DO I ADD A TEAM MEMBER?

Team members can be 'invited' to the platform once the first member of team (the 'Team Leader') has registered. Team members can be added if they have not already registered or set up an account. So if you are a team leader trying to add a team member that has already registered, please email challenge@socialshifters.co and we will assist.

WHAT IF MY PASSWORD OR USERNAME DOESN'T WORK?

If you're having difficulties logging into the platform, you can troubleshoot by **resetting your password** or trying a **different device** or **internet browser**. If that doesn't work, please clear your cache memory and try on a private browser. If you still can't login, email challenge@socialshifters.co with the email you are signed up with, the browser you are using, and the device you are using so we can investigate the issue.

2. SUBMIT YOUR IDEA

All submissions must be made through our [Global Innovation Challenge portal](#).

Once logged into our platform, you can work on your submission and make as many edits as necessary until our deadline.

Only submissions that are 100% complete and have been submitted **by 31 July 2024 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 MORE THAN ONE ENTRY?

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

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.

AM I REQUIRED TO SUBMIT A VIDEO?

Submitting a video pitch is optional, but we recommend it for a more impactful presentation of your idea. The video should be no longer than 90 seconds, focusing on the problem you intend to solve and how your idea can make a significant impact.

SCORING

HOW WILL MY SUBMISSION BE SCORED?

We aim to ensure fairness in the shortlisting of finalists and the selection of winners by having every project submission scored multiple times.

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.

SELECTION OF WINNERS

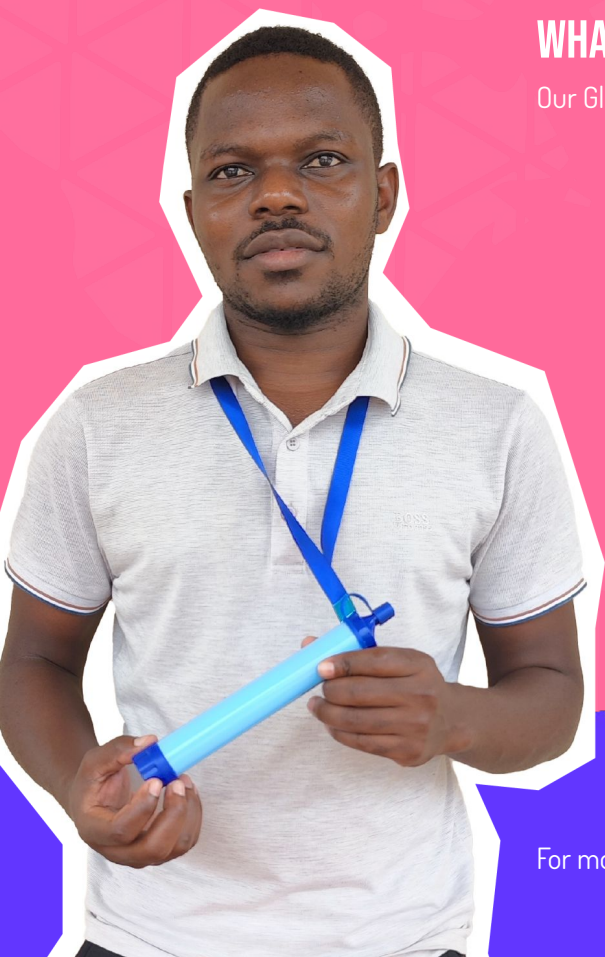
After receiving 1-2-1 advice and support from coaches to strengthen proposals, **each finalist team will make a pitch to a judging panel** via video call. The judges will get the opportunity to ask questions and select the winner. The selection of winners will be based on the **evaluation criteria** but will take into consideration the quality of the pitch. The decisions of the judges are final and not subject to appeals.

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 5 entrants** ('finalists') will be shortlisted to compete for each prize category based on the scores provided by judges.





WHAT EVALUATION CRITERIA WILL BE USED TO SCORE IT?

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.

For more detailed info, please see our **Scoring Criteria** document in the 'Quick Links' in your portal 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 we do not receive a response (via email) using the contact details provided to us by the entrant within **five working days**, the entrant and project will be considered withdrawn from the competition. In this scenario an alternative entrant may be selected in your place.

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

All finalist project teams will receive **1-2-1 coaching to strengthen their pitch**. You will meet with a dedicated advisor that will offer one-to-one advice and the opportunity to practice your pitch and get direct feedback.

WILL MY IDEA REMAIN CONFIDENTIAL?

All materials submitted will be treated as confidential. Access to the submitted materials will be restricted to appointed judges. No material you submit will be distributed to any third party org without your permission. 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 - including the provision of asset for content creation and participation in Podcast interviews.



THE AWARDS

WHAT AWARDS ARE AVAILABLE?

Multiple grant funding awards of between **\$1,000 and \$10,000 USD** are awarded to the best projects who complete the process – submit an eligible application, are selected for final pitching, and are chosen by our expert panel. The total number and (\$) value of awards varies, depending on the category sponsor.

WHEN DO WINNERS RECEIVE THEIR AWARDS?

Payment will be made **within one month** of returning our grant awards process.

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 award.

CAN THE AWARD MONEY BE WITHDRAWN?

Social Shifters reserves the right to withdraw awards and recover payments made if it finds that a winning leader or team:

- **Has used false information**, fraud or corruption to obtain the award
- **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.

RATHBONES A&O

amazon Capita



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HOWDEN FitchGroup

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WHO IS SUPPORTING THE PROGRAM?

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.

NEED SUPPORT?

Please reach out to challenge@socialshifters.co

