



SOCIAL IMPACT AWARD 2019 – Submission Guidelines

The competition

The Social Impact Award (SIA) is an idea competition that wants to initiate social or environmental change in a constructive way. Its mission is to promote the knowledge and practice of social entrepreneurship among youth worldwide. Social Entrepreneurship in our view describes organized, bottom-up effort aiming at social change towards greater social and ecological justice.

The Institute for Entrepreneurship and Innovation at the Vienna University of Economics and Business founded the Social Impact Award in 2009 and SIA now runs education and incubation programs in various countries in Europe, Africa, and Asia. 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 the SIA incubation program. Winners receive a scholarship and ongoing support. In Czech republic, there will be a total of 4 winning projects (see below). The Social Impact Award Czech republic is carried out by **Impact Hub**.

The award addresses young social innovators eager to try to solve current social or 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 businesses: 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 and/or 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 2019 is open between February, 19], 2019 and April, 30, 2019 at 23:59. Projects are submitted on our online platform at <https://czech-republic.socialimpactaward.net/prihlaska/>.

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 Czech republic starts on March 19th and continues with workshops across the country until the submission deadline. Anyone interested is warmly welcome at all workshops. Participation is especially recommended to applicants, but not a prerequisite to apply for the Award.

The 10 Czech rep. finalists are announced on May 28th at special event in Prague. After the incubation program over summer the award ceremony of the Social Impact Award will take place on October 2nd at special event in Prague. Winning projects will be identified through a multilevel evaluation process.

Conditions for participation

The applications for the Social Impact Award 2019 are liable to the following conditions:

- All team members must be born between 1989 and 2003 (following the EU's definition of youth: from 14 to 30);
- 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, 2018;
- 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 3.000 € in value (e.g. angel investment, grants, prize money etc.);
- Projects submitted in previous years, excepting previous winning projects, can be resubmitted in 2019 if they fulfill all other requirements;
- Only those applications can be considered, which are complete and have been submitted through our website by April 30, 2019 at 23:59.
- The 10 finalists projects receive:
 - **Basic membership tarif in Impact Hub (Connect) from July to September**
 - **Professional support** by Impact Hub and PwC from June to the Awards ceremony);
 - **Production of a short project video;**



- Out of the 10 finalists 4 winners of the Social Impact Award 2019 are selected. The winners receive:
 - **3 Jury Awards: 1500€ from Nadace České spořitelny**
 - **1 Community Award**
 - **Free access to the SIA Summit** taking place in Kiev (for 1 team member), Ukraine from 25th to 30th of November 2019 with all SIA winners 2019 from all the countries, where SIA takes place (participation is obligatory for all winners, 1 member per team);
 - **Voucher for printing services from Copy General**

Evaluation process

The nomination of the winning projects of the Social Impact Award 2019 is carried out in different phases:

Screening

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

The screening team in 2019 will consist of:

Jakub Mareš, Nadace České spořitelny
Tat'ána Plecháčková, Sociální bankovníctví ČS
Kristína Fousová, Impact Hub Prague

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.

Presentations

Maximum of 20 semifinalists will be selected and contacted in the second evaluation phase and invited to presentations on May, 21, 2019. The purpose of the presentations 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 finalists and winners.

Jury Assessment for Finalist Selection

After the presentations, the members of the local jury, who will rank the project ideas according to the criteria defined below. The 10 highest rated projects will be awarded as Social Impact Award Finalist 2019, 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 at Impact Hub Prague at May, 28, 2019.

The 2019 Social Impact Award Jury in Czech Republic is made up of the following experts:

- **Silke Horák**, Tilia Impact Ventures



- **Jakub Mareš**, Nadace České spořitelny
- **Petr Šídlo**, Direct People
- **Zdeněk Slejška**, Eduln
- **Robert Tůma**, Investor
- **Monika Hořínková**, Lesensky PR
- **Markéta Borecká**, FOREWEAR
- **Aleš Pokorný**, PwC
- **Markéta Třešňáková**, Edison

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Incubation

All finalists receive access to the SIA incubation. This gives them access to a 12-weeks incubation program from June to September 2019. This includes:

- **Basic membership tariff in Impact Hub (Connect) from July to September**
- **Professional support** by Impact Hub and PwC from June to September
- **Production of a short project video**

Participation in the incubation program is mandatory for all finalists.

Jury Assessment for Winners Selection

On the basis of finalists' progress over summer the members of the 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 2019, winning 1500€ 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 on 2nd of October 2019 in Prague..

As mentioned above, the Social Impact Award Jury in Czech Republic is made up of the following experts:

- **Silke Horák**, Tilia Impact Ventures
- **Jakub Mareš**, Nadace České spořitelny
- **Petr Šídlo**, Direct People
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Community voting

One additional award will be given based on an online community voting. Finalist projects will be presented in short videos on the Social Impact Award website. 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 both the community voting and the jury voting it receives the award which is higher endowed. If both awards are endowed equally it wins the Community Award and 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 assessment and selection of finalists and winners is based on three criteria: Impact Potential, Degree of Innovation, and Feasibility & Implementation Capacity. Each of the three criteria hold the same weight. The following descriptions and guiding questions are used for clarification and as assistance to jury and screening team.



1. Impact Potential

At Social Impact Award we seek ideas with high societal relevance and strong impact. The impact potential can be understood as the potential net effect of the venture's intended actions on its targeted beneficiary group or the environment.

- What is the impact the venture potentially generates for its beneficiaries and for society?
- How relevant are the venture's goals for the targeted beneficiary group?
- Does the venture (team) have a clear understanding of what kind of impact they want to achieve for whom?
- Is the concept scalable, i.e. is it capable of growing to address a large part of the target group, and/or capable of being transferred to other markets or target groups without losing efficiency or level of performance?

Innovation

We are looking for new ideas how to solve and approach the problems of our times. We want new, promising approaches that can improve our common future on earth. Innovation can be different regarding its context and time.

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

Feasibility

A potentially impactful and innovative idea is great. But the venture can only unfold its potential if it actually succeeds to be implemented

- Does the project seem to be realistically implementable?
- Are there precise goals and actions planned and are they comprehensible?
- Has the venture team thought about long-term perspectives and scaling?
- Has the venture team thought about mobilizing other persons, marketing, PR and cooperation with other organizations?
- Has the venture team the necessary financial resources to implement the venture or do they have a plan on how to achieve them?
- Has the venture team the necessary resources (know-how, skills, experience) to implement the venture or do they have a plan on how to achieve them?
- Has the venture team the necessary motivation and dedication to push the venture's implementation?

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 other students 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.

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 students and other people (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 ventures selected for summer incubation is going to take place on May, 28 in Prague. The announcement of winners is going to take place at the award ceremony on October, 2nd in Prague. All further details will be announced in advance at www.socialimpactaward.cz.

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 have all needed documents (have a look at the formal criteria of application).

Which responsibilities do I take if I become a Social Impact Award Finalist?

If you are one of the finalists of the award, you have the responsibility to dedicate most of your summer (june - september 2019) to your project. This includes – according to the stage of your project's development – the development of a problem-solution-fit (validating underlying assumptions of your idea, prototyping of your product/service, developing impact indicators, etc.), a business model (value proposition, customer validation, revenue/cost model, etc.) and the development of an operational structure (team, marketing, sales, financials, etc.). The Social Impact Award enables you as a finalist to dedicate yourself intensively to your project and make substantial progress in a short time.

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 November 2019 to present the further developments of your project during



the summer months in front of the whole international community.. The monetary part of the prize is transferred to you in October 2019 upon proof that you are actively working on the project.

I have no time during the summer months 2019. 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 as each applicant receives feedback from screening team/expert jury on the respective project. 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.cz, 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.