



SOCIAL IMPACT AWARD 2018 – 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 the youth of the world. Social Entrepreneurship in our view describes organized, bottom-up efforts aiming at social change towards greater social and ecological justice.

The Social Impact Award was founded in 2009 and 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 a summer incubation program. Winners receive a scholarship and ongoing support. In Austria, there will be a total of 5 winning projects (see below). The Social Impact Award Austria is carried out by **Social Impact Award gGmbH**.

The award addresses young social innovators eager 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 2018 is open between 18th of January, 2018 and 30th of April, 2018 at 06.00 pm local time. Projects are submitted on our online application platform at <http://socialimpactaward.at/einreichen>.

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 Austria starts with the kick-off event on 18th of January 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.

The 10 Austrian finalists are announced at the Finalist Announcement Event on 17th of May at Impact Hub Vienna, Lindengasse 56, 1070. After the incubation program over the summer the award ceremony of the Social Impact Award will take place in the beginning of October. Winning projects will be identified through a multilevel evaluation process.

Conditions for Participation

The applications for the Social Impact Award 2018 are liable to the following conditions:

- All team members must be born between 1988 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, 2017.
- 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 2018 as long as they fulfill all other requirements.
- Only those applications can be considered, which are complete and have been submitted through our application platform by April, 30th 2018 at 06.00pm local time.
- The 10 finalist projects receive:
 - **Professional support** through the SIA incubation program from July to September
 - **Pocket Money:** 300€ to realize first project steps



- **Production of a short project video**
- Out of the 10 finalists 5 winners of the Social Impact Award 2018 are selected. The winners receive:
 - **4 Jury Awards: 3000 €** (paid in 3 parts, one each in October, November, December)
 - **1 Community Award: 2000 €** (paid in 3 parts, one each in October, November, December)
 - **Free access to the SIA Summit** taking place in Tbilisi, Georgia in November 2018 with all SIA winners 2018 from all SIA countries (participation is obligatory for all winners, 1 member per team)
 - **Access to the SIA Alumni Network** connecting all SIA Austria winners since 2009

Evaluation Process

The nomination of the winning projects of the Social Impact Award Austria 2018 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 2018 consists of:

- **Anja Christanell**, WU Wien
- **Ina Pervan-Al Soquaer**, Fremde werden Freunde
- **Jonas Dinger**, SIA Austria
- **Lena Gansterer**, Impact Hub Vienna
- **Lena Robinson**, Three Coins
- **Lukas Leitner**, WU Wien
- **Nicole Traxler**, ERSTE Group
- **Nina Resch**, WU Wien
- **Peter Vador**, Founder Social Impact Award, WU Wien
- **Theresa Imre**, markta.at

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 will be contacted in the second evaluation phase and short interview via phone will be held, probably during the 19th week of 2018. 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 finalists.

Jury Assessment for Finalist Selection

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. In the last assessing meeting, the jury will discuss possible borderline cases and confirm the final list of finalist projects. The so selected 10 projects will be awarded as Social Impact Award Finalist 2018, winning an incubation ticket (see below).

Decisions are not disclosed to the public in detail and are non-contestable. The finalists will be announced at the Finalist Announcement at Impact Hub Vienna at May, 17th 2018.

The 2018 Social Impact Award Jury in Austria is made up of the following experts:

- **Alina Brad**, Internationale Politik, Universität Wien
- **Barbara Inmann**, Impact Hub Vienna
- **Florian Pomper**, Caritas
- **Franz-Karl Prüller**, ERSTE Stiftung
- **Gabriele Tatzberger**, Wirtschaftsagentur Wien
- **Judith Püringer**, arbeit plus
- **Katharina Turnauer**, Katharina Turnauer Privatstiftung
- **Michael Meyer**, Institut für Nonprofit-Management, WU Wien
- **Peter Vador**, Social Entrepreneurship Center, WU Wien
- **Roman Mesicek**, Umwelt- und Nachhaltigkeitsmanagement, FH Krems
- **Susi Hillebrand**, Hil-Foundation

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Incubation

All finalists receive an incubation ticket. This ticket gives them access to a three-month incubation program from July to September 2018. The ticket comprises:

- **Professional support** through the incubation program of SIA Austria (from July to September)
- **Pocket Money** (300€ to realize first project steps)
- **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 expert local jury will rank the project ideas according to the criteria defined below. The 4 highest rated projects will be awarded with the Social Impact Award 2018, winning 3000 € 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 in the beginning of October.

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

- **Alina Brad**, Internationale Politik, Universität Wien
- **Barbara Inmann**, Impact Hub Vienna
- **Florian Pomper**, Caritas
- **Franz-Karl Prüller**, ERSTE Stiftung
- **Gabriele Tatzberger**, Wirtschaftsagentur Wien
- **Judith Püringer**, arbeit plus
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- **Michael Meyer**, Institut für Nonprofit-Management, WU Wien
- **Peter Vandor**, Social Entrepreneurship Center, WU Wien
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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 others worthy causes submitted.

It is not possible to win two Social Impact Awards. Should a project win both the Jury Award and the Community Award, it is awarded with the higher endowed prize. If, for instance, the Jury Award is endowed with 3.000 EUR, while the Community Award is endowed with 2.000 EUR, the selected venture wins the Jury Award. In that exemplary case, the Community



Award would go to the venture with the second most votes in the community voting. In case both awards are endowed with equal amounts, the Community Award is prioritized, i.e. one of the Jury Awards would go to the next best venture according to the jury assessment.

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/social-media accounts
- 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. Impact Potential

At Social Impact Award we seek ideas with high societal relevance and strong impact. The impact potential can be understood as the aggregated potential of the venture's intended actions towards changing the concrete situation of its beneficiaries as well as towards changing the structural causes of the social or ecological injustice.

- Does the team have a comprehensive understanding of the problem, meaning the concrete situation of the beneficiary group (on a micro- and macro-level)? Is the complexity of the current situation around the problem shown sufficiently?
- What is the extent of the impact the project can create for the beneficiaries?
- What is the extent of the impact the project can create for society?
- Is the approach of the project multidimensional? For example: Does the project only improve the economic situation of the beneficiaries or does it also tackle perceptions of the beneficiaries by others or themselves?
- Are the problems the venture wants to tackle relevant for society?
- Is the concept scalable and is it planned to scale the concept? Does the project have permanent systemic social change as a goal and does it see its activities embedded in larger goals?



2. Degree of Innovation

We are looking for fresh ideas on how to tackle the unsolved challenges of our times – new, promising approaches towards better solutions for our future.

- Are novel means and processes used to reach the venture'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?

3. Feasibility & Implementation Capacity

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 venture 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 young changemakers will help you to concretize your idea. Especially if your idea is still very young, the incubation program and the award offer you a good opportunity to let it grow.

And even ideas in a very early stage of development have the chance to win Social Impact Award – 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 program. 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 might 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 finalist ventures announced?

The announcement of the ventures selected for summer incubation is going to take place on April, 17th at Impact Hub Vienna. The announcement of winners is going to take place at the award ceremony in the beginning of October. All further details will be announced in advance at www.socialimpactaward.at and on our facebook page.

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 Incubation Ticket?

If you are one of the finalists of the award, you have the responsibility to dedicate most of your summer (July – September 2018) 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, taking place in Tbilisi, Georgia from November 6th to 10th together with all other winning SIA ventures from around the world.

The monetary part of the prize is transferred to you in three parts in October, November, and December 2018 upon proof that you are actively working on the project.

I have no time during the summer months 2018. 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. However, you are not eligible to receive one of the Social Impact Award incubation 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.at, 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.