



SOCIAL IMPACT AWARD 2012

– Submission Guidelines in Romania –

Table of Contents

The Competition	2
Timelines	2
Conditions for participation	4
Formal criteria for application	5
Evaluation Criteria	6
Evaluation process	7
Community voting	7
Expert jury.....	8
Support and prizes	9
FAQs	10



The competition

The Social Impact Award is an idea competition for students that want to initiate change in a constructive way. Its mission is the promotion of Social Entrepreneurship among students in Romania. This term combines entrepreneurial action with social goals.

Following the slogan **“Push the button, change the world”** the Institute of Entrepreneurship and Innovation from WU, Vienna started this competition in 2009 in Austria. Now, at it's forth edition, the competition became **regional** and it will take place in **Austria, Romania and Czech Republic.**

In Romania the project is implemented by **roPot**, an organisation that is developing social enterprises and initiatives in Romania starting with 2010 by facilitating the interaction of all the stakeholders interested in social entrepreneurship and innovation, and providing a start-up infrastructure.

The Social Impact Award addresses students that are willing to try to solve current social problems in an innovative and entrepreneurial way by founding projects, initiatives or organisations.

The projects can be rooted in different fields, like poverty reduction, health, education, environment, energy, technologies of information and communication, human rights, equal opportunities, care, and others.

Submitted projects can be organized as part of civil society (NGO, NPO, association, initiatives) as well as in the course of private economy as social business: It could be a mobile soup kitchen for homeless people, a new educational concept, a website to mobilize the neighbourhood, an idea of fundraising or something totally new – the important thing is that your project follows a social goal. Find an overview on submitted projects of previous years here <http://socialimpactaward.net/about/past-winners/>

Timelines

- Kick Off and Promotion February 2012
- 15 free and open workshops March 2012
- Submission deadline 5 April 2012
- Evaluation (in 4 stages)
 1. Pre-selection 6 - 8 April 2012
 2. Interviews 10 - 13 April 2012
 3. Local Jury Evaluation 18 - 24 April 2012
 4. Regional Jury Evaluation 3 - 9 May 2012
- Community Voting 7 – 31 May 2012
- Award Ceremony (Vienna) 1 June 2012
- Follow-up and professional support June - September 2012



The call for applications for the Social Impact Award 2012 is open between the 20st of February and the **5th of April 2011, 6pm**. Projects are submitted by email to submit@socialimpactaward.ro

Within the submission period **workshops** are organised and delivered free of charge, based on registration on that will be done online on our website. They offer interested persons the opportunity to gain insights into social entrepreneurship and to experience different stages of project development starting with **Social Entrepreneurship Stories, Idea Generation, Business Planning Essentials, Innovation& Sustainability** and ending with **Storytelling**. The workshop series will happen in **March 2012**. All interested persons are warmly welcomed to the workshops. Still the participation in the workshops is no prerequisite to application.

The **Award Ceremony** of the Social Impact Award takes place on the **1st of June 2012** in **Vienna, Austria**.

In this international event, the community comes together to celebrate the winners of the Social Impact Award. Peers, experts, members of the local and the regional expert jury, as well as international partners and the whole team of the Social Impact Award are going to connect, exchange thoughts and ideas and create new perspectives, perspectives and cooperation.



Conditions for participation

The application for the Social Impact Award 2012 is liable to the following conditions:

- Individual Applicants: Every student of a Romanian university qualifies to apply if he/she wants to found or has already founded a project or business with a social goal. Therefore the prerequisite for a valid application is a registration number of a Romanian university, university of applied science or entity similar to university, valid in winter term 2011/2012 and/or summer term 2012.
- Team Applicants: In team applications 50% of the team members have to be students of a Romanian university. The maximum number of team members is 5. Here again a registration number of an Romanian university, university of applied science or entity similar to university, valid in winter term 2011/2012 and/or summer term 2012 is necessary.
- Application is open for ideas not implemented yet as well as projects in the state of implementation. Running projects can only be submitted if their foundation does not date back longer than 2 years ago and they are still in an early stage of implementation.
- In the evaluation process only those projects can be respected that additionally fulfil all formal criteria of participation listed below.
- Only those applications can be respected for the evaluation process that are complete and have been submitted by email (submit@socialimpactaward.ro) until the 5th of April 2011, 6 pm.
- The awarded projects receive a Social Impact Award. It contains HUByx fulltime summer membership (which provides a working space with full office infrastructure) and a stipend of € 4.000. This amount of money will be transferred in three rates, always in the beginning of the month of July, August and September 2012. The money can be used to cover living costs during that time period or can be directly invested in the implementation of the project. Therefore it helps the student to intensively work on his/her project.

The expectations towards winners / winning teams of the Social Impact Award are that they further develop or implement their projects during the months of July, August and September 2012. Furthermore they are obliged to participate in a follow-up event in fall 2012 where they present their project development during the summer months in front of the community. They also have to fill 2 online reports about the progress of their work during summer months.



Formal criteria for application

An application to the Social Impact Award 2012 on behalf of Romanian students has to be submitted in English and include the following elements:

- 1) Form of application**
- 2) Summary of the project (length: 1 page of A4)**
- 3) Project documents**

1) Form of application

A form of application for the Social Impact Award Romania 2012 is provided for download in the submission page of the relevant country section. This document has to be filled in and sent with all the other parts of the application by 5th of April 2012 the latest.

A number of submitted projects will be given the opportunity to be displayed on www.socialimpactaward.ro after the evaluation process and in the final folder with the short summary of the project included in the form of application. Therefore, the short summary should describe the project in a very short and concise manner, comparable to an elevator pitch.

2) Summary of the project

A valid application has to include a project summary of maximum one page in A4, which should describe the submitted project in a short and concise manner to facilitate third persons in understanding the project. This summary can be compared to an executive summary in a business plan structure and highlights the essential parts of the submitted project idea.

3) Project documents

The project documents include the whole description and presentation of the submitted project idea. They are open in format and can therefore consist of texts, concept papers, pictures, videos, PowerPoint presentations, etc. or a combination of these – you can choose the format you want to communicate in. Please consider addressing all the aspects of your project idea in regards to the Evaluation Criteria (detailed below).

These project documents are the basis of evaluation. Consequently a person evaluating your project should be able to easily understand which social problem you are solving and in what way you are planning to do that. For a comprehensible presentation it often helps to assume that the receiver has no previous knowledge at all. Please bear in mind that the jury can only take limited time to evaluate your project, which makes a structured and comprehensible application essential.

To apply to the Social Impact Award 2012, send us all these documents by email submit@socialimpactaward.ro until latest 5th of April 2011, 6 pm. The email is allowed to have a maximum size of 6MB including attachments!!!

Every successful application will be confirmed by email. If you do not receive a confirmation until 3 days after your application, please contact us.



Evaluation criteria

1. Social Impact of the project

- 1.1 What is the value the project provides to its target group and to society?
What is the impact the project generates for its beneficiaries and for society?
- 1.2 How relevant are the project's goals in society?
How vulnerable is the target group that is being addressed?
- 1.3 Is the concept scalable, ie. is capable to be transferred to other markets or target groups without losing efficiency or level of performance?
Is it planned to scale the project?

2. Innovation level of the project

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

3. Reasonable planning of the project

- 3.1. Does the project seem to be realistically implementable?
- 3.2. Are there precise goals and actions planned and are they comprehensible? Has the project team thought about long-term perspectives?
- 3.3. Has the project team thought about mobilizing other persons, marketing, PR and cooperation with other organisations?
- 3.4 Do the project's founders seem to be able to seriously run the project?
- 3.5. Does the founding team have the necessary financial resources to implement the project or do they have a plan on how to access them?
- 3.6. Does the founding team have the necessary non-financial resources (know-how, skills, experiences) to implement the project or do they have a plan on how to access them?
- 3.7. Does the project demonstrate that it has a necessity for the support of the social impact award and can utilize the possibilities and resources of an award in a meaningful way?



Evaluation process

The nomination of the winning projects of the Social Impact Award 2012 is carried out in four phases:

1) In the first evaluation phase, the project documents go through a pre-selection made by the team of the Social Impact Award. The result of this process is a pre-selection of projects.

2) The project teams of those projects will be contacted in the second evaluation phase and invited to a short talk between the 10th and 13th of April 2012. Preferably, these talks take place in person in the HUByx Bucharest (Smardan.13, Bucharest, et.1); if not possible, they are done by a video Skype call. Participants in these talks are the Social Impact Award project team. The purpose of this evaluation stage is to get to know project teams better. The result of this process is a pre-selection of projects.

3) The best projects of the two pre-selections will be forwarded to the members of the expert local jury. In this third evaluation phase that will take place in 18th – 24th April 2012, the local jury will select the best 5 project ideas. The selected ideas will receive an email on 25 April 2012 and will be forwarded to the Regional Jury.

4) The Regional Jury will evaluate between 3rd of May – 9th of May 2012 the 15 projects received from the three countries Austria, Czech Republic and Romania and will select the best 4 ideas to receive the Social Impact Award.

The decisions in the evaluation process are not appealable and take place in closed sessions. The award ceremony takes place on the 1st of June 2011.

Community voting

Not only the jury awards some projects, but also the community can choose!

An online voting will take place between 7th of May – 31st of May 2012 on the website www.socialimpactaward.net

The projects that qualify for Community voting, are the 5 country finalists selected by the Local Jury.

The best 5 ideas from each of the three countries will have on the website a short representative video made by Social Impact Award team. In each country people are encouraged to support their favourite project by giving it one vote. At the end of the voting period, each country will have a winner.



Expert jury

The Local Romanian jury consists of experts from various sectors: corporate, NGO, entrepreneurs and academic:

1. Ana Ilinca Macri - Head of Internal Communications and Community Affairs, BCR
2. Bogdan Braicu – Managing Director, Concordia
3. Calin Cindea - Product development manager, Fabryo Corporation
4. Chris Worman - Director of Communications and Special Projects – Europe, TechSoup Global
5. Ciprian Stanescu -Coordinator of the Leadership Programs, Aspen Institute Romania
6. Cosmin Alexandru- Managing Partner, B&P Brandivia
7. Cristian Lupsa – Editor, Decât o Revistă
8. Diana Certan - Chief Operation Officer and Board Member, New Horizons Foundation
9. Gabriela Albescu Gandel - Hub Managing Director, The Hub (Worldwide)
10. Oana Farcasanu- HR Director at Danone
11. Vlad Craioveanu – Co-Founder roPot
12. Zoltan Bereczki - Enterprise Development Manager NESsT Romania
13. Academic representative from Academy of Economical Studies (Bucharest) - to be confirmed

The Regional Jury will be formed by experts from various sectors, with all 3 countries being represented.

For more details regarding the regional jury please check the website:

<http://socialimpactaward.net/participation/jury>



Support and prizes

The Social Impact Award offers support and opportunities to all participants:

The workshop series that takes place during the weeks before submission deadline helps you to find an idea and shape your project or improve your project. The participation in the events is free of charge and open to all persons interested. Furthermore, the workshops offer the opportunity to connect to other participants with great ideas, network and share experiences. You also have to possibility to feedback your project idea with experts and further develop it.

Additionally a number of submitted projects have to possibility to be represented on the website www.socialimpactaward.ro and consequently raise awareness and inspire others.

Moreover, the best submitted project ideas are awarded:

Positions 1-4: Social Impact Awards

The Social Impact Awards enable the teams of the four most convincing applications to dedicate their time during the summer months 2012 preferentially to their projects. Like this they can initiate further development of their projects in the very critical start-up phase by developing business models and business plans and finding resources and contacts to other social entrepreneurs. A Social Impact Award comprises € 4,000 and a Fulltime Summer Membership for one person in the HUByx Bucharest (during the summer months July – September, divisible into smaller memberships for all team members), as well as professional support by the RoPot Community.

Community Award

Not only the jury awards some projects, but also the community!

This prize is awarded by an online voting on www.socialimpactaward.ro. Those projects that are among the finalists of the competition qualify for the voting. On the 7th of May 2012 the online voting starts and allows all interested persons to evaluate the best project ideas based on short videos presenting each project. Everybody can vote until the 31st of May 2011. Every person has one vote. The winning project is awarded at the award ceremony of the Social Impact Award 2012 on the 1st of June 2012. Any recourse to courts of law is excluded. The Social Impact Award team reserves its right to disqualify projects in case of suspected fraud.



FAQs

→ I am not sure if my idea is good enough to apply. What should I do?

Apply on all accounts! You cannot lose anything when participating in the Social Impact Award and the workshop and contacts to other students are going to help you to concretize your idea. Especially if your idea is still very young, the award offers you a good basis to let it grow.

And even if ideas are in a very early stage of development you 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 are committed to implement it.

→ Does the application package have to be in English?

Please accept our decision for having the applications in English, due to the short time from submission to making the applications available to the regional jury. We trust young potential entrepreneurs in Romania to find the means and resources in case they need support on this aspect. We are glad to extend our support also, provided we are notified in due time before the submission deadline (5th of April).

→ I do not have an idea, but I am interested in the topic and the competition. Can I still come to the workshops, even without submitting an application?

Yes! Pass by and join us in all the events of the Social Impact Award. All workshops are free of charge and we warmly welcome all interested persons. A registration is highly appreciated it as it helps us in planning. Therefore we are happy to receive your confirmation of participation on the link that will be available on the website: www.socialimpactaward.ro.

→ When are the winning projects announced?

The announcement of the awarded projects is going to take place at the Award Ceremony on the 1st of June 2012, in Vienna, Austria. All further details will be announced in advance on www.socialimpactaward.ro

→ What is going to happen after the application with my project idea?

All rights on your application remain of course yours. If you do not decide against (which you can do of course), we will publish the short description of your project idea on our website and our promotional and press material to inspire other students and raise awareness for your idea among other persons (media, potential partners, volunteers).

→ 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 on the formal criteria of application). Plus, you have to demonstrate the rationale and the capacity for implementation.



→ **Which responsibilities do I take if I win a Social Impact Award Stipend?**

If you are one of the winners of the award, you have the opportunity to dedicate most of your time intensively to your project during the summer (July-September 2012). That includes – according to the stage of project development – the development of a business model and a concept, first prototypes of your idea and first steps towards implementation. The Social Impact Award enables you as a winner to dedicate yourself intensively to your project and take big steps in a short time: The monetary part of the prize is transferred to you in three parts on the beginning of the months July, August and September 2012. You can or cover your living costs with that money during the summer months or invest it directly in the project.

Additionally we offer you a working place with office infrastructure and access to a worldwide network of social entrepreneurs. This is covered by a fulltime membership in HUByx Bucharest (Smardan 13, Bucharest) and is accessible to you during the summer months of July to September 2012. During that period you are also supposed to fill 2 reports on progress on www.socialimpactaward.ro. Like this you are able to present your project and its further development in front of other students, potential future partners and supporters.

As a winner of a Social Impact Award Stipend you commit yourself to participate in the follow-up event in fall 2012 and to present the further developments of your project during the summer months in front of the whole community. Again you have the opportunity to inspire other persons and convince them of your project.

→ **I have no time during the summer months 2012. Can I still apply?**

Even if you cannot develop your project further during the summer 2012, you should still apply to the Social Impact award. Your project will be published on www.socialimpactaward.ro and therefore it will be presented to a general public. Furthermore you can benefit from the workshops and the valuable input for the development of your project idea. Unfortunately you are not going to qualify for one of the Social Impact Award Stipends as they are reserved to those projects and project teams that are able to work on their project ideas during the summer months.

For further questions, visit www.socialimpactaward.ro, our Facebook page or contact us directly:

***Oana Paun
Project Manager, Social Impact Award Romania
oana.paun@socialimpactaward.ro***

Participants of this applications comply themselves to the rules of competition and the decision of the jury.