



## SOCIAL IMPACT AWARD 2017 – Submission Guidelines

### *The competition*

The Social Impact Award is an idea competition for students that want to initiate social or environmental change in a constructive way. Its mission is to promote the knowledge and practice of social entrepreneurship among students in Europe. Social Entrepreneurship in our view describes creative, entrepreneurial action, focused on a social or environmental issue.

The Institute for Entrepreneurship and Innovation at the Vienna University of Economics and Business founded the Social Impact Award in 2009 and is coordinated by Impact Hub Vienna with local partners in Albania, Austria, Bosnia & Herzegovina, Croatia, Czech Republic, Georgia, Greece, Hungary, Kosovo, Macedonia (FYROM), Montenegro, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, and Tunisia. 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. Winners receive a scholarship and ongoing support. In Hungary, there will be a total of 1 winning project (see below). The Social Impact Award Hungary BETA is carried out by **Impact Hub Budapest**.

The award addresses students 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 2017 is open until May 30, 2017 at 23:59 CET. Projects are submitted online at <https://hungary.socialimpactaward.org/idea-competition/>.



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. Anyone interested is warmly welcome at all workshops. Participation is especially recommended to applicants, but not a prerequisite to apply for the award.

### *Conditions for participation*

The applications for the Social Impact Award 2016 are liable to the following conditions:

- All team members must be born between 1987 and 2002 (following the EU's definition of youth: from 14 to 30)
- Individual Applicants: Every student of a Hungarian university qualifies to apply if he/she wants to found or has recently founded a project or business with a social goal. Applicants are required to provide their active (valid in winter term 2016/2017 and/or summer term 2017) registration number from a Hungarian student card.
- Team Applications: For team applications 50% of the founders have to be students of a Hungarian university. Here again, an active (valid in winter term 2016/2017 and/or summer term 2017) registration number from a Hungarian student card is necessary.
- 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, 2016.
- 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 2017 as long as they fulfill all other requirements.
- In the evaluation process, only those projects can be considered that additionally fulfill all formal participation criteria, listed below.
- Only those applications can be considered, which are complete and have been submitted through our website by May 30, 2017 at 23:59 CET.
- The winning project receives:
  - **Workspace** at Impact Hub Budapest (3 months unlimited membership)
  - **Professional support (mentoring)** by Impact Hub Budapest from July to August 2017
  - **Pocket Money** (700 € to realize first project steps)
  - **Production of a short project video**
  - **Participation in SIA Europe Summit in November 2017 in Belgrade** (with all



SIA winners 2017 from all SIA countries, paid for 1 team member)

### ***Formal criteria for application***

An application to the Social Impact Award Hungary BETA 2017 must include the following elements in English or Hungarian:

- 1) Application form
- 2) Project documents
- 3) Project summary (length: 1 A4 page)

\*This list is tentative and subject to change until the application period begins.

#### **Ad 1) Application Form**

An application form for the Social Impact Award Hungary BETA 2017 can be found on the website. This application must be filled in and sent with all the other parts of the application by 30 May, 2017 at 23:59 at the latest.

#### **Ad 2) Project Documents**

The project documents should describe and present the submitted project or 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 choose the format you want to communicate in.

These project documents are the basis of evaluation. Therefore, 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 so. 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, making a structured and comprehensible application essential.

#### **Ad 3) Project Summary**

A valid application has to include a project summary of max. one A4 page, which will be published on <http://socialimpactaward.at> during the evaluation process and in the competition's final folder. By submitting this you allow the publication of this summary on our website. The summary should therefore describe the submitted project in a short and concise manner. This summary can be thought of as an executive summary in a project plan that highlights the essential parts of the submitted project idea.

To apply to the Social Impact Award Hungary BETA 2017, please send us all the documents via the application link by the submission deadline. Please note, the maximum combined size for all documents is 6MB!

Every successful application will be confirmed by email. If you do not receive a



confirmation within 3 days of your application, please contact us.



## *Evaluation process*

The nomination of the winning project of the Social Impact Award Hungary BETA 2017 is carried out in different phases:

### **Screening**

In the first evaluation phase (if more than 35 applications are received), the project documents go through a pre-selection by the Social Impact Award screening team, resulting in a shortlist of projects.

The members of the screening team in 2017 will be published on the website.

### **Jury Voting (finalists)**

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. The highest rated project will be awarded as Social Impact Award Winner 2017, winning the prize package detailed above.

Decisions are taken in closed sessions and are non-contestable. The winner will be announced on social media and email sent to all applicants, on 15th June, 2017.

The 2017 Social Impact Award Jury in Hungary is made up of the following experts:

- **Judit Koppány**, [Badur Alapítvány]
- **TBC**, [T-Systems]
- **TBC**, [THBE]
- **TBC**, [Traction-Tribe]

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.

## *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. Social Impact**

- 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 complex is the problem the project wants to solve?
- 1.3. Is the concept scalable i.e. is it capable of being transferred to other markets or target groups without losing efficiency or level of performance?  
Is it planned to scale the project?



## **2. Innovation**

- 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. Feasibility**

- 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 organizations?
- 3.4. Has the project team the necessary financial resources to implement the project or do they have a plan on how to achieve them?
- 3.5. Has the project team the necessary resources (know-how, skills, experience) to implement the project or do they have a plan on how to achieve them?



## 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 on Eventbrite.

### → 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 awarded project is going to take place online, on social media and via email on June 15, 2017. All further details will be announced in advance at [hungary.socialimpactaward.org](http://hungary.socialimpactaward.org).

### → 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 the Social Impact Award?

As a winner of Social Impact Award you commit yourself to participate a) in the mentoring programme offered by Impact Hub Budapest, and b) in the SIA Summit in October/November 2017 to present the further developments of your project during the summer months in front of the whole international community. Here again you have the opportunity to inspire others and convince them of your project.

The monetary part of the prize is transferred to you in 1 parts by **September 2017** upon proof that you are actively working on the project.

Additionally, your winning project will also be promoted on our media channels and events extensively.

### → I have no time during the summer months 2017. 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. Your project will be published on [hungary.socialimpactaward.org](http://hungary.socialimpactaward.org) and presented to the general public. Furthermore, you can benefit from the workshops and the valuable input for the development of your project idea. However, you are not eligible to become a Social Impact Award Finalist, 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 [hungary.socialimpactaward.org](http://hungary.socialimpactaward.org), 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.