



# SOCIAL & BUSINESS CO-CREATION: collaboration for impact

## ELIGIBILITY and CRITERIA

### Why You Should Enter

- Join a community of like-minded organizations and individuals engaged in social & business co-creation in Europe. Your participation in the competition gives you the opportunity to forge relationships with other innovators across sectors, strategic partners, sector experts and potential investors. Several opportunities to engage with the Ashoka network and partners will be offered to the best projects.
- Gain visibility through the online open source competition and media partners.
- Attend the prestigious Zermatt Summit (June 26-28, 2014), for competition finalists.

### Prizes

- **Monetary prizes:** One prize of € 20,000 and two runner-ups prizes of € 10,000 will be awarded for the best projects. The prizes will be paid to the lead social-mission organization participating in the co-creation project.
- **“Last mile” prize:** one prize will be awarded by DPD to the best “last mile” projects i.e. solutions that enable the physical delivery of life-changing services to people with restricted mobility or restricted access (senior people, people with disability, remote or difficult areas, etc.). DPD will support the “Last Mile” award winner for the fine-tuning and scaling of his social and business co-creation initiative thanks to custom-made management coaching till end of 2014.
- **Early Entry Prizes:** two €1,000 prizes will be awarded for the best projects entering the competition prior to the early entry prize deadline of March 4st, 2014.
- **Special prizes:** The jury also reserves the right to grant special prizes for outstanding projects in terms of impact, exemplary leadership, pioneering partnership or other dimensions linked to co-creation.

### Eligibility:

- The competition is open to all social-mission organizations, corporations or public institutions whose co-creation projects have an impact in Europe ([see link to country list](#)).
- Applications must involve at least one social-mission organization (e.g. NGO, association, not-for-profit, foundation, social enterprise) and one company (of any size: from SME to multinational) collaborating on a joint project. Collaborations involving multiple partners and including public institutions are highly encouraged to participate. For practical reasons, one of the partners will submit the application on behalf of the team of partners.
- Eligible initiatives range from early stage co-creation initiatives (ideas) to projects with a proven track record and large impact.
- We seek to attract co-creation projects with the following characteristics:
  - The project addresses a societal issue
  - Lead partnering organizations bring complementary distinct and essential expertise to the co-creation project beyond funding only
  - The project is linked to the core mission/ business of partners and should result in tangible results for each party
  - The project is generating social impact and has the potential to do so at scale
  - The project is a concrete illustration of how leadership, management practices and organizational structures are evolving to create shared value to multiple types of partners.
- To be considered for the financial awards, all finalist projects must be represented at the Zermatt Summit on June 25 and 27 2014 in order to participate in the jury panel and the award ceremony.
- Entries must be submitted in English. Translation support may be available on a case-by-case basis for high-quality projects led by teams who cannot write in English. Please contact Ana-Maria Filipescu [amfilipescu@ashoka.org](mailto:amfilipescu@ashoka.org) in case you need



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translation.

## How to Enter:

- Please complete the entry form and submit by the deadline: April 10, 2014, 23:59 (Central Europe time).
- When applying, entrants should select the category that best fits their project:
  - **New products & services:** *Entries in this category develop and offer new and innovative products and services that address needs currently unmet*
  - **Last mile distribution:** *Entries in this category focus on solutions that enable the physical delivery of life-changing services to people with restricted mobility or restricted access (senior people, people with disability, remote or difficult areas, etc.)*
  - **Inclusive supply chains:** *Entries in this category enhance and implement efficient, sustainable and inclusive supply chains*
  - **Job Creation:** *Entries in this category contribute to employment creation, social inclusion and talent development*
  - **Others:** *If you feel that your entry does not fit any of the above categories, please suggest another category name.*
- For advice about how to create a better entry and increase your chances of winning, please check carefully that your project matches the assessment criteria below. Finalists will be notified with detailed instructions on May 31, 2014.

## Assessment criteria:

**Winners of the Social & Business Co-Creation: collaboration for impact competition will be those that best meet the following criteria:**

- **Innovation:** The best entries will be those that transcend traditional boundaries to build transformative partnerships that truly create new value. They will demonstrate a substantial difference from other initiatives and should describe how they are driven by original, ground-breaking ideas. Innovation does not necessarily involve something entirely new. It may comprise of new products, processes or collaboration models.
- **Social Impact:** The entries have a powerful outcome on society – positively and directly impacting the lives of people and/ or having a positive impact on the environment. The best entries will have clear potential for scale and replication, to transform industries and markets. The best projects will simultaneously demonstrate the creation of economic value and competitive advantage for the for-profit partners involved in the collaboration (see sustainability).
- **Sustainability:** Entries should be based on a sustainable model. They should have a clear plan for reaching long-term goals and securing financial backing. They should describe not only how they currently finance their work, but also how they plan to finance it in the future. The strongest entries will outline how their solution can be sustained without reliance on philanthropic donations or aid for core funding. As far as the corporate partner is concerned, we will look for projects that represent a high stake such as a new market, cost savings or a clear competitive advantage to ensure the highest commitment of the corporation over time.
- **Interaction model:** Entries will also be evaluated on the quality of the interaction that has been established between the partnering organizations. How is it going beyond a traditional partnership? How is the interaction transforming the partnering organizations and its employees/ leadership in terms of creating a new vision, new management practices, new skills and new organizational structures? Has it changed hearts, minds and business models?



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## Disclaimer – Compliance with Legal Restrictions

The sponsor of this opportunity reserves the right to disqualify at any time (in its reasonable discretion) any participant or entry for good cause, including, but not limited to, non-compliance with these Guidelines and Criteria, the Changemakers Terms of Use and Privacy Policy, or violation of any applicable laws, codes, or regulations.

Ashoka complies fully with all U.S. laws and regulations, including Office of Foreign Assets Control regulations, export control, and anti-money laundering laws. Any grants will be awarded subject to compliance with such laws. Ashoka will not make any grant if it finds that to do so would be unlawful. This may prohibit awards in certain countries and/or to certain individuals or entities. All recipients will comply with these laws to the extent they are applicable to such recipients. No recipient will take any action that would cause Ashoka to violate any laws. Additionally, Ashoka will not make any grant to a company involved in the promotion of tobacco use.