

SOCIAL
ENTERPRISE
INSTITUTE

SOCIAL SHIFTERS

CHALLENGE

2021



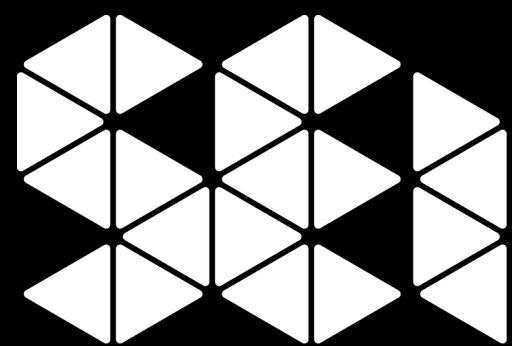
Afidff

www.socialshifters.co/changemakers

WHO ARE WE?

The **Social Enterprise Institute** is the world's digital school for social entrepreneurs. We inspire and educate a community of young social entrepreneurs from 145 countries. We bring a disruptive, youth-focused brand and message, supported by the pioneering **Social Shifters** programmes and community learning platform.

We are pleased to be collaborating with **AFIDFF**, an organisation committed to motivating and supporting young changemakers in Africa (social entrepreneurs, storytellers, journalists and documentary producers), while showcasing the continent's rich cultural heritage and history.



**SOCIAL
ENTERPRISE
INSTITUTE**



Our time for change.

#shifterschallenge

The future of the world lies in one place. The minds of young people. Whether they want to solve local or global problems, the **Social Shifters Challenge** will enable young people to explore, discover, and kickstart ideas that can change the world.



The collective challenge we face

#shifterschallenge

Enabling the Covid Generation

The unprecedented economic and educational shocks of the Covid-19 pandemic are set to inflict long-term damage on the lives and livelihoods of millions of young people.

With a projected loss of 195 million jobs globally, the pandemic has severely impacted the economic prospects of young people. Sharp contractions in shut-down sectors (which would normally provide entry level jobs) are making it even harder for young people to enter the labour market. A continued lack of opportunity will have a hugely damaging effects on this generation of young people for many years to come.

Change is happening all around young people, in the way they live, work and learn. They see the inequalities in society and the damage to our environment exposed.

The need for change has never been more clear, nor more urgent.

The good news is that young people **can** take the situation into their own hands. Social entrepreneurship is a powerful vehicle for change that provides a career path with deep-rooted personal meaning. Young people can rapidly learn, practice resiliency and take advantage of an entrepreneurial mindset, to respond, and create economic opportunities that will make a difference to their own lives and the lives of others.

Young people are leading social shift.

Young people are rising to the challenge.

Across the world, young people are already bringing a fresh perspective to social and environmental issues, and are a vital force for change.

Young people are almost twice as likely than older adults to be involved in social entrepreneurship¹.

The pandemic is also accelerating the commitment of young people to lead positive change. Around three-quarters of young people are now more sympathetic towards the needs of others and intend to take action that will positively impact in their communities once restrictions are lifted².

Young people have seen how quickly the earth can heal, how rapidly business can adapt, and how resourceful and cooperative people can be. They know that a post-pandemic society can be better than the one that preceded it, and they're tenacious enough to make it a reality.

¹ Global Entrepreneurship Monitor, Special Social Entrepreneurship Report

² Deloitte, Global Millennial and Gen Z Survey 2020



SOCIAL SHIFTERS CHALLENGE

Inspire, mobilize and support young people to realize their potential as social entrepreneurs and build transferable skills, while developing their world changing ideas.

#shifterschallenge





INSPIRE

Inspiring 1,000,000 young people to connect with their purpose, see themselves as social entrepreneurs, and come forward with bold ideas.



MOBILIZE

Equipping young people with the confidence, knowledge and resources they need to get their ventures off the ground and make a difference in the world.



DEVELOP

Showcase the most exciting young social entrepreneurs, help them and their ventures to develop, and inspire other young people to follow.

Contributing to the Global Goals.

The Social Shifters Challenge will bring forward enterprising solutions to the issues young people feel passionate about. Each team will focus on one of the Sustainable Development Goals; collectively the blueprint to achieve a better future for all.



Program focus and eligibility.

#shifterschallenge

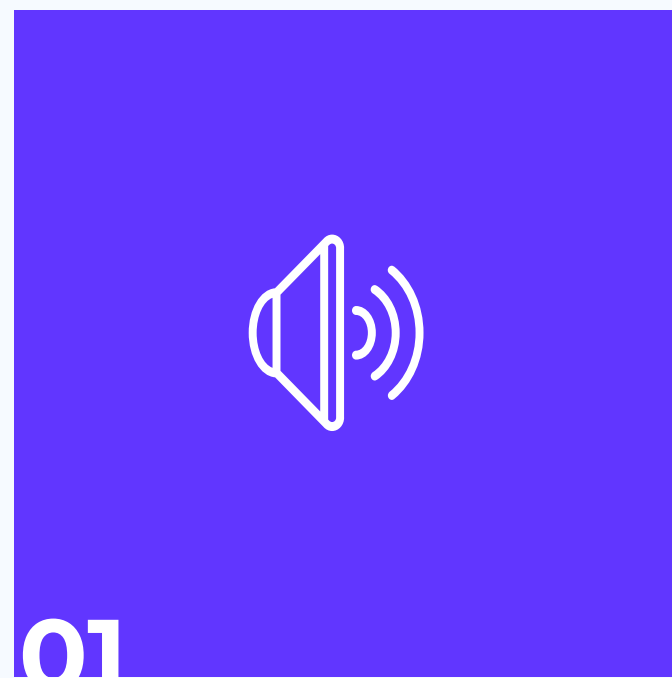
1. Open to next generation leaders, innovators and entrepreneurs aged 18-30 years.
2. Individuals can enter on their own or as team (team participation is encouraged, up to 5 members)
3. We are seeking innovative business solutions to social and environmental problems.
4. Can be a non-profit or for-profit business idea.
5. Must be an early stage idea or venture (less than one year old with no outside funding in place).



How it works.

The Challenge will support ideation, incubation and pre-seed funding for new social ventures initiated by young people.

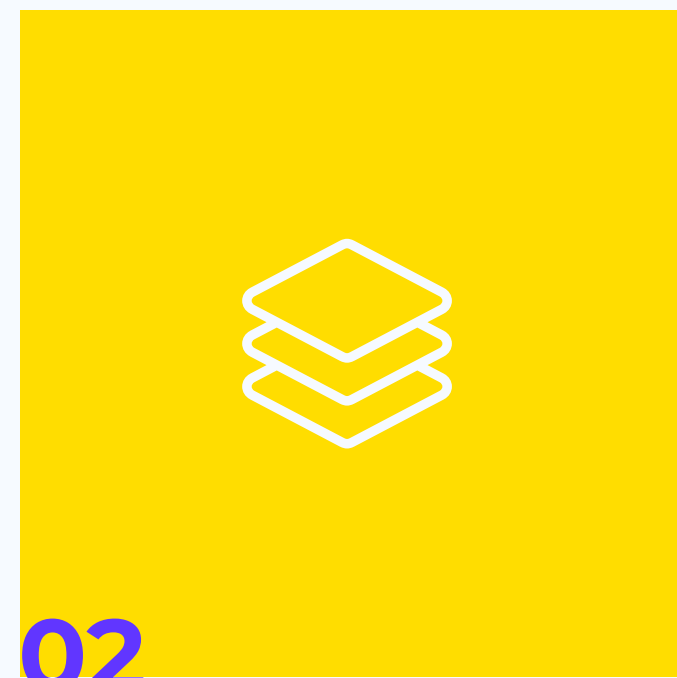
(Kick off 1 April)



Outreach

Launch event followed by targeted outreach, digital campaign and promotion with in-country and international partners. Supported by virtual pre-application workshops.

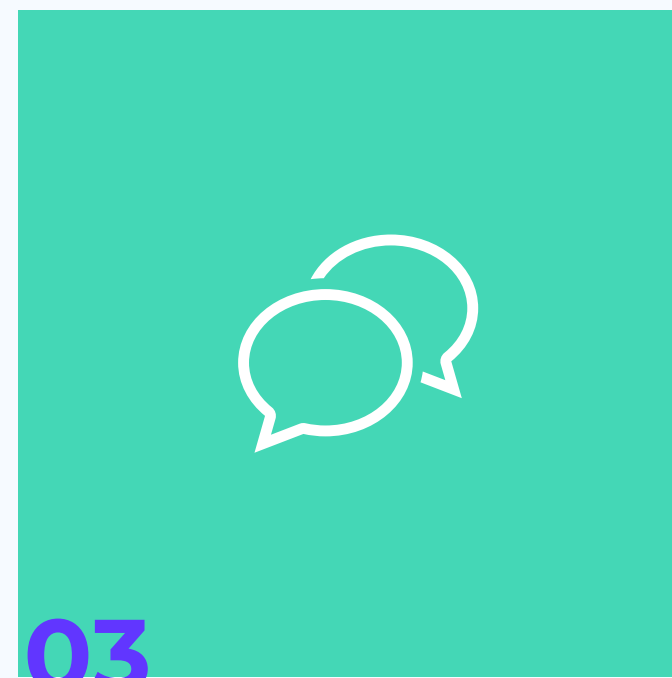
(1 April - 15 June)



Application

Online registration and submission on the Challenge platform. Supporting inspiration, learning and resources for applicants at SocialShifters.co/challenge.

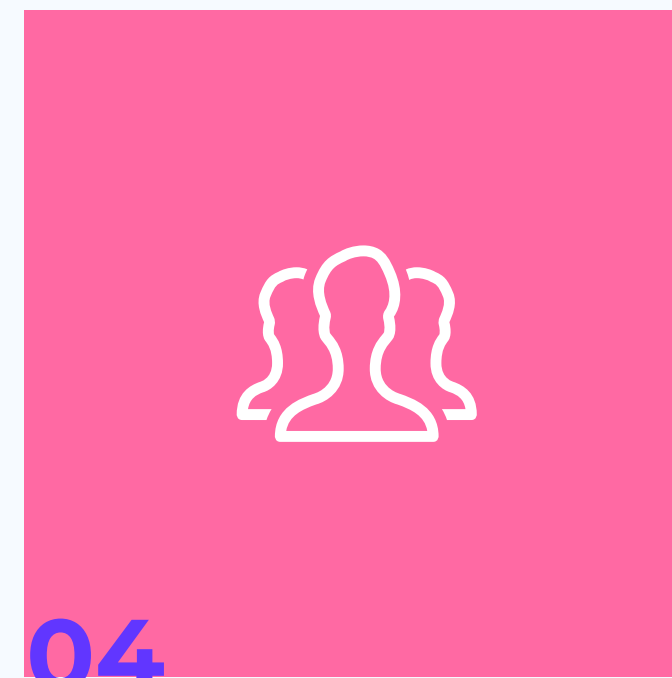
(15 June - 15 July)



Selection

30 teams shortlisted by a judging panel, selected based on the innovation, feasibility and impact of the idea. Steps to Startup [digital launchpad](#) access for all unsuccessful applicants.

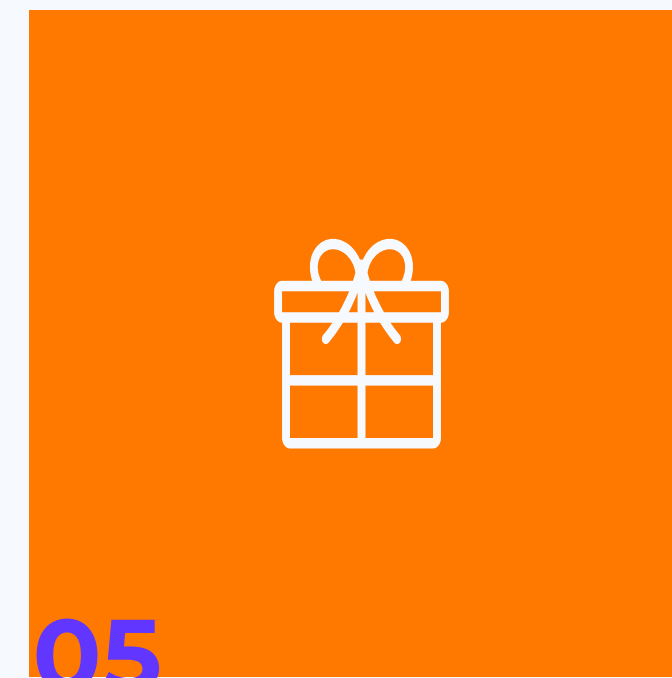
(1 August - 15 September)



Incubation

All 30 shortlisted teams participate in an 'Academy', where they are allocated an advisor and package of elearning, webinars, mentoring and peer coaching.

(27-29 September)



Event

Participants showcased in the Social Enterprise World Forum (SEWF) and 1-day immersive SEWF Youth Forum event. Prizes awarded at the SEWF event.

(1 October - 31 March)



Acceleration

Winning and shortlisted teams 'adopted' by our corporate partners and receive mentoring and pro bono project consultancy.

Challenge prizes and incentives



All entrants

Circa. 500 teams, 1,500 members

Access to Steps to Startup digital launchpad program plus certificate and mentoring on completion for all entrants.



Shortlisted teams

30 Shortlisted teams

Advisor for each team, plus customised package of elearning, webinars and peer coaching and mentoring.



Winning teams

Country winners

Profile at SEWF youth forum and in main event programming, cash prizes, plus 6-month mentoring and project consultancy.



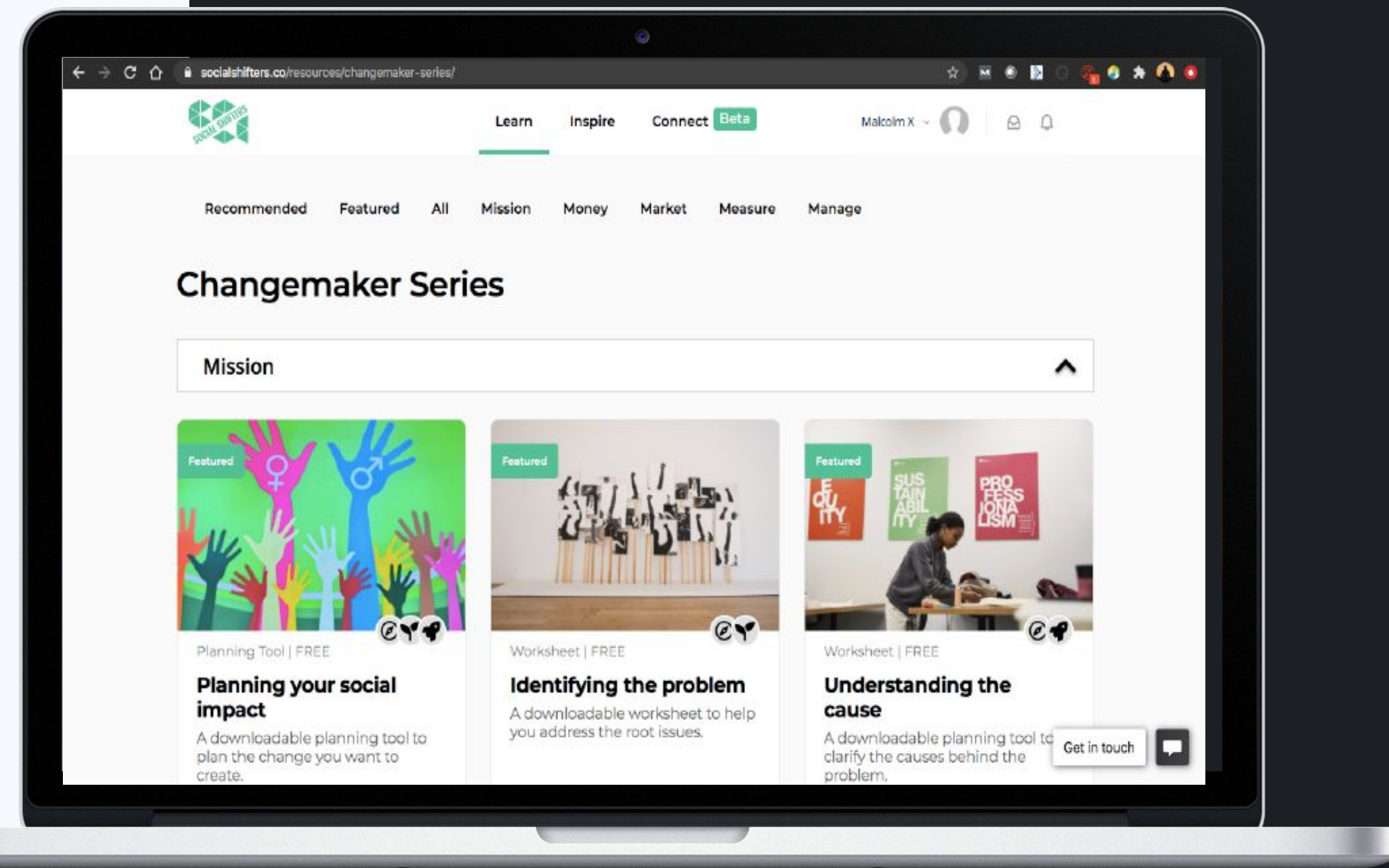
Supporting ALL teams that take up the challenge.

The Challenge is designed to mobilise and create a pathway from idea to enterprise for a large volume of aspiring young social entrepreneurs. Support will be available for **all** entrants.

All young people that participate will get access to [Social Shifters](#), our pioneering, free-to-access digital learning platform for young social entrepreneurs. It enables enables young people to learn, collaborate, and get inspired with bitesize e-learning and a supportive global community of changemakers.

All young people will also get in-platform access to [Steps to Startup](#), our world-leading digital launchpad that helps young people to plan, build, and launch a successful social enterprise. This supported e-learning program guides learners through the entire startup process, with actionable tools, templates and tips at every stage.

www.socialshifters.co/changemakers





In association with the Social Enterprise World Forum.

The Social Shifters Challenge will culminate with participation in the 2021 Social Enterprise World Forum (SEWF), with dedicated day of programming for young social entrepreneurs. The SEWF event is the largest annual gathering of social entrepreneurs, and plays a critical role in inspiring and leading the social enterprise movement globally.

2020 EVENT HIGHLIGHTS



5,083

Delegates attended



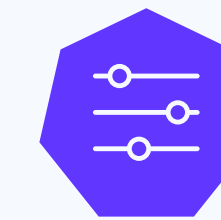
100

Countries represented



12,600

Fans and followers



26%

Of participants <30 years

Program accessibility.

#shifterschallenge

- All competition platforms, content and materials will meet level AA of W3G guidelines.
- ‘Plain language’ materials.
- Outreach activity targeted on marginalized populations.
- Focused effort on female participation to address gender gap in entrepreneurship.
- Equal opportunities mechanism part of registration and assessment process.



Planned reach, engagement, and impact.

#shifterschallenge

Touchpoints

+1,000,000

We will reach +1M young people (and potential social entrepreneurs) with our revolutionary message.

Challenge entries

500

Team members

1,500

Digital learners

1,000

Semi finalists

30

Finalists

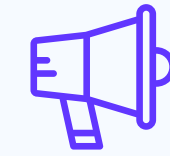
10

Prize winners

6

Reaching young changemakers.

#shifterschallenge



Paid social media activity

Initial promotion to raise awareness amongst audience segments identified in target regions. Ad retargeting will be used to optimise program participation and competition registration.



Direct outreach and relationship building

The Challenge team will manage relationship building and outreach activity with key youth brands, communities and social entrepreneurship support networks in target regions.



Direct outreach and audience building activities

Digital content series and online events designed and run with key partners for their communities to raise awareness, stimulate participation and encourage competition application.

Core audience persona



ADVAY, 22
Seeker

OCCUPATION Unemployed

LOCATION Ottawa
Canada

LANGUAGES English
French

FAVOURIED DEVICE Mobile

- Open
- Placid
- Resilient
- Prudent
- Curious

About

Advay was having a difficult time after leaving university and then losing his first job during the pandemic. He picked himself back up and is fully committed to his passion for environmental change and is exploring social enterprise ideas.

He lives with his parents and younger sister. He has many friends, but none of them are social entrepreneurs or really understand how his idea will make money.

He loves Ottawa and has found a community of support at the Impact Hub.

CHALLENGE USER TYPE

Team leader

HOW THEY FOUND OUT ABOUT THE CHALLENGE

Impact Hub, Ottawa

Motivations

SECTOR

Environmental
Sustainability

PROFESSIONAL MOTIVATIONS

Pursuing a career with meaning, achieving enough income to live independently, being his own boss.

PERSONAL MOTIVATIONS

Pursuing a passion for environmental issues, finding a like-minded community, making his mark on the world.

CONFIDENCE

INCOME

SPARE TIME

2 hours per week

SOCIAL ENTERPRISE STAGE

Idea Start Grow

Goals

GOALS

- To evolve their idea
- To find a mentor

WANTS FROM THE CHALLENGE

- Mentor support
- National profile
- Connections
- Seed funding

Pain Points

FRUSTRATIONS

- No guidance or support
- No budget to move his idea forward
- No business experience

Sponsorship opportunities



Headline Inaugural Sponsor

Global headline partner to Social Shifters Challenge program 2021.

BENEFITS FOR SPONSORS

- Headline sponsor status on all marketing
- Prominent logo/credit on web assets
- Credit in news releases and social posts
- Speaker at all Challenge events
- Visibility on judging panel
- Named prize for international team winner
- Handover of prize at SEWF event

WHAT YOU SUPPORT:

- All main Challenge program activity
- SEWF Youth Forum event
- International winner prize money
- Pool of expert advisors
- Pro bono consultancy projects for winners
- Challenge program operating costs

Sponsorship opportunity

Africa Country Sponsor

Country sponsor of the prize fund and associated activity.

- Named prize for Africa winner
- Visibility on judging panel
- Handover of awards at SEWF event
- Scripted thank you at SEWF event
- Mention in media and social posts
- Logo/credit on web assets relating to prizes
- Tickets for up to 20 employees at events

- Africa winner prize money
- Challenge program operating costs

Sponsorship opportunity

Support Sponsors

Supporting and incentivising the incubation of new social ventures.

- Recognition as source of support
- Logo on associated web assets
- Inclusion/credit in news releases
- Volunteer opportunity for skilled employees
- Tickets for up to 20 employees at events

- Launchpad e-learning bursaries
- Useful services and incentives for teams
- Skilled employee mentoring for competing teams
- 200 youth bursaries for SEWF event
- Challenge program operating costs

BE PART
OF THE

SOCIAL SHIFTERS
CHALLENGE

Chat:

hello@socialshifters.co

Visit:

www.socialshifters.co/changemakers

Find us on:

 [/socialshifters/](https://www.instagram.com/socialshifters/)