

# Discover the Social Challenges Innovation Platform

**Scaling-up opportunities for European start-ups and SMEs tackling today societal Challenges.**

**27th March 2018**

**#sochange**  
**@sochange\_eu**





- 1) **Social Challenges Innovation Platform & its ecosystem(s) > the platform and our stakeholders: challenge owners, solution providers and nodes**
- 2) **The open call for solutions > 30 challenges at glance**
- 3) **The application process > how to register online, create your profile and submit your application**
- 4) **The selection process > legal requirements and evaluation criteria**
- 5) **The SocialChallenges.eu grant scheme > time to grant, grant distribution, monitoring**

# TODAY's SPECIALS



# THE PLATFORM



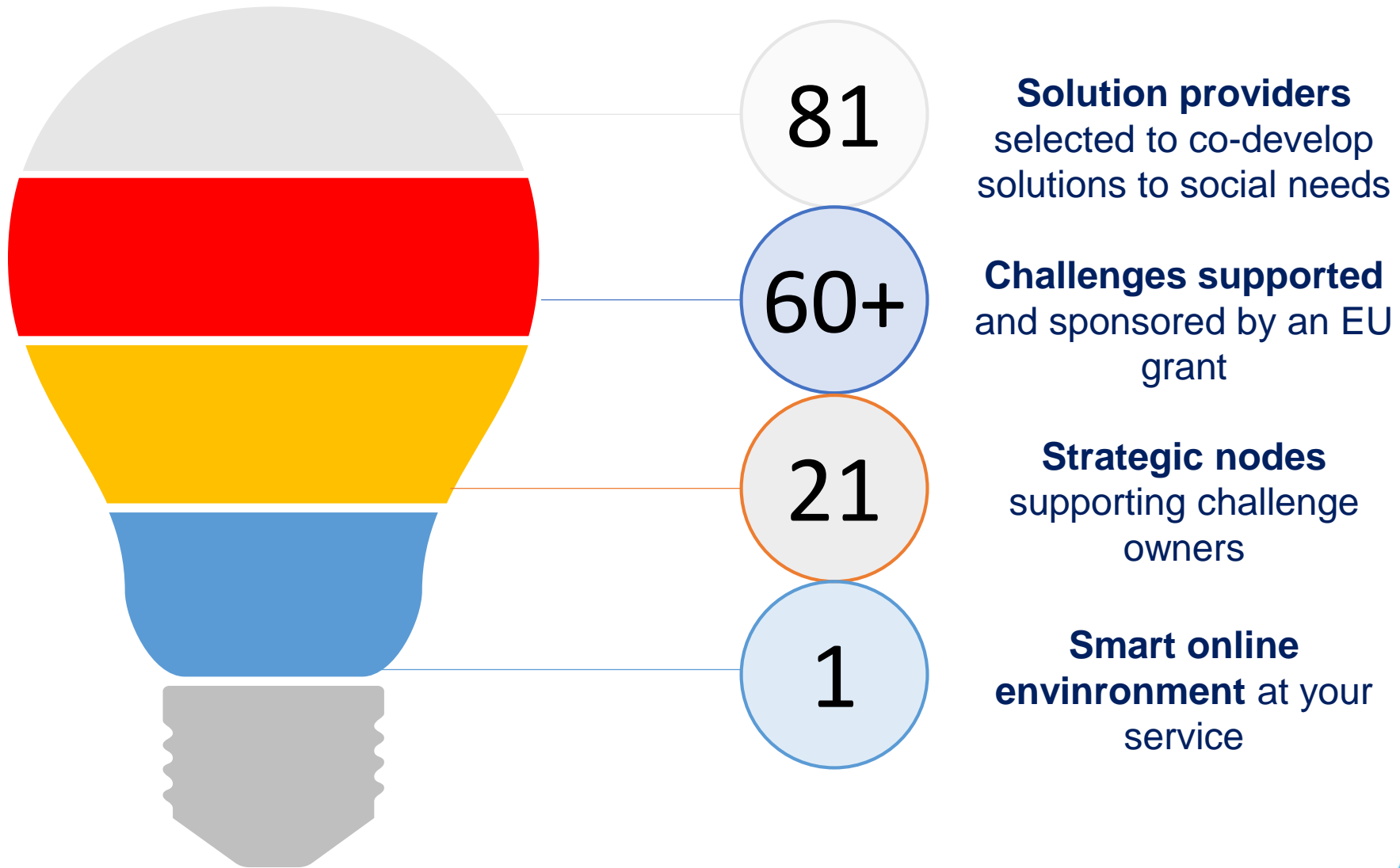
Social innovation is today recognised as a key resource to tackle societal challenges and turn them into systemic change.

Brand-new initiative funded by DG Grow and EASME



SocialChallenges.eu has been designed to **exploit the untapped social innovation potential of European SMEs** in addressing complex micro and macro societal challenges affecting European citizens

**[www.socialchallenges.eu](http://www.socialchallenges.eu)**

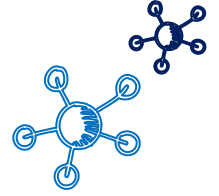


**Total grant 2.430.000 €**

**30.000 € per selected solution provider**



- **NODES**: 21 regional/national branches of Socialchallenges.eu aiming at supporting local ecosystems for social innovation. Nodes are European Impact Hub and EBN members.



- **CHALLENGE OWNERS** any legal entity willing to find an innovative solution addressing a social issue affecting the local community they relate to.



- **SOLUTIONS PROVIDERS** a Startup, a social enterprise & any other legally registered entrepreneur confident to propose an innovative solution to a social challenge of our time.

# OUR STAKEHOLDERS

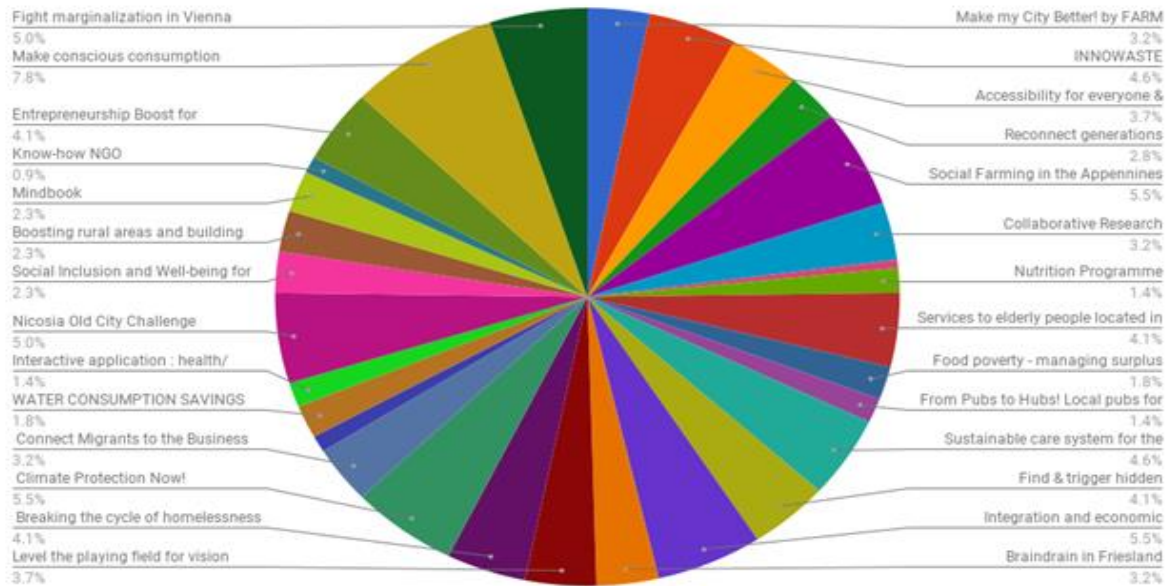




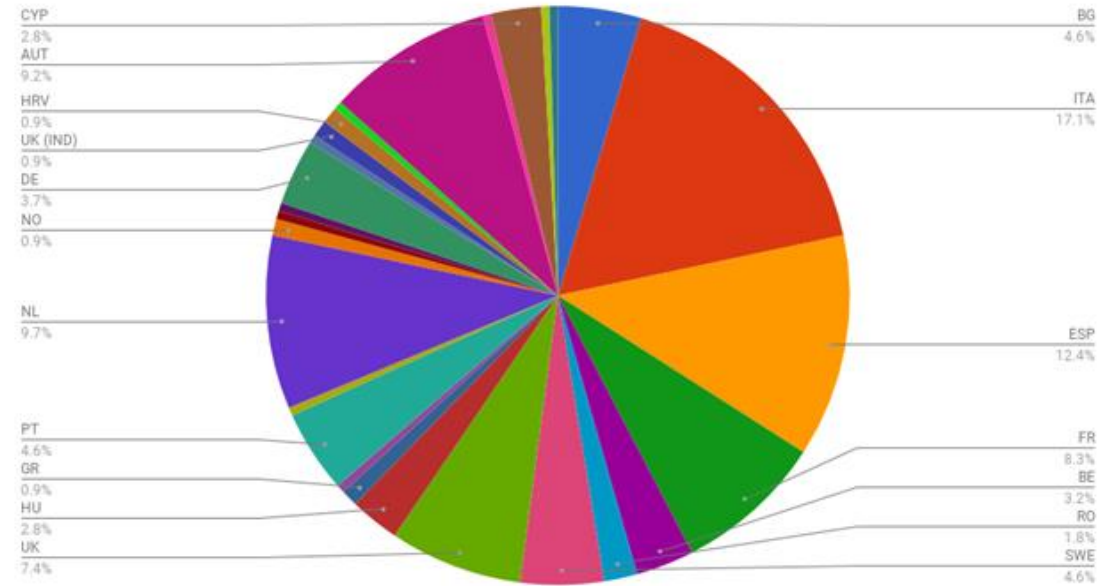
# 1.230.000€ to 41 entrepreneurs

- 225 submitted solutions to 30 open challenges in 11 countries (27 got at least 3 solutions)
- 83% from for profit entities (SMEs, startups and VAT professionals)
- 420+ entrepreneurs registered onto the platform

SOLUTIONS RECEIVED per challenge



NATIONALITY of solutions received



# 1<sup>st</sup> CALL RESULTS

**30 CHALLENGES ONLINE**  
**15th JAN 2018 – 15th APR 2018**

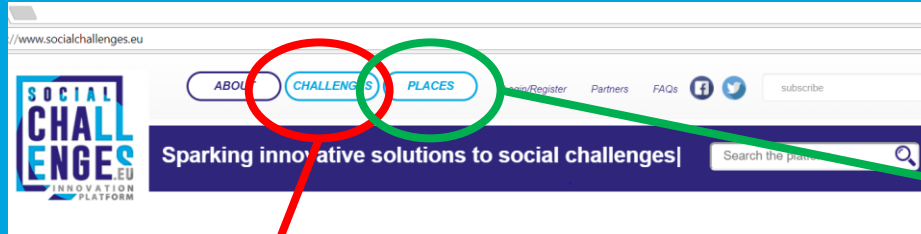
**CHECK** IN  
THEM OUT **!**

**#sochange**

**2nd call for solutions**



# Search for challenges either by **THEME** or **PLACE**



The 2nd call is open, apply now! #SoChange

19 Days  
14 Hours  
45 Minutes  
17 Seconds

Filter by Theme

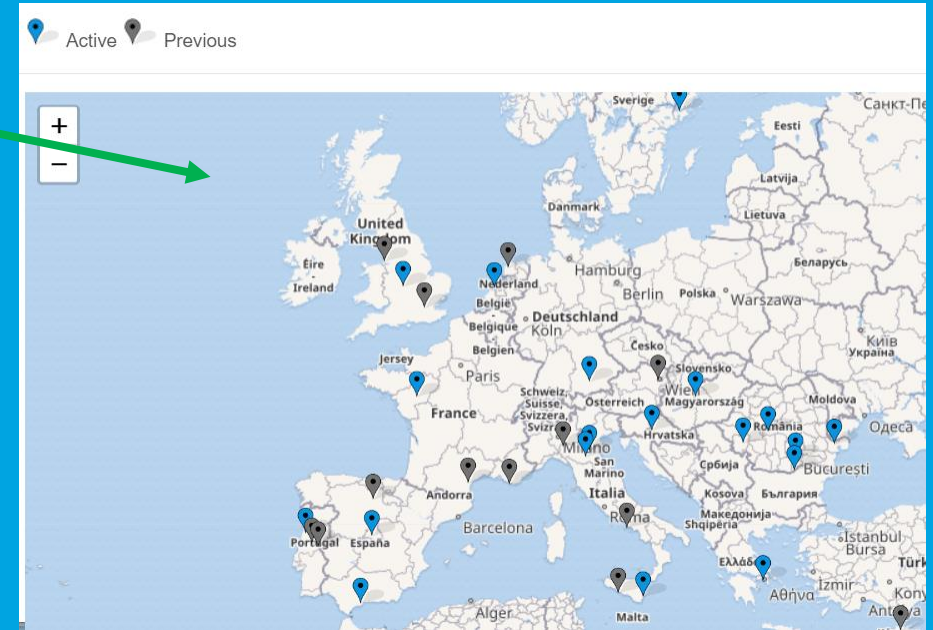


Refugees, migration (4) Environment, Food (10) Energy (1) Aging (5) Employment, Skills (5) Smart cities, mobility (5) Education (8)

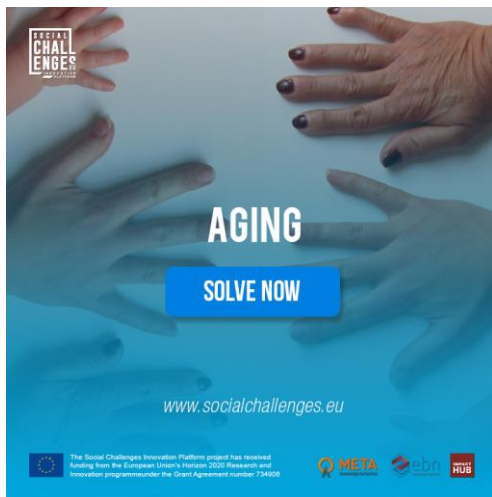


Gender, social inclusion (15) Youth (1) Health, Disability (6) Other (1)

Select All



**www.socialchallenges.eu**



**ANGERS (FR)**, PACK SERVICES –  
ESPACE SENIOR

**ZAGREB (HR)**, CONNECTING THE  
ELDERLY WITH CARE-GIVERS TO  
IMPROVE SOCIAL INCLUSION

**AMSTERDAM (NL)**, INCLUSION OF VISIBLE  
MINORITIES, NEWCOMERS AND MORE DIVERSE  
SEGMENTS OF OUR CITY POPULATION IN OUR  
SDG HOUSE COMMUNITY

**FERRARA (IT)**, SECURITY IN THE CITY!

**SIRACUSA (IT)**, SIRACUSA DIGITAL INCLUSION

**ATHENS (GR)**, STRENGTHENING THE SOCIAL  
FABRIC IN UNDERPRIVILEGED, ATHENS  
DOWNTOWN DISTRICTS



**MALAGA (ES)**, COOPERATION AND  
WORK FOR MIGRANTS

**MUNICH (DE)**, BUILDING SOCIAL  
LABS FOR INTEGRATION!

**ZAGREB (HR)**, ACCESS TO  
INFORMATION FOR INTEGRATION  
OF MIGRANTS





**MADRID (ES), DIVERSITY IN THE PUBLIC ADMINISTRATION**

**AGUEDA (PT), EMPLOYMENT FOR YOUNG PEOPLE**

**BOLOGNA (IT), FROM JOB SEEKERS TO JOB CREATORS!**



**ARMENIS (RO), CO-CREATE A HUB THAT CONNECTS PEOPLE WITH NATURE**

**TULCEA (RO), INNOVATIONS FOR TOMORROW IN WATER MANAGEMENT IN REFUGES IN THE DANUBE DELTA**

**ATHENS (GR), SUSTAINABLE FOOD SYSTEMS- ACCESS TO (QUALITATIVE & NUTRITIOUS) FOOD**



**ZAGREB (HR), EDUCATING PUPILS ON CLIMATE CHANGE TO BECOME ACTIVE AND ENGAGED CITIZENS**



COVENTRY (UK), EMOTIONAL SUPPORT FOR PARENTS OF CHILDREN WITH AUTISM

RUSE (BG), ESTABLISH A CENTER FOR PROFESSIONAL REALIZATION FOR CHILDREN WITH SPECIAL EDUCATIONAL NEEDS

ANGERS (FR), TOURISM FOR ALL

BUDAPEST (HU), MAKERS WITH 3D PRINTING FOR DISABLED PEOPLE

BUCHAREST, A BOARD GAME FOR COMMUNITY DEVELOPMENT

BUDAPEST, ENVIRONMENTAL EDUCATION FOR DISADVANTAGEOUS PEOPLE

BUCHAREST, IZIBAC: LEARNING MADE FUN

STOCKHOLM, SCHOOL COMMUNICATION TOOL

BUCHAREST-CLUJI, GAMIFICATION IN EDUCATION

BUCHAREST, SUPPORT THE TEACHER



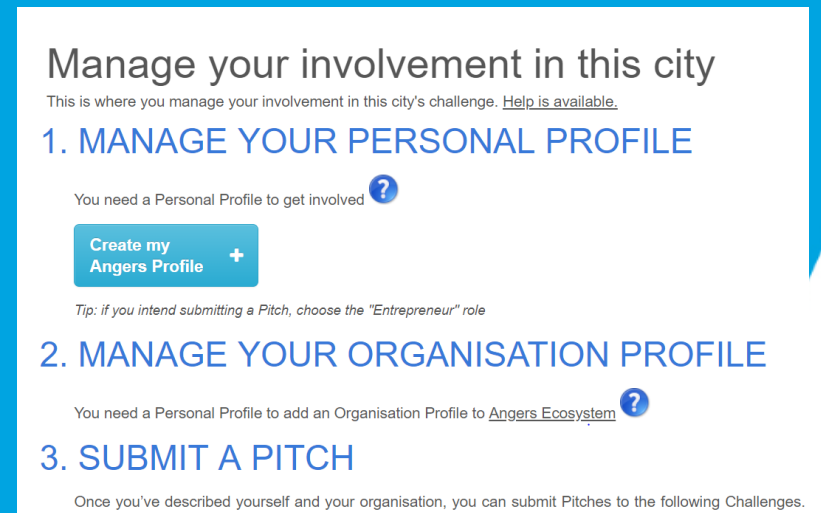
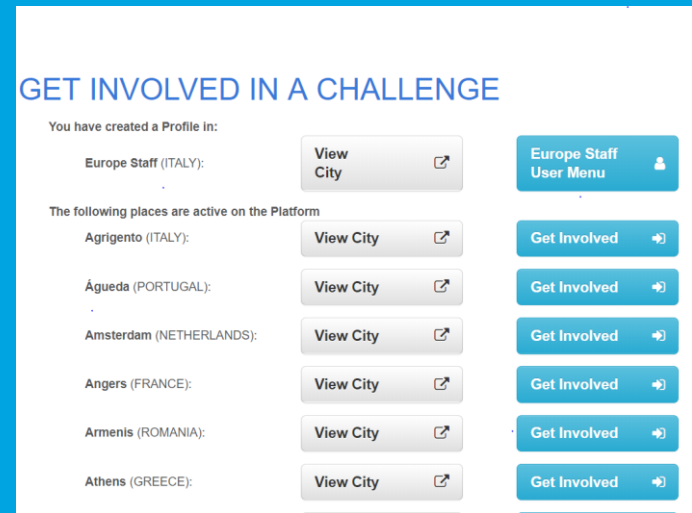
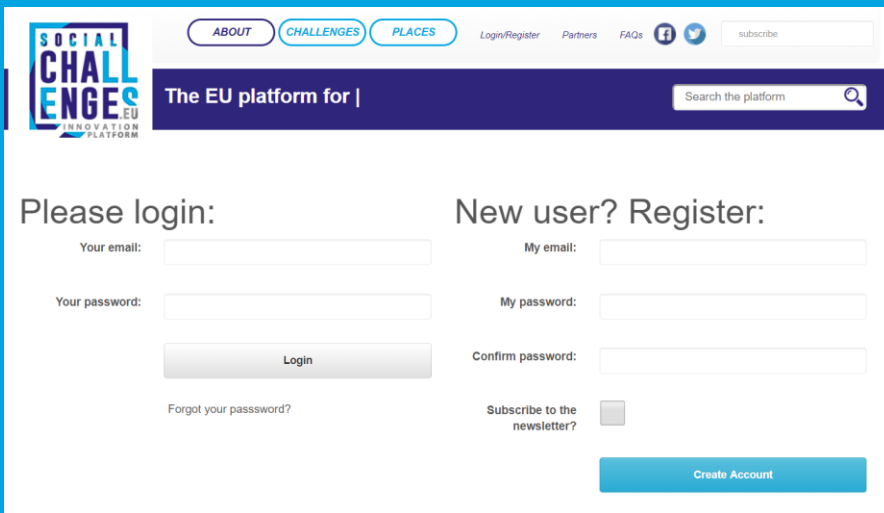
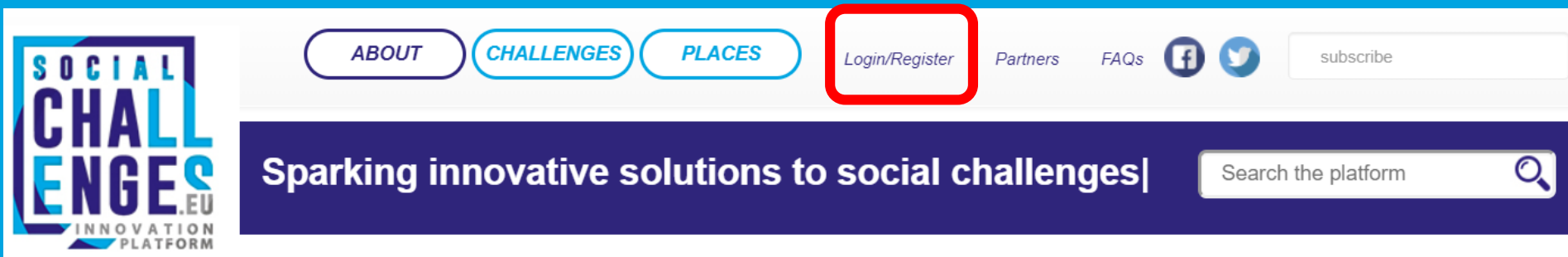
COVENTRY (UK), THE CHARTERHOUSE HERITAGE PARK PROJECT AND DIGITAL CREATIVE QUARTER

SIBIU (RO), INNOVATIVE PLANNING INSTRUMENTS FOR A NEW APPROACH TO RESIDENTIAL DEVELOPMENT

MADRID (ES), SUSTAINABLE ROOFS IN MADRID







Once you spot the challenge you want to address  
create your profile & submit your pitch

APPLICATION PROCESS





- **Challenges that receive 3+ applications enter the evaluation/selection process!**
- **The evaluation is carried out by our jury:**  
**META, EBN, IHUB, EVPA, EURADA, Hult Prize, Inclusive Business Accelerator, challenge owners**
- **All entries are evaluated by 2 external judges + challenge owner.**
- **Minimum threshold is 60/90.**
- **Solutions scoring 60+ enter the challenge ranking.**
- **For each challenge we can grant UP TO 3 solutions.**

**Incomplete applications**  
**Solution providers who already received a grant during previous cohorts** **NON-ELIGIBLE!**

# SELECTION PROCESS



**The applicant**

**The solution**

**Innovation**

**Impact**

**Implementation**

**Scalability & Sustainability**

**Elevator Pitch**

**SELECTION CRITERIA**





# **Identikit of a Solution Provider**

- ✓ **Established private company (for profit, non for profit)**
- ✓ **Individual entrepreneur (VAT)**
- ✓ **Third sector organization**
- ✓ **EU28 & associate countries**
- ✓ **6 month experience (minimum)**

## **The applicant**

THE APPLICANT (LEGAL ENTITY)	
<b>Contact details</b> of the applicant. The solution provider has to be located in the EU28 or any other associate country (according to H2020 rules)	Name of organization Contact person Email Telephone number Website Address (EU28 or AC) Social media account
The solution provider has been a <b>legally registered entity for more than 6 months</b>	Has the organization been a legally registered entity for more than 6 months?
The solution provider is a <b>private company or third sector organization</b>	Is the challenge owner registered as a private company or third sector organization?

# The applicant

THE SOLUTION		
<p>This criterion assess the proposed solution in terms of <b>how it will address the proposed challenge</b>, on how it will <b>implement</b> the proposed solution, its <b>feasibility in the 6 month timeframe</b>, and the <b>involvement of stakeholders</b>.</p>	The solution addresses the specific challenge	Is there a clear description of how proposed solution will solve the specific problem/challenge?
	The solution proves to meet the challenge requirements and address main problems/needs	Is there a clear/convincing description of how the solution will work in practice (services, features, etc.)?
	The solution provider proves to have considered and analysed the feasibility of the proposed solution, and the different stakeholders they might involve to actually implement it.	Does the proposal show that the key feasibility issues have been identified and addressed (i.e. identification of potential obstacles to test and deploy the proposed solution; involvement of relevant players)?
	The solution has been already tested and deployed in another context (geographical or sectorial)	Is it a brand-new solution you are developing from scratch? Did the solution provider already deploy it in another context? Was it successful?

# The solution

INNOVATION		
<p>This criterion assesses the <b>innovation capacity</b> of the proposed solution.</p>	<p>The solution has to prove its unique value proposition</p>	<p>What is the value proposition of the solution? Why is it innovative?</p>
	<p>Innovation features</p>	<p>How does it go beyond the state of the arts? What sets it apart from existing initiatives? Is it better? Is it simpler? Is it cheaper? Is it more accessible?</p>

IMPACT		
<p>This criterion assesses <b>how the solution is going to generate social impact</b></p>	<p>Proposed solution is going to generate a social impact</p>	<p>What is the social impact that the initiative aims to produce?</p>
	<p>Impact measurement is foreseen</p>	<p>How are these impacts assessed and with what frequency?</p>
	<p>Stakeholders involvement</p>	<p>How are stakeholders involved during the design, development and implementation of the solution? Did the solution provider clearly identify them?</p>

## 1. Set objectives

First and central piece of any impact measurement exercise

1. Define the overarching social problem;
2. Define scope and impact objectives;
3. Select (and invest in) SPOs that can contribute to solving the social problem and meet the impact objectives.

## 2. Analyse stakeholders

Stakeholder: "Any party effecting and/or affected by the activities of the organisation."

Understand expectations of stakeholders, their contribution, potential impact on them, and the co-operation of main stakeholders in the Impact Measurement (IM) process.

Phases:

- **Stakeholder identification:** mapping and selection, analysis of their expectations;
- **Stakeholder engagement:** understand their expectations and then verify if these are met

## 3. Measure results

Transforming the objectives into measurable results:

- **Outputs:** tangible products and services that result from the SPO's activities;
- **Outcomes:** changes, benefits and other effects on the beneficiaries that result from the SPO's activities;
- **Impact:** the attribution of an SPO's work to the broader long-term societal change;
- **Indicators:** set to measure outputs, outcomes and impact. It should be (i) aligned with the purpose of the SPO, and (ii) clearly defined, comparable with others.

## 5. Monitor & Report

**Monitoring:** collecting data and tracking progress against (deviation from) indicators and objectives (identify data sources for all measures, establish baseline status for beneficiaries, determine how data will be collected and by whom, and the human resources available for the evaluation).

**Reporting:** transforming data into presentable formats, relevant for key stakeholders, transparent and useful.

## 4. Verify & Value Impact

**Objective:** refine target outcomes and associated indicators and identify impacts with highest social value

- **Verifying impact:** did the impact happen in the way it was expected? Can we claim we are having a positive impact?
- **Valuing** (measuring value created): was the impact important, i.e. valuable to the stakeholders?

# Impact Measurement (TIPS)

SCALABILITY		
<p>This criterion assesses the <b>scalability of the proposed solution</b>, considering both the scaling up trajectory of an already existing product/service, and the scalability of a new solution.</p>	<p>Scaling up a solution already provided in a different context (geographical or sectorial) or at different scale</p>	<p>How is the proposed solution already implemented in a different area/sector by the solution provider? What are the changes, if any, that would have to be made to scale the business? Is the organisation open to these type of changes?</p>
	<p>Scalability conditions of proposed solution</p>	<p>To what extent the proposed solution has a wider market potential? What are the ambitions of the social innovator for growth in social impact? Have growth targets already been set? If so, what are they?</p>

# Scalability



## IMPLEMENTATION & SUSTAINABILITY

This criterion assesses the **feasibility and sustainability of the proposed solution** and its implementation plan.

Action plan	Are the proposed actions and timeline realistic (considering the 6 month period and the grant)?
Organizational resources are in place for implementing the solution	What organizational resources are in place to implement the solution?
Human resources are in place for implementation of solution (the team)	Is the project team described and is there a clear division of work/roles among the team/partners? Does the team have previous relevant experience in the sector and/or in addressing social needs?
The solution provider has established partnerships	Has the solution provider established partnerships to develop the final solution. How many partners are involved? What is the added value?
Risk management	If weaknesses/risks are identified is there any plan to address them?
Sustainability plan	Has the solution provider considered the sustainability conditions of the proposed solution (ownership, long term perspective, etc)?

# Implementation & Sustainability

ELEVATOR PITCH (Video/PPT)		
This criterion assesses the elevator pitch submitted by the solution provider (120 seconds)	Communication skills and performance	Is the pitch clear and convincing enough?
	Content	Is the pitch clear about the value proposition and the implementation capacity? Are they clear about the way they are going to use the grant? Do they show a clear understanding of the “market” they are going to operate in?

# Elevator Pitch

- **Deadline for applications: 15 April 2018 (23.59 CET)**
- **Evaluation phase by May 2018**
- **Results: 31 May 2018**
- **Contracts in place by July 2018**

**DON'T WAIT THE LAST MINUTE TO APPLY!**

**TIME TO GRANT**



## **6-MONTH GRANT**

### **Grant disbursement:**

- **80% (Grant Agreement)**
- **20% (Final Report)**

## **MENTORING**

**Mentoring support by regional nodes**

**At least 1 in person meeting with CH.OW.**

**Regular conf-calls with node & CH.OW.**

## **NETWORKING**

**SI Camp Event**

**Final Event in Brussels**

**Visibility through SocialChallenges.eu channels**

# **IF SELECTED**

This pitch has been selected to receive a €30k grant and six months of mentoring to develop its project further.

## TERZACCOGLIENZA PROJECT



(Pitched: 22/12/2017)

Terzaccoglienza project is a Residential Intern Program for migrant people in Spunzola Farm, near Bologna, Italy. It is a longtime partnership between Spunzola Farm and Il Cerchio association. The project wants to run an agricultural business while giving training, remuneration and a living space to migrant people, to prepare them to live and work independently, according to European standards.

This pitch has been selected to receive a €30k grant and six months of mentoring to develop its project further.

## SOLAR POWER FOR PEOPLE LIVING IN CITY APARTMENTS

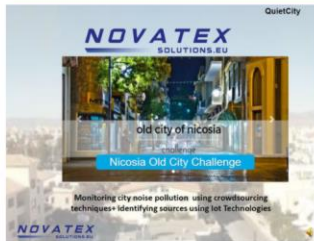


(Pitched: 19/12/2017)

Access to conventional solar power consumes a lot of time, planning, paperwork and investment. In addition it is necessary

This pitch has been selected to receive a €30k grant and six months of mentoring to develop its project further.

## QUIETCITY PROPOSAL OF NICOSIA, CYPRUS



(Pitched: 21/12/2017)

The noise pollution in Nicosia Old City is related to health and well being issues affecting both business and residents. We strongly believe that we shall involve citizens and use latest technology to analyse the acquired data and at the same time have real results which will make the project sustainable. We strongly believe that our multi-level approach is unique and

This pitch has been selected to receive a €30k grant and six months of mentoring to develop its project further.

## MAINSTREAMING SUSTAINABLE FEMININE HYGIENE



(Pitched: 21/12/2017)

is an innovative e-commerce platform that provides both an awareness raising platform as well as an online

# THEY MADE IT!

# **TIME TO APPLY TIME TO MAKE A CHANGE**

**Good Luck!** 😊

**[www.socialchallenges.eu](http://www.socialchallenges.eu)**



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Facebook: <https://www.facebook.com/sochange.eu/>

# SOCIAL CHALLENGES.EU

## UNLOCK THE CHANGE



The Social Challenges Innovation Platform project has received funding from the European Union's Horizon 2020 Research and Innovation programme under the Grant Agreement number 734906

