ROUND 1 - SOCIAL INNOVATION GENERATION

Task: The leader must upload a **10-minute video-recorded pitch** along with **fieldwork evidence** to his/her group space on www.socialbusinesscreation.com. Provide **a document** that lists all evidence and explains the purpose of each piece of evidence according to the criteria of Round 1.

Deadline: 14 May 2024 (23h59 Montreal time)

Passing grade: 30 points

A. Social business idea

A1. Social mantra one-liner

In one line (maximum 15 words), state your social mantra. The mantra must appear in both your video-recorded presentation and your group description on www.socialbusinesscreation.com. The score shall be zero if the one-liner exceeds the word limit.

- **Information presented in the pitch (6 points)**

Criteria	Yes	Perhaps	No
The one-liner clearly articulates the project's intended social or environmental impacts	2	1	0
The one-liner highlights the project's unique innovation	2	1	0
The one-liner is catchy and memorable	2	1	0

- **Fieldwork evidence (4 points)**

Criteria	Yes	Perhaps	No
The one-liner's development benefits from the key stakeholders' feedback	2	1	0
The one-liner is widely shared/promoted by others	2	1	0

A2. Contributions to UN goals

State the vision you have for your project (i.e. the long-term change you see as the goals of your enterprise), explain how it responds to specific UN goals, and how the mission you take on helps you achieve the vision.

- **Information presented in the pitch (6 points)**

Criteria	Yes	Perhaps	No
The team understands well the target UN goals	2	1	0
The vision is well linked to the target UN goals	2	1	0
The mission is strategically aligned with the vision	2	1	0

- **Fieldwork evidence (4 points)**

Criteria	Yes	Perhaps	No
Evidence of the potential for achieving measurable results to support the UN goals is strong	2	1	0
Examples to illustrate the impacts created are specific and convincing	2	1	0

B. ESG preparedness

ESG preparedness refers to how ready a company or organization is in terms of environmental, social, and governance (ESG) criteria.

B1. Target issues

Describe your target social/environmental issues.

- **Information presented in the pitch (6 points)**

Criteria	Yes	Perhaps	No
The scale and scope of the problem are accurately presented	2	1	0
The stakeholders affected by the target issues are clearly described	2	1	0
The information is strongly relevant to the community and market where the project is carried out	2	1	0

- **Fieldwork evidence (4 points)**

Criteria	Yes	Perhaps	No
The analysis is based on valid data from statistics, interviews, observations, etc.	2	1	0
The references come from reputable sources	2	1	0

B2. Root causes

Describe the root causes of your target social/environmental issues.

- **Information presented in the pitch (6 points)**

Criteria	Yes	Perhaps	No
The articulation of the root causes is clear and concise	2	1	0
The presentation of the path between the root causes and the symptoms is logical	2	1	0
The analysis is thorough and deep	2	1	0

- **Fieldwork evidence (4 points)**

Criteria	Yes	Perhaps	No

	Yes	Perhaps	No
The analysis is based on valid data from statistics, interviews, observations, etc.	2	1	0
The references come from reputable sources	2	1	0

B3. Current solution landscape

Describe the current solution landscape (i.e. current solutions offered by other organizations to the social/environmental issues that you target).

- **Information presented in the pitch (6 points)**

Criteria	Yes	Perhaps	No
The presentation covers a wide range of solutions that are available now	2	1	0
The analysis of each solution's pros and cons, including potential challenges in implementation, is convincing	2	1	0
The analysis of the drivers for new solutions is thorough	2	1	0

- **Fieldwork evidence (4 points)**

Criteria	Yes	Perhaps	No
The analysis is based on valid data from statistics, interviews, observations, etc.	2	1	0
The references come from reputable sources	2	1	0

B4. Solution to implement

Explain your social solution design and how it will create the intended impacts.

- **Information presented in the pitch (6 points)**

Criteria	Yes	Perhaps	No
The solution design is easy to understand	2	1	0
The mechanisms to create impacts are sufficiently presented	2	1	0
The risk analysis is thorough	2	1	0

- **Fieldwork evidence (4 points)**

Criteria	Yes	Perhaps	No
Evidence of the solution's feasibility is strong	2	1	0
The references come from reputable sources	2	1	0

B5. Solution uniqueness

Explain the uniqueness of your solution.

- **Information presented in the pitch (6 points)**

Criteria	Yes	Perhaps	No

	2	1	0
The solution has some newness in the community where the project is implemented	2	1	0
The approach to solving the problem is relatively new	2	1	0
The solution provided by the project clearly improves upon other existing solutions within the community where it is implemented	2	1	0

- **Fieldwork evidence (4 points)**

Criteria	Yes	Perhaps	No
The comparison with solutions provided by others is supported by rich evidence such as images, videos, users' comments, etc.	2	1	0
There is strong evidence of engagement with community members, stakeholders, and experts to gather insights on their experiences with previous solutions	2	1	0

C. Stakeholder engagement

C1. Engagement strategy

Describe your strategy to gain support from your most important stakeholders.

- **Information presented in the pitch (6 points)**

Criteria	Yes	Perhaps	No
The key stakeholders along with their needs and expectations are well identified	2	1	0
There is a clear reasoning for how and why the project engages those stakeholders	2	1	0
The communication strategy is compelling	2	1	0

- **Fieldwork evidence (4 points)**

Criteria	Yes	Perhaps	No
Evidence of efforts to reach out to the key stakeholders is strong	2	1	0
There is strong evidence of stakeholder engagement in the project	2	1	0

C2. Social support campaign performance

State a summary of the moral and financial support you received and provide proof. Statements of support without accompanying proof do not count.

- **Information presented in the pitch (4 points)**

Criteria	Yes	Perhaps	No
Demonstration of some support from some stakeholders	2	1	0
Demonstration of support from critical stakeholders	2	1	0

- **Fieldwork evidence (6 points)**

Criteria	Yes	Perhaps	No
Evidence of support pledge is credible	2	1	0
Evidence of actual support in cash and/or in-kind is credible	2	1	0
The support received is sufficient to build the basis for the social solution execution	2	1	0

D. Learning curve

Describe what you have learned from the fieldwork to develop your social solution and how you improve your project.

- **Information presented in the pitch (6 points)**

Criteria	Yes	Perhaps	No
The key lessons are clearly articulated	2	1	0
The lessons are profound	2	1	0
The improvement strategy makes good sense	2	1	0

- **Fieldwork evidence (4 points)**

Criteria	Yes	Perhaps	No
Evidence of the learning process is credible	2	1	0
Evidence of the transformation in the mindset, behavior, and strategy is credible	2	1	0