

## ROUND 4 - SOCIAL IMPACT ACCELERATION

**Task:** The leader must upload a **10-minute video-recorded pitch** along with **fieldwork evidence** to his/her group space on [www.socialbusinesscreation.com](http://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 Round 4.

**Deadline:** 14 August 2024 (23h59 Montreal time)

**Passing grade:** 60 points

### A. Social business description

#### 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](http://www.socialbusinesscreation.com). The score shall be zero if the one-liner exceeds the word limit.

- Information presented in the pitch (2 points)

Criteria	Yes	Perhaps	No
The one-liner effectively communicates the key value proposition and intended impact	2	1	0

- Fieldwork evidence (2 points)

Criteria	Yes	Perhaps	No
The one-liner's development benefits from the key stakeholders' feedback	1	0.5	0
The one-liner is widely shared/promoted by others	1	0.5	0

#### A2. Social impact clarity and significance

Describe your motivation to solve your target social/environmental issues and demonstrate their significance.

- Information presented in the pitch (6 points)

Criteria	Yes	Perhaps	No
The target issues and their root causes are clearly articulated	2	1	0
The scale and scope of the target social/environmental issues are significant	2	1	0
The motivation responds well to the target UN goals	2	1	0

- Fieldwork evidence (8 points)

Criteria	Absolutely yes	Confidently yes	Conditionally yes	Perhaps	No
The presentation emotionally connects with the audience	4	3	2	1	0
The analysis is based on valid data from statistics, interviews, observations, etc. and references come from reputable sources	4	3	2	1	0

### A3. Solution effectiveness and ESG integration

Describe how you address the target social/environmental issues and report your effectiveness according to environmental, social, and governance (ESG) criteria.

- Information presented in the pitch (6 points)

Criteria	Yes	Perhaps	No
The solution design addresses the root cause and creates the intended impacts	2	1	0
The positioning in the solution landscape is logical	2	1	0
ESG practices are integrated into the solution strategy	2	1	0

- Fieldwork evidence (6 points)

Criteria	Yes	Perhaps	No
There is strong evidence of positive outcomes	2	1	0
There is a robust track record of sustainable positive outcomes since the beginning of the project	2	1	0
Evidence of effective adoption of ESG practices and measurement	2	1	0

## B. Social impact acceleration

### B1. Mechanisms to accelerate impacts

Explain how you rapidly increase your social impact in the next 3-5 years.

- Information presented in the pitch (6 points)

Criteria	Yes	Perhaps	No
The strategy to scale up impacts in terms of geographic reach is compelling	2	1	0
The strategy to scale up impacts in terms of impact depth is compelling	2	1	0
The roadmap is clear and logical	2	1	0

- Fieldwork evidence (4 points)

Criteria	Yes	Perhaps	No
There is strong evidence of scalability from past projects or pilots	2	1	0
There is strong evidence of sufficient capabilities to execute the growth strategy	2	1	0

## B2. Financial stability and profitability

Explain how your business model ensures long-term financial stability and profitability.

- Information presented in the pitch (6 points)

Criteria	Yes	Perhaps	No
The economic model is solid	2	1	0
The returns on investment are strong	2	1	0
The critical risks are well-addressed	2	1	0

- Fieldwork evidence (4 points)

Criteria	Yes	Perhaps	No
The revenue streams are proven	2	1	0
Financial projections based on valid data are strong	2	1	0

## B3. Team and leadership

Explain how your team's expertise and leadership capability enhance the project's ability to achieve its dual objectives of profitability and social impacts.

- Information presented in the pitch (4 points)

Criteria	Yes	Perhaps	No
There is a strong fit between the team members' capacities and the project's requirements	2	1	0
The human resource strategy is compelling	2	1	0

- Fieldwork evidence (4 points)

Criteria	Yes	Perhaps	No
There is strong evidence proving that the team members' competencies and capabilities are strong and complementary	2	1	0
There is strong evidence of synergy among team members	2	1	0
There is solid track record of comprehensive expertise and proven leadership with both business acumen and a strong commitment to social impact	2	1	0

## B4. Partnership and collaboration

Explain how you leverage partnerships or collaborations to amplify your social impacts.

- Information presented in the pitch (4 points)

Criteria	Yes	Perhaps	No
The team uses a proactive approach to engage stakeholders, collect feedback, and integrate the lessons learned into its business operations	2	1	0
Committed partners have strong capacities to help push the project's performance	2	1	0

- **Fieldwork evidence (6 points)**

Criteria	Yes	Perhaps	No
There is strong evidence of important potential partners' responses to the project's call for collaboration	2	1	0
There are quality collaboration pledges from key partners	2	1	0
There is strong evidence of deep commitment from key partners such as signed contracts, co-organization of important activities, etc.	2	1	0

## C. ESG reporting

### C1. Measurement and reporting

Describe how you measure and report your impacts according to environmental, social, and governance (ESG) criteria.

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

Criteria	Yes	Perhaps	No
The impact report identifies and focuses on ESG issues that are most important to the organization and its stakeholders	2	1	0
There is a high level of detail and openness in disclosing ESG data, including both positive outcomes and areas needing improvement	2	1	0
There is a strong measure to ensure the accuracy of the data presented	2	1	0

- **Fieldwork evidence (4 points)**

Criteria	Yes	Perhaps	No
The data collection is rigorous to ensure data quality and insightful interpretations	2	1	0
The reports allow stakeholders to evaluate ESG performance over time and draw insights about the trends and improvements	2	1	0

### C2. Compliance with ESG standards and frameworks

Explain the ESG standards and frameworks you adopt.

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

Criteria	Yes	Perhaps	No
The chosen ESG standards and frameworks are most relevant to the project's industry, operational footprint, and stakeholder expectations	2	1	0
There is a good understanding of the current state and future trends regarding the legal or regulatory ESG reporting requirements in the jurisdictions where the project operates	2	1	0

- **Fieldwork evidence (6 points)**

Criteria	Yes	Perhaps	No
There is strong evidence of effort to comply with the chosen standards and framework	2	1	0
The project engages internal and external stakeholders to gain an objective assessment of its compliance level and to understand industry best practices	2	1	0
Compliance with the chosen standards and framework are well communicated	2	1	0

## D. Learning curve

Describe what you have learned from the fieldwork 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