

## Stage: Ideation - Substage: Idea selection and solution building Designing and delivering Social Innovation competition

*References: SIC project's learning repository, Innovation Network Denmark and partnerships, Netmatch*



### What is it for?

Designing and delivering Social Innovation competition is made up of two main phases:

1. Designing the challenge as a part of the innovation competition, that could be organized by the policy makers to engage social innovators. In order for the innovation competition to be successful and attract enough audience, this tool is helpful for defining the main challenge of the competition, how to select winners, judges, what is the selection process and others.
2. Social Innovation Competition outline as a planning tool to help policy arranging an innovation competition, getting good ideas from researchers, entrepreneurs, companies or others. It is useful to invite the right target groups, select judges, promote the event and prepare criteria for the selection of best ideas.

## How to use it?

### Phase 1: designing the challenge



Designing the challenge can be accomplished in two working sessions. In the first session gather as group to discuss challenge design. Set challenge objectives and try to define each step in the working sheet. Also, see if there are any gaps or team disagreements on specific topics. When you define gaps do your research and gather on the second session to finalize the challenge and get mutual group consensus on your challenge objectives, selection processes and other important challenge features.

### Phase 2: Social Innovation Competition outline

Tool template consists of important steps to have in mind when organizing the event. It is a planning tool that can help you address important event elements Innovation competition should have. It represents a roadmap for organizers that will be divided in: preparation, carrying it out and follow-up. Print out the planning tool and discuss the steps with the organization team. Use this template as a brainstorming tool to list your steps in the process. Think about how to accomplish every step on the roadmap and review it several times during the organizing process.

## PHASE 1

What are the objectives of the challenge?

What is the key question?

How will the winners of the challenge be selected?

Who will judge the ideas?

What is the recruitment plan?

What is the challenge process?

How will people be incentivized to take part?

## PHASE 2

### PREPARATION

- ✓ identify the target
- ✓ prepare an entry form with appropriate criteria for the selection of best ideas
- ✓ appoint a judging panel
- ✓ promote the call (get sponsors, organize a kick-off meeting, market the event etc.)
- ✓ build partnerships and involve several stakeholders

### CARRYING IT OUT

- ✓ applications' reception and evaluation
- ✓ selection of the winners
- ✓ presentation of the winners in a public event

### FOLLOW-UP

- ✓ coaching and capacity building for the other participants
- ✓ networking and open dialogue with the stakeholders
- ✓ organize follow-up meetings