



SOCIAL INNOVATION COMPETITION IN CROATIA

HOW TO PARTICIPATE?

Zagreb, Croatia, 2 July 2015



This project is financed by the
European Union



Competition goals

The Social Innovation (Quadruple Helix) Competition in Croatia is organised by the OECD in partnership with the Ministry of Economy of Croatia within the framework of the Enterprise Development and Innovation Facility (EDIF).

The goals of the competition are:

- Through bringing key stakeholders together develop socially innovative projects.
- Provide awareness on the concept of social innovation in Croatia
- Support the three winners in putting forward their ideas.
- Showcase practical examples of collaboration between civil society, government institutions, researchers, and businesses.



Examples of potential projects which could qualify

- Co-operation on the launch of a new socially innovative product or service
- Joint projects on reduction of waste and waste recycling
- Consulting arrangement for academia to solve specific problems in a company
- Cooperation with the objective to solve a societal challenge (availability of health services) in an entrepreneurial manner

Important:

Need to demonstrate positive societal influence (social or environmental) of the idea ideally in partnership with a financially sustainable model.



What is in it for you?

Stakeholder	Benefits
Academia	<ul style="list-style-type: none">• Showcase ideas and ensure their implementation in practice• Interaction with civil society, business and government provides guidance on market needs and reality check on ideas
Business	<ul style="list-style-type: none">• Develop a new innovation• Opportunity to tap into academic knowledge to solve technical problems, optimise processes and develop products adapted to customers' needs• Ensure practical example cooperating with civil society contributing to achieving the triple bottom line objectives
Government	<ul style="list-style-type: none">• Opportunity to adapt regulations to accommodate new developments• Inspiration for policy priorities, including need for subsidies in order to optimise impact on development and job creation• Opportunity to solve societal challenges and ensure optimised public spending
Civil Society	<ul style="list-style-type: none">• Collaboration with the various players and learning opportunity• Ability to scale societal impact of new ideas• Ability to launch new product or service• Awareness creation



Competition Eligibility

The following categories of organisations established in Croatia could apply as

Project Leaders:

- Civil Society organisations (social enterprises, associations, charities)
- Government institutions (central/regional/ local)
- Research institutions/ teams/individuals
- Business (organisation within official business registrar in Croatia)

Project partners:

- Individuals (residents in Croatia), or any organisation registered in Croatia.

NB: Organisations or individuals involved in the Competition organisation, are not allowed to participate in cases where conflict of interest may arise.



Competition process

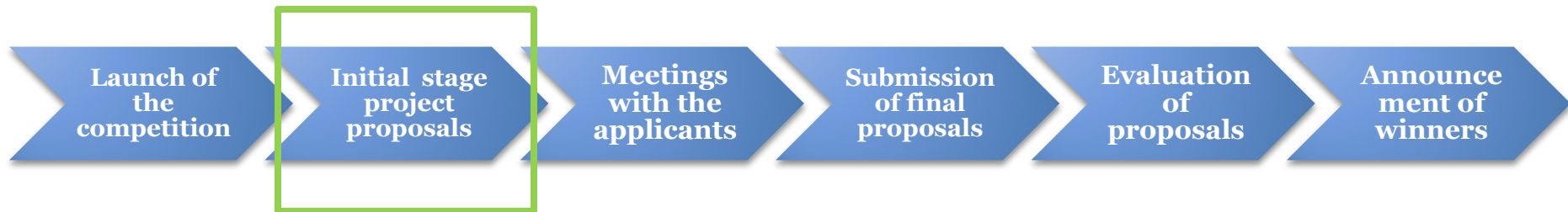


Particularity:

- Two or one stage process for submission of proposals with a possibility to change partnership prior to the final submission.
- Possibility to enrich project over the process through meetings with the project team prior to the final submission.



Preparation of initial project proposal



- Each organisation is free to develop its own partnership.
- Partnerships involving all three categories of partners will get additional points.
- Preparation of application is done by filling in the given form provided on the Ministry of Economy webpage.



Preparation of initial project proposal (2)

- The Application form (5-6 pages) consists of the following sections:
 1. Information on project leader
 2. Information regarding project partners
 3. Information regarding the project (idea, area, description of innovativeness)
 4. Project implementation and sustainability (state of development and business model)
 5. Any other relevant information

The draft Application Form should be sent by e-mail prior to **15 September 2015** (23h59) to the email: Max.BULAKOVSKIY@oecd.org

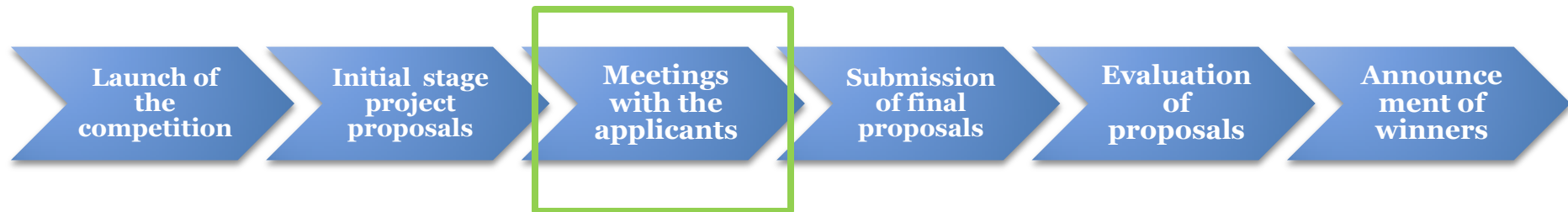


What are the components of a good proposal?

- **Clearly identified societal (social/ environmental) challenge**
 - What is a social/ environmental issues to tackle?
 - Who is my potential customer?
- **An innovative solution (product, service, process, organisation)**
 - How does the solution solve the problem?
 - What are the competing solutions?
 - How is my solution better than the competing solutions?
- **Means to provide the solution**
 - Technology needed (or non-technological means)
 - Necessary resources (human, financial)
- **Financial sustainability of the solution**
 - What are the sources of revenue generation?
 - Who would pay for the solution?
- **Potential risks and pitfalls**
 - Why the solution might not work out? Technological, organisational risks, rejection by client...
 - Mitigation strategy



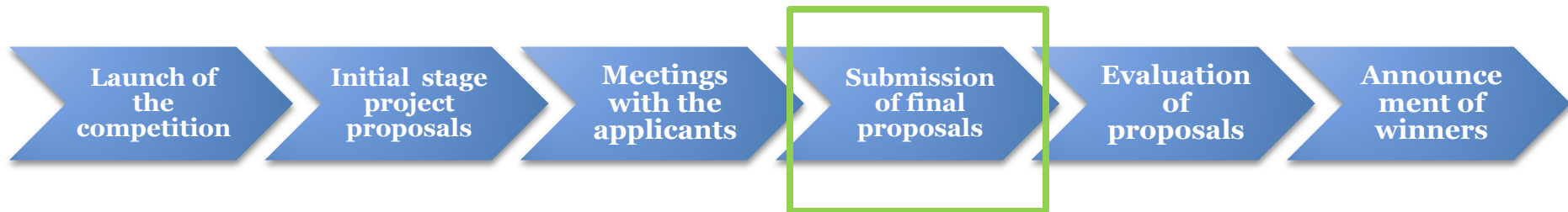
Meetings with the applicants



- Based on the applications, initial feedback would be provided by e-mail.
- In October meetings in Zagreb with initial stage applicants to further develop project proposals will be organised.



Meetings with the applicants

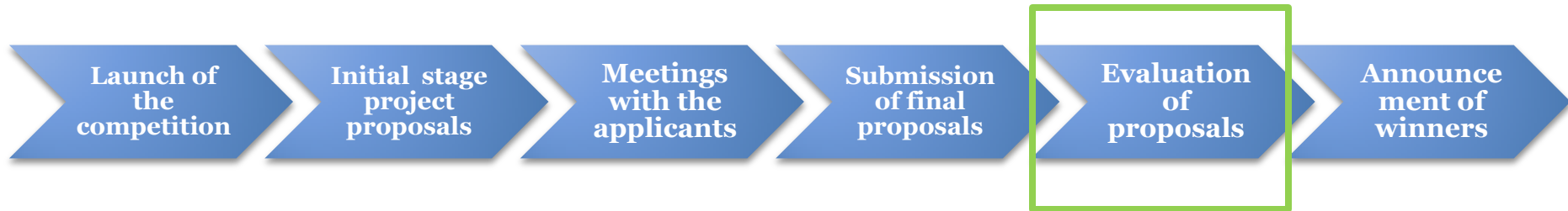


- Improved applications (same format) and new applications could be submitted by email to the evaluation team.
- Prior to the deadline questions could be sent to this same e-mail address.

The final Application Form should be sent by e-mail prior to **30 November 2015** (23h59) to the email: Max.BULAKOVSKIY@oecd.org



Evaluation of proposals



- Evaluation will take place over December 2015- January 2015.
- The proposals would be evaluated by a Committee comprised of various international and local experts in the field of social innovation.



Evaluation of proposals (2)

Evaluation of proposals will be done based on the following criteria:

1. Degree and level of innovation. (1/3)
2. Quality of a partnership and whether project partners have clear roles to implement the project. (1/3)
3. Market potential. (1/3)



Evaluation of proposals (3)

Suggested evaluation committee members



Xavier Le Mounier
European Commission
Manager of the
European Social
Innovation Competition



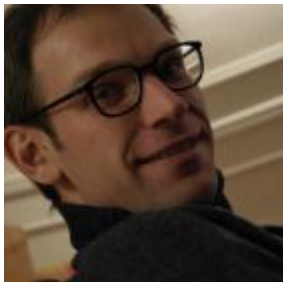
Tomislav Rimac
Pompeu Fabra University
Lead investigator for FP7
SEFORIS, SELUSI
projects focused on social
entrepreneurship



Ewa Varga
Attendee, EVPA
Ex- Director NESsT
Ex Member of European
Commission's Expert
Group on Social Business
(GECES)



Georg Schoen
Ashoka Austria
lead for Ashoka's
social entrepreneurship
incubation programs
across Central Europe.



Max Bulakovskiy
OECD
Previously coordinator
of BENISI FP7 project
and co-author of Social
Innovation Guide.

International experts with local knowledge and previous experience in academia, civil society, business and public sector.



Evaluation of proposals (4)

How to describe an innovation?

Describe the idea/ product/ service.

- What is the societal challenge the issue tackles?
- What is the solution and what is innovative about it?
- Is it a product innovation, process innovation, marketing or management innovation?
- Has it been introduced already in Croatia, in the region?



Evaluation of proposals (5)

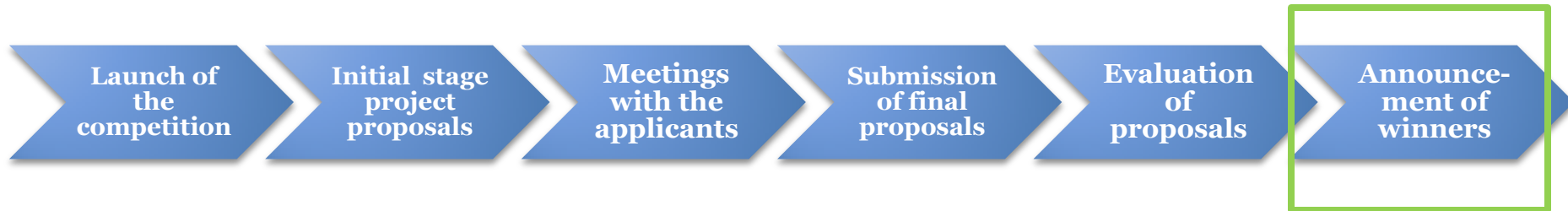
How to describe a partnership?

Provide a short description of each partner. Give an analysis highlighting the role of each institution or individual.

- Are the roles of each partner clear?
- Does each partner have previous experience implementing such a role?
- Has there been previous experience of partners working successfully together?
- Does project partner have managerial and financial abilities to lead the project?



Announcement of the winners



- At the event held in February 2016 the Committee will announce three winners of the competition.
- The winners will be able to benefit from the support in:
 - Technical assistance for produce/ service development
 - Market research
 - Analysis of regulatory environment
 - Business plan development
 - International awareness
 - Etc

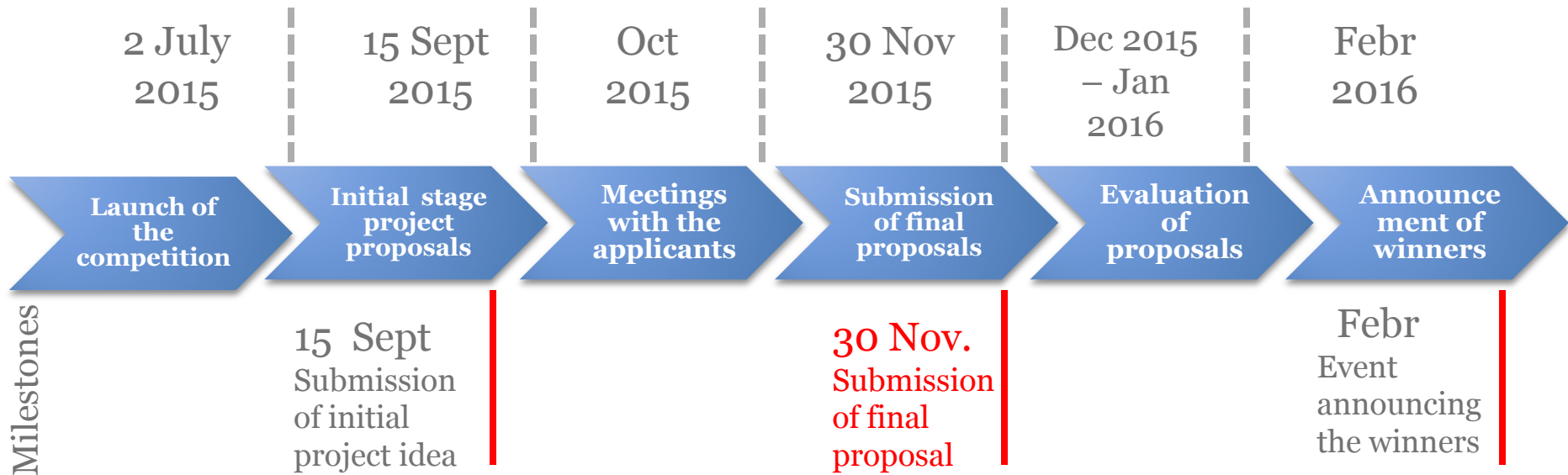
The winners will receive technical assistance equivalent in value of:

First prize:	5,000 EUR
Second prize:	2,500 EUR
Third prize:	1,500 EUR

...as well as public visibility nationally but also internationally.



Competition timeline





Thank you for your attention.

The Competition Team:

OECD:	Max Bulakovskiy	Max.Bulakovskiy@oecd.org
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Organisation for Economic Co-operation and Development
Global Relations Secretariat
South East Europe Division