



**SOCIAL
INNOVATION
COMMUNITY**

TOOL TEMPLATE: SOCIAL INNOVATION COMPETITION OUTLINE

References: The Danish Agency for Science, Technology and Innovation – www.fi.dk, Innovation Network Denmark and partnerships
Netmatch – www.netmatch.nu

How to prepare a social innovation competition?

Complexity: High
Time required: app. 40 hours preparation for a 3 member team,
needs occasional review
Material required: A4 papers, pens, markers, post-its.

What is it for?

The purpose of arranging an innovation competition is to identify and inspire potential social innovators to come out with their ideas. Participants can include individuals, freelancers, NGOs, micro-companies... – all who aspire to further develop their idea, receive some feedback and become a part of a team with needed, complementary skills. This tool consists of a series of steps that will help you design your challenge, invite the right target groups, select judges, promote the event and prepare criteria for the selection of best ideas. The steps are logical and simple in a way that will help you in the process. For your competition, decide whether the best team gets money or enters into the training/mentoring programme.

How to use it?

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. 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. Use other tools in other sections (e.g. Identify your challenge, Social media campaign, Content Strategy Board) to help you identify specific steps within the process.



**SOCIAL
INNOVATION
COMMUNITY**



PRINCIPLE

Brainstorming
Idea, product and process development
Knowledge sharing and innovation

TARGET GROUP

SMEs
Large companies
Knowledge institutions
Students
Entrepreneurs
Consultants

NUMBER OF PARTICIPANTS

Min. 10 – max. unlimited

ESTIMATED TIME CONSUMPTION

50 - 250 hours

LEVEL OF DIFFICULTY

Low
(The broader the competition,
the longer the time. It takes time
to plan the practicalities.)

MATERIALS

Invitations, brochures, judges,
awards, diplomas, film

AVAILABLE NETWORK

Innovation Network for Biomass

The purpose of arranging an innovation competition is to get good ideas out of the drawer, whether it be technologies, products or processes from researchers, entrepreneurs, companies or others.

The good ideas are sometimes lying there waiting to be realized, and an innovation competition can often be just the motivating factor or the pat on the back that is needed.

PREPARATION

- » Get sponsors: private, municipal, regional and business.
- » Appoint a judging panel consisting of people with good insight into the sector and with knowledge about research and cooperation between companies, for instance one of the sponsors.
- » Market the event through the internet, brochures handed out at universities, press releases, etc.
- » Canvass actively – especially at universities among both students and researchers.
- » Enter into dialogue with the parties of the consortium, business councils, etc. to get hold of the good ideas – these institutions are often contacted by people with new ideas.
- » Ensure that the ideas which are submitted for the competition are described on a form consisting of no more than four pages. Here one must present a description of the idea, the business plan, the innovation level, feasibility, news value, market options, etc.

CARRYING IT OUT

- » The judges receive the entries.
- » The judges and the network meet to discuss the entries ideas and choose a winner.
- » Present the winner during an event, a conference or a trade fair.
- » The winner gets a sum of money and possibly premises in a business park or something similar for a number of months. The winner should also be offered help in developing and realizing the idea, including contact and sparring with the business council, knowledge centres, professionals, etc. The winner should be supported until the idea is financially sustainable.

FOLLOW-UP

- » Offer an evaluation to all the contestants, and offer coaching and help to find the contacts needed to move ahead.
- » Maintain an ongoing dialogue with the participants.
- » The network can function as an adviser and a constructive coaching partner.