



**2018**

## **Guide for Candidates**

*Because all good ideas deserve to realize their full potential!*

*With support from*





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## THE PROGRAMME

The **IMPACT Programme 2018** rewards social entrepreneurship initiatives.

The 10 selected teams will receive free professional training and personalised support. The aim is to structure their development model and guarantee its continuity through the construction of a **socially oriented Business Plan**.

Following this support, a jury of external personalities will reward the most impactful projects with in-kind contributions to further grow their organizations and advance their objectives. The IMPACT Programme will take place between **January 11th and May 31<sup>st</sup>**.

## THE OBJECTIVES OF THE PROGRAMME

The **IMPACT Programme 2018** objectives are to **identify, structure and support** organisations that help providing skill-learning opportunities towards employment and/or integration in society by **offering an innovative approach to integration and/or employment**.

This Programme will allow 10 selected candidates to attend **training seminars and workshops** in order to:

1. Structure their development strategy, build a sustainable economic model and acquire the methodology of a “socially oriented Business Plan” by facilitating the planning and implementation of their actions
2. Strengthen their project thanks to the expertise of professionals and the discovery of other projects in the same fields
3. Work on the evaluation of their social impact
4. Compile good practices, particularly in terms of development models and resource mobilisation that can be replicated by other organisations, through the dissemination of case studies.

Moreover, the IMPACT Programme allows the sharing of best practices with the entire sector of social entrepreneurship.



## THE COURSE AND THE STAGES OF THE PROGRAMME

The projects selected for **2018 IMPACT Programme** are selected through a call for project. The applicants must register on the website ([www.ashokaimpact.be](http://www.ashokaimpact.be)) and fill in the application form on the profile of their organisation, its social mission and the impact of the project, development strategy, resource mobilisation and involvement of citizens. The selected project leaders will receive training and personal coaching for four months.

The IMPACT Programme in 2018 includes, in chronological order, the following dates between November and May:

- Launching of the Call for Projects: November 2<sup>nd</sup> 2017
- End of registration: November 30<sup>th</sup> 2017 before midnight
- Selection jury: December 14<sup>th</sup> and 15<sup>th</sup> 2017
- Decision of the Jury: December 21<sup>st</sup> 2017
- Kick Off evening with the coaches: January 11<sup>th</sup> 2018
- Seminars:
  - Seminar 1: February 19<sup>th</sup> and 20<sup>th</sup> 2018
  - Seminar 2: March 29<sup>th</sup> and 30<sup>th</sup> 2018
  - Seminar 3: April 24<sup>th</sup> 2018
- Final Jury and awards: May 31<sup>st</sup> 2018

## WHO CAN PARTICIPATE AND HOW?

The IMPACT Programme is open to any organisation which offer an innovative approach to integration and/or unemployment, in business for over a year, located in Belgium, or spreading an impactful approach from another country, to Belgium.

To participate, the candidates can register online until November 30<sup>th</sup> before midnight.  
[www.ashokaimpact.be](http://www.ashokaimpact.be)

Ashoka team will examine your file on the 4<sup>th</sup> and 5<sup>th</sup> of December and establish a preselection of 20 candidates. These will be invited to present their project on the 14<sup>th</sup> and 15<sup>th</sup> of December in front of a jury.

The Jury, which will be composed of Ashoka and its partners' members, will elect 10 candidates who will benefit from a 4 months free support.

For the IMPACT Programme to be beneficial to all winners, it is important to note that participation requires time commitment. This commitment is estimated to an average of eight hours in addition to two hours of coaching per week for the duration of the programme.



## SELECTION CRITERIA

In order to assess each organisation equally, you are asked to kindly respect the maximum number of characters, and respond to all questions in the application form available on [www.ashokaimpact.be](http://www.ashokaimpact.be)

To select the 10 organisations that will benefit from the training, the projects will be evaluated, based on **eight criteria**:

- 1. Innovative nature of the project:**  
Has your organization developed a truly system-changing approach or is it spreading a truly system-changing approach from another country to Belgium? Do similar approaches exist in Belgium already?
- 2. Current and prospective social impact of the project:**  
Is there, on a local scale, a proven impact of the (pilot) project? Are there clear objectives and is there potential to scale up?
- 3. Innovative solutions toward integration and employment:**  
Does the solution have a measurable impact on integration and/or employment in Belgium?
- 4. Viability and sustainability of the economic model:**  
Is the economic model viable and sustainable?
- 5. Potential and creativity of the development strategy:**  
Is the action plan coherent? Does it present a high growth potential? Is the vision of the future clear?
- 6. Entrepreneurship and availability of the project leader:**  
The Impact Programme is very demanding in terms of time. Will the project leader be available to participate?
- 7. Project supported by a motivated team:**  
Is the team supporting the project highly motivated? Is it ambitious?
- 8. Maturity of the project and link with Belgium:**  
You have either operated in Belgium for at least one year or you are bringing an impactful approach from another country to Belgium.

## THE BENEFITS FOR SELECTED ORGANISATIONS

The selected organisations will have the opportunity to **participate in three free training seminars**. They will be accompanied throughout the development of their business plan by experts in social entrepreneurship and will receive a series of document tools. In addition, during the training sessions, the winning organisation will challenge each other for a participatory and collaborative training.

The training programme also allows the sharing of best practices with the entire sector and to establish bonds with programme partners.

The whole training process will take place in **Brussels**.

Do not hesitate to contact the team of Ashoka ([mtombal@ashoka.org](mailto:mtombal@ashoka.org)) or visit the website ([www.ashokaimpact.be](http://www.ashokaimpact.be)) for more details on the programme.



Following these trainings and support, the most impactful projects of the IMPACT Programme 2018 will be rewarded with in-kind contributions to further grow their organizations and advance their objectives.

**Hence, participating in the IMPACT Programme 2018, is the opportunity to:**

- Develop a business plan, including a reflection on your economic model and the extend of its social impact;
- Build planning tools in the language of potential financial partners;
- Get professional support (Accenture, Oksigen Lab and other Ashoka partners);
- Meet potential partners ;
- Share best practices with other social entrepreneurs and organisations in the sector.