



# CEMEX-TEC AWARD 2019



## CATEGORY SOCIAL ENTREPRENEURS

CEMEX, the Tecnológico de Monterrey University and Ashoka are searching for entrepreneurs from across the globe who are proposing projects with social impact. These ideas will be evaluated by a committee in accordance to Ashoka's and the CEMEX-TEC Award methodology.

Ashoka is an international organization with 30 years' experience on social entrepreneurship in more than 70 countries. In this call, the CEMEX-TEC Award and Ashoka have united to identify and boost social entrepreneurs in early stages.

### I. OBJECTIVE

To promote the professionalization of social projects that seek solutions to social and environmental problems through innovation tools, vision of systemic change and social entrepreneurship. Through the CEMEX-TEC Award, we seek to contribute to the development of innovative solutions throughout the world to improve the quality of life in communities.

### II. EXPECTED PROPOSALS

The projects must be registered by the leader of the project or a co-founder who has the consent to do so by the responsible party. If your initiative is composed by a team of people, the nominee has to be the leader of the initiative. The nomination for the Award in the Social Entrepreneurs category is individual.

To qualify, the proposed project must have been active for at least one year (we do not accept projects still in the idea phase) and be able to present concrete proof (both quantitative and qualitative indicators) of the project's ongoing impact. Since the Award seeks to support entrepreneurs in the early stages, they do not look for fully consolidated proposals, but those that can benefit from the support and training of the Award.

Only the first 500 proposals that apply to the Social Entrepreneurs category, meet the requirements stated above and submit the project before the deadline will be considered. All of the submitted projects will remain in the intellectual property of the participants.



### III. QUALIFYING PROJECT THEMES

- Community development

Projects with themes relating to housing, economic productivity, employment, basic services, cultural identity, social well-being, youth and family life.

- Environment

Projects with themes relating to climate change, natural disaster prevention, water and sanitation, waste recycling, alternative forms of transportation, preservation and care for natural areas and species, reforestation, energy conservation, and alternative energy sources.

- Infrastructure

Projects with themes relating to accessibility, urban planning, infrastructure for the disabled, mobility, recuperation of public and recreational spaces, and security.

- Eco-friendly technology

Projects that aim to efficiently use natural resources and materials and call for production of products and services, incorporating the sustainable use of diverse natural resources and materials for daily life.

- Education

Projects relating to learning and training, science, art, culture and technology.

*All projects, regardless of their focus, should promote a culture of legality, the pursuit of justice, fulfillment all individual guarantees, equal minority rights, democracy, transparency, and the release of financial records.*

### IV. REQUIREMENTS

Every participant should fulfill the following:

1. Register on the on-line platform in the stipulated time and form.
2. Submit an original project with the authority/permission of those who proposed it.
3. You can propose projects that have already been presented in other forums.
4. Speak English and/or Spanish.
5. Have a valid passport or the possibility of processing it in case of being a winner.
6. The project can be carried out in any country worldwide.
7. The project must be active for at least one year.

The 15 winner projects, should:

1. Have availability to participate in the online session (before the workshops in Mexico) lead by the CEMEX-TEC Award. We will let your know the specific time and day with time.

2. Participate in the five days of workshops offered by Ashoka and MassChallenge in Monterrey, the 26, 27, 28, 29 y 30 of August 2019 in Monterrey México. 2019, in-person. We will let you know the specific time and day with time.



## V. REGISTRY AND POSTULATION

### – Enrolment

In order to participate in the CEMEX-TEC Award, you must create an account in the webpage <http://www.cdcs.com.mx> . Once you have created the account, you will receive a confirmation email, where you will be asked to validate the account.

The creation of your account within the CDCS webpage is the first step of your application to the CEMEX-TEC Award. But remember, creating your account is not equivalent to registering a project in the call.

### – Project postulation

From February 15 and before May 31, 2019 at 11:59 pm (GMT-06) you can register your project within the CEMEX-TEC Award call.

To successfully apply with your project, you must:

1. Answer the general information of the entrepreneur;
2. Answer the specific information of the project;
3. Make a 2-3 minute video about your project and share the YouTube link (you can find the video specifications on the webpage when you are registering the project);
4. Attach evidence of your project (photos, articles, etc.)
5. Sign and attach a letter of ownership of the idea and a letter of commitment in case of being a winner. You will find the letter formats within the application.

The application process is done within the CDCS webpage, selecting the category in which you are applying. You can complete the application at different times, but it is important that you save the changes so that you do not lose information. You can answer the questions in Spanish or English. Applications will not be reviewed in other languages.

Once you submit the application for your project, no changes can be made, so be sure to check your application before submitting it. You will receive a confirmation email when completing this step.

All the projects will have assigned a folio, which will be sent by email and will appear in the profile of your project once the application is made. If you have any questions regarding an enrolled project, be sure to specify the project's folio in the email you send to [premiocemextec@cdcs.com.mx](mailto:premiocemextec@cdcs.com.mx) .



## - Evaluation

The process of evaluating projects will begin the first week of June. During the month of June and July you will receive emails confirming if your project passed to the next evaluation or if it was disqualified.

## - Publication of results

The finalists will be announced the first week of August 2019. An email will be sent to all participants, sharing the results of their project.

## VI. SELECTION PROCESS

The proposals sent correctly and on time will be revised by the Selection Committee for the CEMEX-TEC Award, Ashoka and MassChallenge. They will be analyzed through a rigorous process, which guarantees that only the best projects and ideas will pass to the final step of evaluation.

The projects will be examined only if they fulfill the following criteria:

- The project encourage civic, working and professional responsibilities.
- The project has the potential to generate alliances and integrate external resources and efforts.
- The project has a great social or environmental impact with a concrete and substantial solution to a problem in the world.
- The project is innovative.
- The project is sustainable.
- The project can be replicated.
- The project has the potential to achieve a systemic change.
- The project promotes the responsibility and continuity of the entrepreneur.

The evaluation scale is from 0 to 5, where 5 is excellent and 0 does not cover the criteria. The evaluation topics are:

Criteria	Value
<b>1. Innovation</b> The projects should demonstrate singularity and differences in the way it approaches a problem and the solution, in comparison with other initiatives of the sector.	25%
<b>2. Potential for Social Impact</b> Prove to have transformed the immediate reality of the community in which it applies. The participants will have to explain how the project measures its social impact through quantitative and qualitative data. The participants with projects that don't measure impact yet, can specify how they plan to measure it.	25%



<b>3. Sustainability</b> The proposals must include a clear plan to reach its long-term goals and ensure financial support, not only in the current year, but also in the future. The aim is for the projects to demonstrate solid alliances and support networks to meet their needs.	20%
<b>4. Systemic Change</b> Clear plan for scaling their project's impact on another level (national/international) by specifying how the project plans to benefit its target people. Applications should display an understanding of the systemic barriers within the specific context of the project.	15%
<b>5. Benefitting from the bootcamp</b> We are looking for enterprises in their early stages that have on average 1-5 years of operation. The applicant should explain what they are hoping to receive from the bootcamp and what needs they hope to fulfill after receiving the bootcamp training.	15%

The finalist projects will be evaluated by a group of academics, consultants, CEMEX managers, MassChallenge, Ashoka allies and experts from collaborative organizations, invited by Ashoka and the CEMEX-TEC Award.

Their decisions will be unappealable and any unforeseen situation in these stages will be resolved by the judges. The judges will revise the applications in a confidential manner and without knowing the name of the authors of a proposed idea.

## VII. AWARD CEREMONY

The 15 finalist projects will receive as recognition a 5-day "*Bootcamp*" acceleration led by Ashoka and MassChallenge the 26, 27, 28, 29 y 30 of August 2019 in Monterrey México. The transfer to Monterrey, lodging, local transportation and most meals will be covered by the CEMEX-TEC Award. There will be some dinners which the entrepreneur must cover.

The *Bootcamp* consists of workshops given by experts, networking spaces and disruptive experiences to learn from common challenges.

During the CEMEX-TEC Award ceremony, the entrepreneurs present a pitch of their project to spread awareness of their cause to a public audience of academics and the private sector, and to gain economic support. A panel of judges will be responsible for selecting the top three of the fifteen projects, and those three will be awarded a monetary prize of 10,000 USD each.

The evaluations criteria are:

1. Projects innovation
2. Potential for impact
3. Entrepreneurial quality
4. Sustainability



Before the pitch ceremony, the judges will receive a data sheet of each project with the most relevant information about your project, so that the judges may have sufficient information to select the candidates based on the criteria.

To be eligible for such support, the three selected entrepreneurs must meet at least, and no later than the date of delivery indicated by the panel of judges, the following requirements:

1. Have the constitution of a legal vehicle according to their country of residence, through which the project is executed and with which the agreement for the provision of financial support will be signed.
2. Be duly registered as a taxpayers in their country of residence and have the tax identification number.
3. Financial and economic plan of how the financial support will be allocated, as well as areas of opportunity and / or goals that could be solved with it.
4. Be able to periodically provide a detailed report with the destination given the financial support and, if required, vouchers related to the investments made.
5. Provide a signed letter and under protest to tell the truth, that the legal vehicle and the leader(s) of the project selected as the winner is up to date with its legal and fiscal obligations, as well as that it is not subject to any type of procedure, legal and / or jurisdictional, that may jeopardize the viability of your project.

The economic support is extended to the winning entrepreneur, not to the project, therefore, the transfer of seed capital must be in the name of the entrepreneur. Likewise, and depending on the country of residence of the winner, there could apply taxes on the 10,000 USD. This would imply that there is the possibility that the entrepreneur does not receive the 10,000 USD in full, but the amount after the taxes that apply.

The seed capital to which the entrepreneur is creditor must be applied to the social impact of the project. The CEMEX-TEC Award and Ashoka will agree with the three seed capital creditors the form and time of the impact reports. In any case, based on the information referred to above, the panel of judges may establish additional requirements in order to be able to provide financial support to the selected entrepreneur.

## **VIII. GENERAL OBSERVATIONS**

- In all stages of the application and selection process, the participants will receive notifications from the CEMEX-TEC Award via email.



- Any communication with the CEMEX-TEC Award team should be performed by contacting this email address: **premiocemextec@cdcs.com.mx**
- The registered participants will be responsible for the truthfulness of the information, contents and official documents they provide. The CEMEX-TEC Award and its judges are debased from any responsibility with respect to the aforementioned point.
- Having submitted their projects, the contestants accept the results of the Award, with the judges' decision being unappealable.
- The flights of the winning teams must leave from the location specified in the registration process.
- Any unforeseen contest issue will be resolved by the CEMEX-TEC Award committee and ASHOKA.

## **IX. CONFIDENTIALITY**

CEMEX, Ashoka Mexico, Central America & the Caribbean, the Monterrey Institute of Technology and Higher Education, and all judges are subject to an agreement of confidentiality that protects the ideas registered in the CEMEX-TEC Award of Social Entrepreneurship from any dissemination, copying, application or reproduction.

In the said contract, CEMEX, Ashoka Mexico, Central America & the Caribbean, the Monterrey Institute of Technology and Higher Education and all judges promise to use information from the registered ideas only for evaluation for the CEMEX-TEC Award and in no case utilize the confidential information for their personal benefit or the benefit of any other person or entity, or divulge information to outside parties in any time or place.

## **X. CONTACT INFORMATION**

If you have any doubts regarding the 2019 global call, we invite you to contact us:

**PREMIO  
CEMEX-TEC**



[premiocemextec@cdcs.com.mx](mailto:premiocemextec@cdcs.com.mx)



/PremioCEMEXTEC



## XI. APPENDANT

Below we share the questions you must answer within your online application to the CEMEX-TEC Award.

### General

Project's Name \_\_\_\_\_

Country \_\_\_\_\_

State \_\_\_\_\_

City \_\_\_\_\_

Theme of the project \_\_\_\_\_

Webpage \_\_\_\_\_

Facebook account \_\_\_\_\_

### Describe your project briefly (maximum 150 words) \*

*Example: My project was created in 2005 with the objective of capturing rainwater in Colombia, generating both a social and environmental impact. Guided by our slogan "rain for all" we developed a hybrid work model, creating for the project a business aspect that offers sustainable water capture systems and technologies in the market, and maintaining the other purely social side that works in marginalized communities where the lack of water is most suffered.*

### Select the Sustainable Development Goals that impact directly through your initiative.

### Innovation

#### Explain how your project is innovative (maximum 150 words)

*Example: In order to survive the adverse environment, and after carefully analyzing the dynamics of the fashion industry and the way in which global companies have responded to them, we created NOVABORI. This venture incorporates a business model capable of identifying the optimal way to join the value chains of our customers and thereby deliver solutions in fabrics that generate sustainable competitive advantages based on cost, delivery times and design. The basis of our innovation is research and co-development of substrates; the ability to integrate both human and technological talent into the value chain; and, the ability to adapt immediately to fashion trends.*

#### How is your model different from similar organizations in your cultural context? (maximum 150 words)

#### What is the problem you are solving? (maximum 150 words)

### Impact

#### What is the social impact of your project currently? Please provide quantitative and qualitative data, specifying the number of direct and indirect beneficiaries (maximum 150 words)

*Example: In 2017 we trained 40 young people in 3 public schools in the State of Michoacán on the possibilities of continuing their higher education and the possibilities of support. Since the project began in 2014, we have impacted 300 young people in a total of 10 public schools in Michoacán (quantitative impact). After a monitoring process we evaluated that 20% of the young people who went through our training have managed to enter a university with the support of a scholarship, and*

30% of these young people for whom the university has not been an option before to work with us have been informed about the different possibilities of continuing their studies (qualitative impact).



**What are your plans to increase the impact in the future (1 - 5 years) and how do you plan to achieve them as an organization? (maximum 150 words)**

*Example: Our mission is to improve the stores in the popular neighborhoods, so we give them advice to improve their sales and image strategy and we also have wholesale distribution centers to reduce costs when buying together with others. We currently work in 4 colonies in Mexico City and for next year we want to expand into 5 colonies in Mexico City. To achieve this we need to open a distribution center in the middle of these colonies, as well as hire a team of 10 people to cover the new area. We need an investment of 80,000 USD and we are investing rounds to get them. The impact achieved in the new colonies will be a reference to build the model of intervention by cities, so within 5 years we can take it to another city in another country, with the best documented practices.*

**What is the scope / stage of your impact? (Pilot, local, regional, national or international) (maximum 150 words)**

**Which are the main allies with whom do you work or would you like to work? Specify the role of allies with whom you currently work (maximum 150 words).**

### Sustainability

**How has your project been financed to date? Please disaggregate by percentage (maximum 150 words).**

*Example: 55% of our budget comes from donations from companies and private donations. We have also received support from the government with which we have been able to finance another part of the program (40%). The remaining 5% we receive from student contributions for the services they receive.*

**How do you plan to achieve financial sustainability of the project in the future (1 - 5 years)? (maximum 150 words)**

*Example: We have a methodology of training in emotional intelligence skills and we want to increase our services by offering the methodology to private companies or individuals who can afford to pay and with that to finance or give scholarships to the most needy. With this 50% of our budget will come from the sale of services and the other 50% will come from donations.*

**What is the approximate budget of your project for the year 2019? (max 150 words)**

### Systemic Change

**Have you scaled the impact of your project outside the place where the pilot took place? Yes or no.**

**If your answer is yes, to which new places have you climbed the impact?**

*Example: 3 Colonies in Bogotá (Colombia).*

**Have you identified other regions at a global or regional level that suffer from the same problem that your project seeks to solve? Which are? (maximum 150 words)**

**How do you plan your solution to become the norm and not the exception to solve this problem? (maximum 150 words)**



## Bootcamp

**What do you expect from the bootcamp (training)? (maximum 150 words)**

**How do you think the CEMEX-Tec Award can help you? (maximum 150 words)**

**What is your biggest challenge now to increase your impact? (maximum 150 words)**

## Reference

Write two references, minimum of an ally and a beneficiary of your project:

- Beneficiary: Name, telephone, email and type of participation in the project.
- Ally: Name, telephone, email and type of participation in the project.

NOTE: it is important the data of your two references are correct. On behalf of the Prize, we contact the finalists' references, and it is a very important element to determine if winners will be selected.

## Video

Prepare a video of maximum 2 minutes duration where you present the information described below. Upload your video to YouTube in public mode, and share the video link.

- a. Your name, name of your project, place of origin and what you do.
- b. Problem that your project addresses (mentions figures from reliable sources).
- c. Proposal of your project and how it contributes to solve the problem.
- d. Segment of beneficiaries with whom you work (children, youth, seniors, marginalized communities, etc.).
- e. Allied organizations and their role in your project.
- f. Sources of financing for your project.
- g. What is the replicability strategy of your project?
- h. How do you see your project in 2 years?

## Anexes

Remember to attach evidence of your initiative: photos, videos, articles and informative notes, certifications, etc. It is mandatory that you upload at least three photos (.jpg or .png) in high resolution.

## Signed Letters

- Remember to attach the two letter formats, duly completed and signed by the project leader.
  - o Letter of commitment to attend the online training, prior to the Bootcamp.
  - o Letter of commitment of attendance to the 5 days of workshops and to the award.

NOTE: the letter formats can be found in the registration portal of the CEMEX-TEC Award. When you are answering the questionnaire online, in the letters section you can download the formats for your signature. In that same space, you must attach the signed pdf file.