



YOUNG GLOBAL CHANGERS RECOUPLING AWARD

Assessment of the Application

Each applicant is required to write a short description of their project or initiative and explain briefly how their activities promote "Recoupling". Applicants are also required to create a video version of their project presentation (5-minute maximum). The top presentations will move on to the semi-finals and will be presented on the Global Solutions Initiative website.

From these projects, 10 finalists will be selected to present at the Global Solutions Summit on March 28/29 in Berlin. Projects will be evaluated based on the below judging rubric. Your project does not need to address all of the following categories in an equal manner. The jury may choose well-balanced projects that do well in all categories alongside projects that have a strong but well-founded focus on one or a few of the categories above.

1. Presentation

a) Two Short Project Descriptions

Each applicant is expected to provide two short, written description of their projects. The first one is about the project itself, its mission, what you are trying to achieve and how. The second description should address how the project or initiative specifically contributes to recoupling, i.e. to a better alignment of economic or political activities with social needs and environmental sustainability.

b) One Video Pitch

Each applicant is expected to submit a video (five minutes or shorter). The video should underline and visualize an interesting aspect of the initiative or project, this can be a re-statement of the core mission and your aims, but it can also be impressions from the day-to-day work that you do, a customer journey, testimonials, an interview, stakeholder viewpoints or other perspectives. Whatever you think will give the jury and the broader public a good impression of what it is that you do, what you are trying to achieve, how you are going about this and/or how you are contributing to recoupling. You can upload a pre-existing video, an image film or something you produce specifically for the application. You are welcome to use slides, bullet points, photos, animations or other pre-recorded material in the videos. Be creative!

2. Recoupling Approach

From the material that you provide the jury will assess how well your project contributes to a better alignment of economic or political activities with social needs and environmental sustainability. Projects can address both domains, the social as well as the environmental. However, you may choose to emphasize one over the other. As mentioned above the jury may choose well-balanced projects that do well in both domains alongside projects that have a strong but well-founded focus on only one of the two.



a) Social Domain (People-Centered)

How well does the project reflect a people-centric approach? How does it put the needs and voices of their stakeholders, customers, workers and/or communities at the center? What is the aspired and the actual impact on the lives of those who are affected by the project? Who is included/excluded? Which groups benefit, which don't (different genders, races, and socioeconomic groups)? How well are individuals or groups empowered through the project?

b) Environmental Domain (Circularity and Climate Neutrality/Positivity)

How does the project impact the natural environment, in their communities, regionally and globally, immediately and over time? What is the negative/positive impact on air quality, sanitation, drinking water, waste management, biodiversity, emissions, climate change? Does the project include, promote or provide avenues to a circular production, or more broadly a circular economy?

3. Innovation, Impact and Importance

From the material that you provide the jury will also aim to assess the novelty, innovativeness and uniqueness of the project, its design, or its approach. The jury will also assess if and how the project addresses issues of broader political, societal or environmental importance.

a) Innovative Character

How novel, unique, or original is the project? Does it include new approaches to a known problem, or does it address a specific issue that has previously been neglected?

b) Applicability, Effectiveness and Design

Is the project well-designed to successfully address the problems it aims to tackle? What can we draw, learn from the project, its approach or design?

c) Importance of the Issues and Broader Implications

Does the project address an issue of broader political, societal or environmental importance? How well does it address systemic or structural factors?