



YOUNG GLOBAL CHANGERS RECOUPLING AWARDS

Assessment of your Application

Applicants for the 2024 YGC Recoupling Awards can apply for one of three categories: (1) Reimagine Business (2) Reimagine Social & Climate Action (3) Reimagine Civic Action. A jury will select one winning project for each of the three categories as well as one overall winner of the 2024 YGC Recoupling Awards.

Each applicant - independently from the category that they choose - is required to write an executive summary of their project or initiative including its history, mission and vision **and** also explain briefly how their activities promote “Recoupling”, i. e., how their initiatives provide benefits for the environment, their communities, or the society at large. Applicants are also required to provide a short bio and a video version of their project presentation (5-minute maximum).

The top 45 presentations will be presented on the Global Solutions Initiative website. From these projects, 15 finalists will be selected to present at the Global Solutions Summit in Berlin. Projects will be evaluated based on the below judging rubric.

1. Application Material – What to provide

a) Project Description (850 characters)

This description should be about the project itself, its mission, what you are trying to achieve and how. It can be used to give an overview or underline specific successes and achievements.

b) Alignment (“Recoupling”) Description (1,500 characters)

The second description should address more specifically how the project or initiative contributes to recoupling, i.e., a better alignment of economic or political activities with social needs and/or environmental sustainability. This will differ from one category to another. Details about the criteria for each category can be found below.

c) Short Bio (600 characters)

All applicants will need to provide a short biography. Which will consist of one or two paragraphs about your experience, interests, and achievements.

d) Video Pitch (5min max)

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. Assessment of the Material

From the material that is provided the jury will assess how well the applicant's project contributes to a better alignment of economic or political activities with social needs and/or environmental sustainability.

Projects can address both domains, the social as well as the environmental. However, some projects may emphasize one domain over the other. 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. The judgment rubric will also differ depending on the category in question.

a) Assessment of the Category: "Reimagine Business"

The jury will look for businesses and social enterprises that can demonstrate a capacity for generating a positive impact on social or ecological dimensions. Applicants will be judged on how stringently, how effectively, and how innovatively they are executing a business strategy that purposefully incorporates and tangibly actualizes economic prosperity with the enhancement of social well-being and/or the promotion of environmental sustainability.

Applications will be judged on how well the business in questions reflects and has implemented a people-centric approach, which means, how well they manage to put the needs and voices of their stakeholders, customers, workers, and communities at the center of their activities. Improving their market share, overall growth or business success cannot come at the expense of stakeholders, workers, communities, or the environment.

The jury will also be looking for businesses that can clearly demonstrate a positive impact on the natural environment through their products, their services, or their business practices. This may include focusing on the linkages between human health and the health of our planet. Other potential areas of impact are the improvement or the protection of air quality, drinking water, waste management, biodiversity, emissions, climate change, circular economy and more.

b) Assessment of the Category: "Reimagine Social & Climate Action"

The jury will look for projects that can demonstrate a mission or values-centered approach, focusing on not-for-profit objectives. This means that the services are provided with the primary goal of addressing social or environmental concerns rather than seeking monetary compensation.

The application will need to demonstrate an operational strategy which deliberately incorporates social well-being and/or environmental sustainability. The jury will select those projects that can demonstrate an impact towards assisting or empowering marginalized communities or towards a healthier, greener natural environment.

Project activities may include directly assisting individuals impacted by ongoing social or environmental crises or persistent issues; empowering individuals or communities to tackle social, economic, educational, or environmental challenges themselves; or helping to directly address environmental crises like biodiversity loss, pollution, or climate emergencies. Projects will need to demonstrate a strong impact in one of the fields above.



c) Reimagine Civic Engagement

In this category, the jury will once again look for projects that can demonstrate a mission or values-centered approach, focusing on not-for-profit objectives. This means that the services are provided with the primary goal of addressing social or environmental concerns rather than seeking monetary compensation.

The focus of this category will be on projects that can demonstrate an impact towards an improvement of civic or citizen engagement and/or increased transparency or accountability in decision making processes. The jury will look for projects that influence civic engagement positively within their communities; projects that foster a sense of shared responsibility for community well-being while respecting democratic values and public involvement in decision-making processes; projects or activities that encourage, advocate for, or provide opportunities for enhanced civic participation and a more engaged citizenry.

Projects will need to demonstrate a positive impact on community engagement, social cohesion, public participation, inclusivity, or social responsiveness. A strong focus will be placed on projects that aim at tackling these challenges at a systemic level or can serve as role models in other contexts.

d) All Three Categories

From the material that is provided a jury will aim to assess how well the project addresses issues of broader political, societal, or environmental importance. Other criteria will be the novelty, innovativeness, and the potential for positive disruptiveness of the projects in question.

- **Innovation and Degree of Novelty**
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?
- **Design and Effectiveness**
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?
- **Systemic Approach and Broader Implications**
How well does the project address an issue of broader political, societal, or environmental importance? How well does it address systemic or structural factors?
- **Potential for Disruptiveness**
Does the project, the product, services, or practices have the potential to disrupt and potentially change existing practices? Can it serve as an example beyond its own impact?

E) Overall Winner

Within each category the projects will be judged against how well they deliver against the demands of each category. The jury will also select one project as the overall winner of the 2024 YGC Recoupling Awards. The overall winner does not necessarily need to be the winner of one of the three categories. The overall winner will be selected on their overall impact and potential to disrupt and inspire.