Application Form for the GIZ-Reach for Change Innovation lab Program 2021: Intervention to increase sustainable livelihoods in Benishangul-Gumuz during COVID-19 and beyond

Welcome to the GIZ- Reach for Change application form and congratulations for taking the first step towards being a participant on our Innovation lab Program. This project enables social entrepreneurs to develop their idea, prototyping, establish and build a pioneering social enterprise which is changing the lives of youth and women in Assosa by creating sustainable jobs .

This program enables social entrepreneurs to bring their ideas to life, and run a pilot to support children and the mothers of young children in Ethiopia. Through the program, participants receive seed funding, training and capacity building to help them become investment ready.

We are looking for solutions that demonstrate innovativeness, impact with proof of concept, cost-effectiveness, and a potential to sustainably grow

- **Innovative**- social innovations that are unearthing fresh new ways to impact children, youth, and women; and create sustainable jobs for youth in Assosa town and as well as the BGR region and beyond. Environmentally-friendly solutions are encouraged.
- Will have a **big social impact** – a piloted and tested social innovation solution that can solve youth unemployment in Assosa, and improve a sustainable livelihood and resilient communities.
- Are **scalable** – Social innovations product/service (solution) that have the potential to change the lives of many youths, and women in the region, nationally and beyond.
- Can be **financially sustainable** – Social innovations that have the potential to develop a business model that enables them to be financially sustainable in the long term.

The program will run from April 30, 2021 – June, 2021. During that time you must commit to attending all training sessions and additional support programs, including group training and one to one coaching.

To apply, please answer the questions on this form. Please read each question and its help text carefully and make sure to answer all parts of the question. Questions are marked either 'compulsory' or 'optional'; please make sure to answer all compulsory questions within the word limit, and answer all optional questions that are relevant for you.

For any questions, please email Ethiopia@reachforchange.org or call to **+251 099447808**

By submitting this application to Reach for Change I acknowledge that I have read and understood the terms and conditions of the competition on ethiopia.reachforchange.org and I am giving permission for Reach for Change to use the personal data I have provided to process my application and contact me during and after the application period. I understand that Reach for Change will not distribute my application, in part or as a whole, beyond a limited group of people with the authority to evaluate my application and I will contact Reach for Change on Ethiopia@reachforchange.org if I do not want to be contacted any longer or want my data to be deleted.

Once you have completed the form, please email it to us at Ethiopia@reachforchange.org, or deliver a hard copy to the GIZ office in Assosa **Before 7ᵗʰ of May 2021.**

* Please note, the questions under "Demographic information" are not part of your application, but allow us to gather data on those who apply to better understand our audience and improve our call for applications for next time.

Contact Information

Full name: _____

Residential   **Address:**
_____

        Region: _____

        City: _____

        Woreda: _____

        House Number: _____

Email   **address:**
_____

Phone   **number:**
_____

Idea/project implementation area (chose only one)

Demographics and Statistics

The following questions are NOT a part of your application. They are only for GIZ-Reach for Change's internal data. We will use this information to evaluate our own work and our campaign.

1. **Gender (female/male)** _____

2. **Which of the following best describes your employment status?**
   (Please underline one option below)

   a) I am currently employed in full-time work
   b) I am currently self-employed
   c) I am currently seeking employment
   d) I am a student
   e) I am a full time "home-maker" / working domestic / house-holding
   f) Other _____

3. **Education level** (Please underline highest level of completed education)
   a) Primary education
   b) Secondary education
   c) University education undergraduate degree
   d) Post graduate education
   e) Not completed primary education

4. **In which sector has your previous work experience primarily been (working or running your own organization)?**

   a) Business (private) sector
   b) Public (government) sector
   c) Social (non-profit) sector
   d) Social enterprise sector
   e) Informal sector work experience with family, friends or networks
   f) None, I have no previous work or volunteer experience

5. **Do you have any experience running your own NGO(s) or business (es), and if so, how many years total experience do you have?**

   a) 0 years (I have never run my own NGO or business)
   b) 0-2 years
   c) 2-5 years
   d) More than 5 years

6. **Which area of social and economic development does your idea contribute to?**

For example: health, pre/primary education, nutrition etc.

Answer: _____

7. **How did you learn about the opportunity to apply to us?**

    a) Radio
    b) Newspaper Ad
    c) Newspaper article
    d) Information from businesses
    e) Social Media / Internet
    f) From a friend
    g) From someone who works with Reach for Change
    h) Other

8. **If you heard about the opportunity to apply from an individual or organization, including someone who works with Reach for Change, please write the name of the person or organization below.**

_____
_____

1. Basic Eligibility Questions

Please underline the option for each question which applies to you.

1.1. Is your idea tackling a significant problem faced by children Youth and women or in Assosa, Binishangule?

     (a) Yes

     (b) No

1.2. Are you the originator of the idea and founder or co-founder of the organization proposing the solution?

     (a) Yes

     (b) No

1.4. Are you, or will be, the leader of the project/organization established to deliver this solution?

     (a) Yes

     (b) No

1.5. If you win this competition do you agree to committing fully to the program, including attending all training sessions during the program (April 30 2021 – June 2021)?

     (a) Yes

     (b) No

2. Questions about the problem you have identified

Each question includes 'help text' which provides guidelines on how to answer, as well as a word limit for your answer. Please write your answers in the space provided.

2.1 Please describe the specific social problem affecting children, youth and women in your society that you have identified and will address through your idea.
Compulsory; maximum 100 words

Help Text:
Being focused on a specific, core problem will enable you to create a clear and focused solution and will help you attract others who care about that specific problem, to work with you. Describe here the problem so that even someone who has never met you before can understand immediately the problem you are trying to solve. For example; "Children from low income households are less likely to access school"; "Children are dying from preventable diseases"; "Malnutrition among children is growing" etc.

Answer:

2.2 Please provide the most relevant statistics and references that prove this is a problem that needs addressing. List what you believe to be the 1-3 most significant causes of the problem and explain why
Compulsory: 200 words

Help Text:
Having facts and figures from expert sources regarding the problem you have identified will help you convince other people that this is a problem that needs solving. These could be facts or references you have gathered from things you've seen or experienced yourself, from news or articles you've read, or from academic or research papers and reports.

Understanding the root causes of the problem you want to solve will also help you create an effective solution. It is the first step towards understanding how to create a permanent, sustainable solution. For example, you can help support street children by providing them with food and shelter, but if you understand how and why children end up on the streets to start with, and if you can begin to address those problems, you are more likely to be able to keep children off the street long term.

Answer:

3. Questions about your solution to the problem

3.1 Describe your innovative solution to this problem in two sentences.
Compulsory; 100 words

Help Text:
Being able to describe the core of your solution in a couple of sentences, including what makes it unique, is critical if you want other people to understand what you do. Describe here the core elements of your solution so that someone who has never met you before can understand your idea immediately. For example; "We train women in digital skills like coding and web design. We then connect with them with digital job opportunities so they can provide a sustainable income to support themselves and their families".

Answer:

3.2 Describe how your solution (product or service) will work, showing clearly how it will help you reach your social goals.
Compulsory: 200 words

Help Text:
It is important that you are able to explain clearly how your solution works. This means being able to explain how each of your programs or products work, and how each program or product leads to the desired outcome.

Answer:

3.3 Identify the main target group for your solution.
Compulsory; 100 words

Help Text:
As in the commercial world, every product or service is created to meet a need for a specific target group. Explain which group(s) are the main targets for your product(s) or service(s). Include the estimated number of beneficiaries/customers affected by this problem (market size), plus gender, age, geographic location and any other important information that helps define your target group(s).

Answer:

3.4 In what specific ways will your solution improve the community you are supporting? Give an example of how a woman's or child's life in your main target group will be directly improved as a result of your work.
Compulsory; 200 words

Help Text:
You must be able to explain clearly the expected "outcomes" of your work, or in other words, how your solution will improve the lives of the community and/or individuals you are serving. Think of an individual person facing the problem you identified earlier. How will their circumstances be changed as a result of using your products or services?

Answer:

3.5 GIZ and Reach for Change works with social entrepreneurs who want to create sustainable financial models around their solutions so that the social impact they create can be delivered sustainably. How do you plan to generate income through your program / product?
Compulsory; 200 words

Help Text:
As a social entrepreneur, your challenge is to find a sustainable financial model which will support the delivery and growth of your social impact in a sustainable way. It can take some time to find the financial model which is most suitable for your work, and this is something we often work on with the social entrepreneurs we support. How do you already, or how do you intend to generate revenue through your program / product.

Answer:

3.6 List your key planned activities and budget over the next 12 months.

Compulsory; 200 words

Help Text:
"Key" activities are those activities that are critical to your success and survival as an organization. Understanding the difference between "key" activities and "other" activities helps you focus on what's important and make good decisions about how and where to prioritize resources. Understanding the key activities you need to complete, and the associated costs for each of those activities, will enable you to build a good understanding of the minimum amount of revenue you need to generate for the year ahead. List below your key planned activities & budget for the next 12 months

Answer:

3.7 Estimate how much of each of the following types of revenue you expect to receive over 12 months:
  - *Earned income (from providing goods & services)*
  - *Grants & Donations*
  - *Investment (debt or equity capital)*
  - *Other*

Compulsory; 200 words

Help Text:
The total listed revenues should be the same as, or exceed, the planned total budget for the same period that you gave in the previous question.

Answer:

4. Questions about you, the social entrepreneur

4.1 Describe yourself, your current professional position, experience and personal skills that show that you can build and lead an organization that will make a difference in the world.
Compulsory; 200 words

Help Text:
Tell us about your work experiences and what you have done in the past to show that you have the experiences and skills needed to implement this idea and run this organization. Do you have experience of working in this field before? Have you run an organization before?

Answer:

4.2 When and how did you come up with this idea? If you worked with someone to come up with the idea, please list those people and the roles they played.
Compulsory; 200 words

Help Text:

What inspired you to come up with this idea? Where were you? When was it? We want to get an understanding of your original inspiration for this idea.

Answer:

4.3 Social entrepreneurs set out to change the world for the better. What qualities do you have that make you believe you can achieve this goal? List your strengths and your weaknesses.
 Compulsory; 200 words

Help Text:

We want to understand what it is about you that make you believe you have the potential a successful social entrepreneur. Give us one or two examples of things you have done in the past which demonstrate you have what it takes to become a great social entrepreneur. What are the 3 most important personal strengths you believe you possess? Understanding your weaknesses is as important as understanding your strengths. We want to know what your 2 most significant personal weaknesses are, and how you plan to overcome them.

   Answer:

4.4 What steps have you already taken to begin implementing your solution?
 Compulsory; 200 words

Help Text:

We want to understand what actions you have already taken toward making your vision a reality. If you've already begun implementing your solution, what are the key steps you have already taken? If you haven't begun implementing your solution, it's likely that you've still already taken some steps such as doing research, speaking to people who may want to support you etc.

   Answer:

4.5 Have you already established the organization that will deliver the solution?
 Compulsory; Yes / No

 Help Text:
 We work with start-up and early stage social entrepreneurs. Some entrepreneurs have already established their organizations before they apply to us. Others establish their organizations a little later on. You don't have to have an established organization to apply.

 Answer: _____

4.5.1 If already formally registered, what is the name of your organization?
 Optional; 50 words (leave blank if you have not already established your organization)

 Answer: _____

4.5.2 Are you a founder or co-founder of this organization?
 Optional; Yes / No

 Answer: _____

4.5.3 What year was the organization founded?
 Optional; Year of registration

 Answer: _____

4.5.4 Is the organization officially registered with the government?
 Optional; Yes / No

 Answer: _____

4.5.5 What is your organization's registration number?
 Optional; Write the number if you have one

 Answer: _____

4.5.6 Current number of employees and volunteers respectively
Compulsory; Write the number

Answer: _____

4.5.7 Total revenues (earned, donated & credit) for the past financial year
Optional; 50 characters

Help Text:
We want to understand the current scale of your operations. Please provide here the total revenues you received for the past financial year. If you have not been operating for a full financial year yet, please provide the total revenue until now. Include all donations, sales & loans received to create your total. If you haven't received any revenues yet, please enter "0".

Answer: _____

4.5.8 Your organization's platforms:
Optional; please provide links to any of the below if you have them for your organization

Website: _____

Facebook page: _____

Twitter: _____

Other: _____

5. Interest in Reach for Change

5.1 Explain in a sentence why you would like to win this competition
Compulsory; 50 words

Answer:

6. References

Please provide contact information for 2 references. Your references should be two people who know you professionally. They must not be your family members or close friends. They can

know you or have supervised you for example in a work, educational or volunteering setting. Please provide contact information of each reference and describe your relationship with them, e.g. former boss, co-worker:

6.1 Your first reference:

Name:

_____

Profession:

_____

Workplace:

_____

Phone number:

_____

Email address:

_____

Nature of your relationship:

_____

6.2 Your second reference:

Name:

_____

Profession:

_____

Workplace:

_____

Phone number:

_____

Email address:

_____

Nature of your relationship:

_____