



**UNILEVER**  
**YOUNG**  
**ENTREPRENEURS**  
**AWARDS**

## **Unilever Young Entrepreneurs Awards**

### **Gulf Applicant Kit**

### **2018**

Unilever in the Gulf is hosting its second annual Unilever Young Entrepreneurs Awards (YEA) in the UAE. The awards provide a platform to inspirational young minds aged 18-35 from the region who are keen on tackling some of the planet's biggest sustainability challenges.

#### **WHY ARE WE DOING THIS**

Unilever is a global consumer goods company that employs 169,000 people and operates in 190 markets around the world. Every day, 2.5 billion people use Unilever products to feel good, look good and get more out of life.

We believe the world will only succeed in delivering the United Nations' Sustainable Development Goals if we all start to think and work differently. That means a real shift towards meaningful partnerships and collaboration across the whole range of players – from governments to NGOs, and big businesses to start-ups. Imagine what we can achieve together.

That's why five years ago we started the Unilever Young Entrepreneurs Awards to recognize and support brilliant young innovators tackling the planet's biggest environmental and social challenges, and to help them achieve scale for impact.

Since the launch of the Awards in 2013, we've reached over 3,500 inspiring young sustainability entrepreneurs and their organizations globally and provided tailored support and funding to 29 winners. From simple solutions with far reaching impacts for child nutrition, to ground breaking technologies to cut greenhouse emissions, these changemakers are challenging business as usual and leading the way to a more sustainable future.

We know that the world's problems will only be solved with the ideas and talents of a new generation of leaders and changemakers who are challenging business as usual, and who are the future of sustainability. We see a big opportunity to support, inspire, reward



and collaborate with them, to help them scale and grow – both as individuals and as enterprises.

## **WHAT ARE WE ADDRESSING**

The 2018 Unilever Young Entrepreneurs Awards will be focused on 6 of the 17 United Nations Sustainable Development Goals (SDGs). The idea proposed should be tackling at least one of the 6 challenges identified below:

### **Goal 2: Zero Hunger**

It is time to rethink how we grow, share and consume our food. If done right, we can provide nutritious food for all. Can you design a system that ensures sustainable production or a solution that reduces food waste to tackle this problem?

### **Goal 3: Good Health and Well Being**

Ensuring healthy lives and promoting the well-being at all ages is essential to sustainable development. However, despite great strides in improving people's health and wellbeing in recent years, inequalities in health care access persist. How can you address this issue?

### **Goal 4: Quality Education**

Obtaining a quality education is the foundation to creating sustainable development. In addition to improving quality of life, access to inclusive education can help equip people with the tools required to develop innovative solutions to the world's greatest problems. A lot can be done in this area, do you have the drive to inspire change?

### **Goal 7: Affordable and Clean Energy**

Energy is central to nearly every major challenge and opportunity the world faces today. Can you help ensure access to affordable, reliable, sustainable and modern energy for all? Or perhaps a solution that can help businesses or individuals accelerate the transition towards clean energy?

### **Goal 12: Responsible Consumption and Production**

Sustainable consumption and production is about 'doing more and better with less'. There are many aspects of consumption that with simple changes can have a big impact on society. It's in a business's interest to find new solutions that enable sustainable consumption and production patterns – do you think you have one?



## **Goal 13: Climate Action**

Climate change is now affecting every country on every continent. Our current way of life is threatening the way we live and the future of our planet. Can you provide affordable, scalable solutions to reduce or reverse this impact?

To learn more about SDGs, please visit [www.sustainabledevelopment.un.org](http://www.sustainabledevelopment.un.org)

## **WHO CAN ENTER**

Any entrepreneur or entrepreneur teams (up to 4 people) aged between 18 and 35 are eligible to participate. The participants must be based in either the United Arab Emirates or Kuwait.

The ideas proposed must provide innovative and scalable technologies or solutions that are contributing to one or more of the six United Nations Sustainable Developments Goals identified (Global Goals 2, 3, 4, 7, 12 and 13).

## **HOW TO ENTER**

To submit your entry, you will need to complete an application form. This form will detail your concept, and how you plan to deploy and scale it out. The more you can share, the better we are able to understand your idea. To register and receive your application form, please send an email to Vineetha Mathew at [vmathew@sustainablemindz.com](mailto:vmathew@sustainablemindz.com)

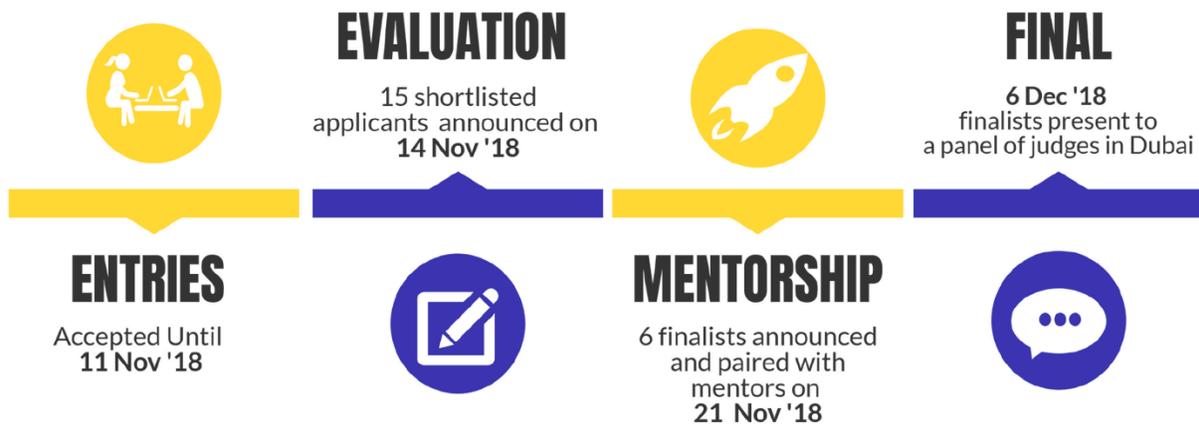
## **GUIDELINES AND CRITERIA**

- Entries cannot be accepted from current Unilever employees. However, the entrepreneur may have worked with Unilever in the past.
- Entries must be submitted in English.
- If shortlisted, entrants will be required to submit further information in the form of a pitch deck OR business plan, and financial projections (further guidelines will be sent to shortlisted entries).
- If shortlisted, entrants will be required to participate in an acceleration program with selected mentors to finalize their ideas.
- Shortlisted entrants will be required to present their idea to a judging panel in Dubai.



- Flight ticket and hotel costs will be covered by Unilever if you are coming from Kuwait.
- Candidates opting to drop out at any stage of the program, for whatever reason, will be automatically disqualified.

## TIMELINE



## PROCESS

**Step 1:** Register your interest by emailing us and submit the application form we provide.

**Step 2:** 15 entries will be shortlisted based on our assessment criteria.

**Step 3:** 15 shortlisted entries will be invited for an elevator pitch to the Unilever selection panel.

**Step 4:** 6 final ideas will be chosen and paired with mentors from industry to prepare the final presentation and application.

**Step 5:** 6 finalists submit the final application form.

**Step 6:** 6 finalists will make their final pitches in person to a guest judging panel.



**Step 7:** The winning initiative of the YEA 2018 will receive funding for their idea (up to AED 100,000) and mentoring support

**Step 8:** Mentorship will be provided to the YEA 2018 winning initiative. This will be designed on taking the initiative to the next level by fueling growth and maximizing impact.

## ASSESSMENT CRITERIA

**Initiative summary:** You should describe your initiative briefly and communicate a compelling narrative that makes it stand out from the rest.

**Team:** We are looking for founders / co-founders who are aspirational as well as inspirational, demonstrated through their dedication to making their venture work. Show us how you will, or are already building a team who can support your venture now and in the future. If you plan to work on your own, explain how you have all the resources you need to bring this idea to life.

**Impact:** Explain how your solution has an impact in your selected category, and how this impact can be measured through both quantitative and qualitative data. The best solutions will demonstrate social, economic, and environmental impact, and the potential for scale. Entries that demonstrate both high impact at a local level, and the potential for broader impact at a larger scale, will be evaluated equally on their own merit.

### **Business model, including:**

**Financial plan and growth:** You should describe how your initiative is currently financially supported, as well as your vision for growth and scaling up. This should include a plan for how you will fund your initiative's growth, and how you aim to achieve a sustainable financial model. The strongest entries will outline how your solution can be sustained without reliance on philanthropic donations or aid for core funding when established. Entries from for-profit, non-profit as well as new units of existing organizations will be considered.

**Innovation and competitor awareness:** We want you to show us a degree of novelty, whether an existing initiative in a new context or delivering a different outcome, or a different approach to a known problem. Innovation is distinct from invention by progressing from the lab into a real-world context with market applicability. This means



your entry must demonstrate an awareness of competitors and alternative solutions and how your approach differs.

**Entries will also be scored according to:**

- How the Awards process and prizes would impact the success of the initiative (why do you need YEA to make your idea come to life or go to the next level?)
- How effectively the entrepreneur(s) is/are able to engage with relevant communities and stakeholders to realize the potential of the solution. Have you understood and connected with exactly which partners you would need and what for?
- How the level of ambition is underpinned by the capability to deliver. How are you planning to scale your idea in a realistic way?
- How the initiative contributes towards achieving the UN Sustainable Development Goals (specifically, the SDG category selected by the entrant out of the 6 possible).

**PROCEDURES AND RULES**

- Competition opens on 10 October 2018 [00:00GST] and closes on 11 November 2018 [23:59GST].
- No late entries shall be accepted. Entries that are incomplete will not be valid and shall be deemed void.
- By entering, entrants warrant that all information submitted in the application is true, accurate and complete. Unilever reserves the right to verify any information contained in the application.
- The winning initiative will be announced in December 2018. They will then be contacted by the Awards team for next steps.
- If shortlisted, winners must be able to commit to their availability for the elevator pitches and the final pitch.
- Unilever Gulf shall act in its absolute discretion when deciding which entries are successful and Unilever's decision is final.
- Unilever Gulf reserves the right in its sole discretion not to choose winners for the program.
- Unilever reserves the right to allocate the optimum level of funding from the AED 100,000 prize money fund. The optimum funding will solely depend on the needs of the winning initiative evidenced by the financial plan presented by the candidates. The



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final decision on the optimum level of funding lies with the judging committee. The candidate(s) must convince the judging committee why they require the said extent of funding and how they will invest it into the initiative to bring it to fruition.

- Unilever Gulf will not own or have rights over the applicant's initiatives. Unilever wants to help entrepreneurs find solutions to some of the world's most urgent issues and inspire young people to co-create a sustainable future. The YEA 2018 is not intended as a process to 'buy' solutions; the ownership and intellectual property of submitted applications remain the property of the entrepreneurs themselves.
- Unilever reserves the right to disqualify at any time (in its reasonable discretion) any participant or entry for good cause, including, but not limited to, non-compliance with these terms, the Unilever Privacy Policy or violation of any applicable laws, codes, or regulations.
- All personal information that you provide through applying to the Awards will be handled in the strictest confidence, and will comply with the Unilever Privacy Policy.

### **The competition closes on 11th November 2018**

For inquiries, participants may address questions to Vineetha Mathew at [vmathew@sustainablemindz.com](mailto:vmathew@sustainablemindz.com)