

Award criteria

**‘German Entrepreneurship Award  
for Development’**

An initiative of the

Carl Duisberg Gesellschaft e.V. (CDG)

on behalf of the

German Federal Ministry for Economic Cooperation  
and Development

implemented by the

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)  
GmbH

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## 1. GENERAL

In setting out the Sustainable Development Goals (SDGs), the heads of state and government of the United Nations (UN) established a series of far-reaching political objectives, which can only be achieved in cooperation with the private sector. According to a poll conducted by PricewaterhouseCoopers, however, only 13% of companies surveyed have as yet identified appropriate instruments for addressing the SDGs.

The Carl Duisberg Gesellschaft e.V. (CDG), the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH support cooperation between the private sector and development policy actors. In so doing, they perform an important intermediary function in implementing the SDGs.

### 1.1. FUNDING OBJECTIVES

The CDG e.V., the BMZ and GIZ aim to promote the involvement of companies in activities geared to achieving SDGs in partner countries of the German Government and make these visible to a wider public. In this way, the involvement may serve as an example to many other companies worldwide. One of the measures is the endowment of a cash prize with the title 'German Entrepreneurship Award for Development' in two categories. Awarded every two years, the prize recognises companies which through their projects or innovative business models have made a demonstrable contribution to one or more SDGs in developing countries or emerging economies. The award is intended also to draw public attention to the particular achievements of the prize winners and encourage other similarly outstanding efforts. In so doing, the CDG e.V., the BMZ and GIZ create incentives for other companies to become active in the field of development cooperation and in so doing promote international cooperation for sustainable development.

### 1.2. AWARD DECISION

The two winners of the German Entrepreneurship Award for Development and recipients of the cash prize will be decided by an independent expert jury appointed by the CDG e.V., the BMZ and the GIZ as initiators of the award. The initiators will also have representation on the jury.

The jury's decision will be based on the documentation submitted by the companies and the objectives of the award and subsequent, more specifically defined selection criteria.

It will not be possible to take into consideration participant documentation which fails to comply with these funding criteria or does not contain the declarations or information required of the applicants for a funding decision to be made.

## 2. JURY

### 2.1. NOMINATION, RESPONSIBILITIES

The jury is comprised of up to eight people appointed by the CDG e.V., GIZ and the BMZ. It includes representatives of the initiators, German development cooperation organisations, and the German private sector, media and civil society.

As soon as the application period is closed, application documentation will be reviewed and evaluated by an independent expert appointed by GIZ to check compliance with application criteria (both in terms of content and commercial viability). GIZ will then present the five best projects to the jury.

The jury will then make final deliberations on the application documentation submitted for the relevant categories, on recipients of the award and on the prize money associated with it.

## 2.2. RIGHTS AND DUTIES

Jury members are independent and not bound by any instructions. The chair and deputy will be appointed by the initiators.

## 2.3. MEETINGS, DELIBERATIONS

Meetings of the jury are convened by GIZ and prepared in coordination with the jury chair. Meetings are not open to the public.

Decisions are taken based on a simple majority of voting members present. In exceptional cases, jury decisions can be effected in writing or by telephone.

Internal records will be kept of decisions taken by the jury. They will not be justified in public.

# 3. THE GERMAN ENTREPRENEURSHIP AWARD FOR DEVELOPMENT

## 3.1. CONDITIONS OF APPLICATION AND PARTICIPATION

- The German Entrepreneurship Award for Development is aimed at German / European companies which demonstrate a commitment to development cooperation and provide general support for the community through their project. The outcomes of the activity recognised by the award must be made available to the general public;
- The award recognises activities in which the company's involvement clearly goes beyond commercial interest;
- Application is not open to associations, clubs or private individuals;
- Projects from companies represented on the jury by employees, top executives or other such persons are not eligible for the award;
- Companies representing any sector or business segment may submit proposals;
- Project proposals may only be submitted by employees, top executives or other such persons representing the applicant company;
- Companies may submit only one application per category;
- Companies which have already received funding through the German Entrepreneurship Award for Development may only reapply with entirely new projects – one application per category;
- The activities presented must be at least 50% financed from the company's own resources;
- The Entrepreneurship Award excludes from participation companies/persons;
  - where insolvency proceedings or similar legal proceedings have been instigated against their assets, the instigation of such proceedings has been applied for, or an application of this kind has been rejected due to a lack of assets;
  - in liquidation;
  - who in the course of their professional activities have committed proven acts of grave misconduct which casts doubt on the integrity of their candidature;
  - who have failed to properly fulfil their obligations to pay taxes or statutory social insurance contributions;
  - who in the course of the application process have failed to submit adequate explanations with regard to their eligibility or activities presented;
  - who have attempted to improperly influence the decision-making process for the award procedure;

- who have attempted to obtain confidential information which may confer an improper advantage during the award procedure;
- who have not complied with a previous or still applicable obligation to recover aid.

## 3.2. CONDITIONS FOR USE OF PRIZE MONEY

GIZ will transfer the prize money to an account designated by the prize winning companies. These undertake to use prize money exclusively for specified purposes as part of their ongoing commitment to the prize-winning project at the local level.

Business accounts demonstrating that prize money has been used for the purposes specified by the company on submission of the application (see paragraph 3.3.3 and 3.4.3) must be submitted annually in each of the two years following the award. The prize money will be paid out in two equal instalments. The first payment will be made shortly after the award ceremony. The second payment will be made following scrutiny of the company's first annual report which clearly demonstrates use of the prize money for specified purposes.

Companies undertake to submit a detailed annual written report with images documenting progress of the project for each of the two years following the award (see paragraphs 3.3.3 and 3.4.3).

Prize winning companies undertake to repay the prize money in full to GIZ if the prize money is not or no longer used for the purpose for which it was intended, particularly in the event of insolvency, threat of insolvency or overindebtedness of the relevant company.

Following the award, the winning companies will feature as best-practice examples in a planned series of events on the topic of 'Business and SDGs'. The nature and scope of involvement will be individually agreed with prize winners.

## 3.3. CATEGORY A: BUSINESS FOR DEVELOPMENT

### 3.3.1. AWARD AND PRIZE MONEY

The Category A prize awarded by the German Entrepreneurship Award for Development, 'Business for Development', includes prize money amounting to EUR 35,000. Prize winners are permitted to promote their company in future with the title 'Winner of the German Entrepreneurship Award for Development 2017 in the category of– Business for Development '.

### 3.3.2. APPLICATION CRITERIA

The Business for Development category recognises projects and measures that are running successfully or have already been implemented. The prize honours long-term entrepreneurial commitment which goes beyond the company's usual commercial activities overseas and demonstrates measurable development outcomes at the local level. In line with the traditions of CDG e.V., this category focuses on activities with a relevance to education. No prizes are awarded to pure PR campaigns, fundraising activities or one-off aid campaigns.

Projects submitted may come from any sector of industry and should meet at least one of the following requirements:

**Business development at the local level through provision of training for employees and/or supplier companies and/or companies in the partner country which exceeds the applicant's own needs.**

Possible examples:

- training experts beyond own requirements;
- in-house training for people from developing and emerging countries, intercultural exchange;

- training of supplier companies to promote sustainable business activity and improve their living conditions;
- training for people working in the informal sector to provide them with a firm professional basis in the long term;
- educational initiatives involving local companies or universities;
- measures to promote better integration of women and disadvantaged people into the economy;
- measures to prevent child labour and inhumane working conditions.

**Provision of technologies and/or knowledge and/or infrastructure to improve living conditions for local people in the long term and/or promote sustainable business development.**

Possible examples:

- healthcare and information programmes at the workplace and in the corporate environment;
- environmental education at the workplace and in the corporate environment;
- activities/projects within the company and/or its surroundings geared to sustainable provision of the population with energy, water and food;
- infrastructure development (education, healthcare, transport etc.) in the corporate environment;
- projects and training sessions on making a technology or process more widespread to promote sustainable business activity at the local level.

The company should also look beyond its business activities overseas to promote sustainability, observe human rights and labour standards, and promote climate and environmental protection.

### 3.3.3. APPLICATION DOCUMENTS REQUIRED

In the first instance, companies submit an online form detailing the information outlined below. GIZ will check the information and request missing documentation as required. All companies will receive confirmation that their application has been received.

- Information about the company and contact;
- Details of the company's annual turnover and number of employees for (up to) the last three years;
- Description of the project being proposed for the award, together with the company's operating framework, including names of those involved, overall budget, specific proposal for use of the prize money of EUR 35,000, and an outline of the project's impact at the local level;
- How long has the company been involved with the development project submitted?
- Why is the company involved?
- Description of involvement (3,000 characters max.);
- Photos from the project (up to three images);
- A reference who can be questioned on the success of the project in the event of selection for the shortlist;
- If available, website addresses with additional information about the company's involvement, media reports etc. (up to three URLs);
- Undertaking to meet all participation criteria together with a declaration of eligibility;
- The following completed declaration of any funding or grants received in the last three tax years:  
[Link](#);
- Signed declaration of commitment to use prize money for the purpose specified during the application procedure;
- The application documentation must include a declaration on the part of the company, worded as follows:

*'In the event of a successful application for the 'German Entrepreneurship Award for Development', [Name of company] acknowledges the right of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH to use free of charge, irrevocably and non-exclusively any photos and image files submitted in support of its application documentation, to use the description of the project (product/service) proposed for the award and the company's operating framework, including mention of the names of those involved, the overall budget, the specified purpose for use of prize money and an outline of benefits for local people, to store this content on the GIZ server, to publish it, and, in particular, to make it accessible (e.g. by displaying content on the website with the URL...), to process and duplicate it, in so far as it is required for the provision and publication of relevant content, and to grant rights of use to third parties.*

*[Name of company] guarantees that all photo and image files are free from third-party rights and indemnifies GIZ against all claims by third parties concerning the granting or exercise of the rights of use and agrees to repay any appropriate costs that may arise in connection with a legal defence.'*

### 3.3.4. SELECTION PROCEDURE

GIZ will appoint an expert to draw up a shortlist of the five best applications based on the evaluation criteria. This shortlist is the basis on which the jury will ultimately make its assessment. The approach and degree to which the following criteria are met will receive a positive evaluation:

- the project promotes benefits for the general population and in so doing makes a key contribution to the social development of the developing or emerging country in which the project is located;
- activities involving a high equity share of the companies, since the companies run a greater degree of risk;
- activities in which the company's involvement clearly goes beyond commercial interest;
- activities for which the approach is transferable or finds as broad an application as possible along the entire value chain (e.g. among all supplier companies, the entire sector etc.);
- activities which already have a specified term and for which the outcomes are clearly apparent;
- activities in countries which have attracted little investment in the past;
- activities which are exemplary in nature – e.g. when the company first implements an idea that can subsequently find application in other regions.

## 3.4. CATEGORY B: INNOVATION FOR DEVELOPMENT

### 3.4.1. AWARD AND PRIZE MONEY

The Category B prize awarded by the German Entrepreneurship Award for Development, 'Innovation for Development', includes prize money amounting to EUR 25,000. Prize winners are permitted to promote their company in future with the title 'Winner of the German Entrepreneurship Award for Development 2017 in the category of – Innovation for Development'.

### 3.4.2. APPLICATION CRITERIA

The Innovation for Development category recognises entrepreneurial projects for innovative products or services which promote sustainable economic activity and improve people's living conditions in the long term. The prize is aimed principally at companies which have developed a product or service to market readiness and are now looking to find an application for it or take it to the next stage of development. Proposals target the poorer strata of the population.

Ideas submitted may come from any sector of industry and should meet the following requirements where possible:

- solution to a development policy issue by means of (digital) technology or an innovation (e.g. food, health, water or energy supply, adaptation to climate change, education etc);

- manufacturing process which facilitates local production and/or inexpensive acquisition by local population (in order to broaden the impact);
- provision via local sales channels and possibility of local operation and maintenance – involvement of local population not just as consumers but also as producers or supplier target group in the value chain.

Applications are accepted from companies which have been commercially active for at least one year. Applicants must also present an economic assessment (business plan including cashflow draft) demonstrating that the idea/project is feasible and financially sustainable.

Companies may also submit projects that have already received funding during the development phase (e.g. research grant, start-up grant, innovation funding). In this case, companies need to have put a pilot into operation or implemented a prototype.

### 3.4.3. APPLICATION DOCUMENTS REQUIRED

In the first instance, companies submit an online form containing the information outlined below. GIZ will check the information and request missing documentation as required. All companies will receive confirmation that their application has been received.

- Information about the company and contact;
- Figures detailing company turnover and number of employees for the last three years (provided the company has been in existence for more than three years. If the company has been commercially active for less than three years, figures should be submitted for the years available);
- Title of the innovation;
- Description of the project being proposed for the award (product/service), together with the company's operating framework, including names of those involved, overall budget, proposal for use of the prize money of EUR 25,000, and an outline of the benefits for people at the local level (3,000 characters max.);
- Optional: photos (up to three images);
- Justification/evidence/evaluation of the innovation's feasibility (e.g.: net-present-value and internal rate of return);
- If available, information on funding/grants etc. already received for this innovation;
- The following completed declaration of any funding or grants received in the last three tax years: [Link](#);
- If available, website addresses with additional information about innovation, media reports etc. (up to three URLs/documents);
- An undertaking to meet all participation criteria together with a declaration of eligibility;
- Signed declaration of commitment to use prize money for the purpose specified during the application procedure;
- The application documentation must include a declaration on the part of the company, worded as follows:

*'In the event of a successful application for the 'German Entrepreneurship Award for Development', [Name of company] acknowledges the right of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH to use free of charge, irrevocably and non-exclusively any photos and image files submitted in support of its application documentation, to use the description of the project (product/service) proposed for the award and the company's operating framework, including mention of the names of those involved, the overall budget, the specified purpose for use of prize money and an outline of benefits for local people, to store this content on the GIZ server, to publish it, and, in particular, to make it accessible (e.g. by displaying content on the website with*



*the URL...), to process and duplicate it, in so far as it is required for the provision and publication of relevant content, and to grant rights of use to third parties.*

*[Name of company] guarantees that all photo and image files are free from third-party rights and indemnifies GIZ against all claims by third parties concerning the granting or exercise of the rights of use and agrees to repay any appropriate costs that may arise in connection with a legal defence.'*

#### 3.4.4. SELECTION CRITERIA

The expert(s) appointed by GIZ draws up a shortlist of the five best applications (after scrutiny of the documentation). This shortlist is the basis on which the jury will ultimately make its assessment. The approach and degree to which the following criteria are met will receive a positive evaluation:

- the project promotes benefits for the general population and in so doing makes a key contribution to the social development of the developing or emerging country in which the project is located;
- ideas which combine all the requirements outlined under paragraph 3.4.2;
- innovative projects which are exemplary in nature and demonstrate an innovative approach (greater consideration will be given to new ideas and approaches that are not widely known or have attracted major interest in terms of dissemination/implementation e.g. by NGOs);
- projects which make a particular contribution to achieving the SDGs;
- projects which are also suited to dissemination at supraregional level.

## 4. CONCLUDING PROVISIONS

GIZ's decision is final in the event of queries concerning the design or application of these criteria.

GIZ may grant exemptions to the terms of these criteria in exceptional cases.

These criteria enter into force on 14 November 2016.

Eschborn, 10 November 2016

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

on behalf of the

German Federal Ministry for Economic Cooperation and Development