

## 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 NOTES

In setting out the Sustainable Development Goals (SDGs), the heads of state and government in the United Nations (UN) established a series of far-reaching political objectives that can only be achieved in cooperation with the private sector. According to a survey conducted by PricewaterhouseCoopers, however, only 13% of the 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 play an important intermediary role in the context of implementing the SDGs.

## 1.1 FUNDING OBJECTIVES

The CDG e.V., BMZ and GIZ aim to support the development policy commitment of companies with respect to the SDGs in partner countries of the German Federal Government, and to make this commitment known to a broader public so that it can serve as an example for many other companies worldwide. One measure taken to achieve this goal is to present cash prizes to the winners of the 'German Entrepreneurship Award for Development' in two categories. At two-year intervals, awards are presented to companies whose projects or innovative business models in developing countries and emerging economies have made or are making a demonstrable contribution to one or more SDGs. The aim in presenting the awards is to make the general public aware of the remarkable achievements of the prize-winners and encourage other similarly outstanding achievements. In this way, CDG e.V., BMZ and GIZ create incentives for other companies to become involved in the field of development cooperation and in so doing promote international cooperation for sustainable development.

## 1.2 AWARD DECISION

An independent specialist jury, which is determined by CDG e.V., BMZ and GIZ as the initiators of the award and on which the initiators are also represented, reaches the decision with regard to awarding the German Entrepreneurship Award for Development in two categories and the associated cash prize. The jury reaches its decision based on the documents submitted by the companies and on the basis of the objectives of the award and the selection criteria explained in more detail below. Participation documents that do not correspond to the selection criteria and objectives of the award or that do not contain the applicant explanations and information necessary for a decision cannot be taken into account.

# 2 JURY

## 2.1 APPOINTMENT, RESPONSIBILITIES

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

As soon as the application period is closed, an independent expert commissioned by GIZ will examine and evaluate the application documents to ascertain whether they meet the selection criteria (in terms of both content and commercial aspects). The best projects per category, up to a maximum of five each, will then

be presented to the jury. The jury will reach the final decision with regard to the application documents submitted in the respective categories, the award and the associated prize money.

## 2.2 RIGHTS AND DUTIES

The jury members are independent and are not bound by any instructions. The initiators will appoint the chair and deputy chair.

## 2.3 JURY MEETINGS AND DECISIONS

The jury meetings are convened by GIZ and prepared in coordination with the jury chair. The meetings are not open to the public. The jury takes decisions based on a simple majority of the members present who are entitled to vote. The jury may take decisions in writing or by phone in exceptional cases. The jury keeps an internal record of its decisions and does not justify them publicly.

# 3 THE GERMAN ENTREPRENEURSHIP AWARD FOR DEVELOPMENT

## 3.1 CONDITIONS OF APPLICATION AND PARTICIPATION

- The German Entrepreneurship Award for Development is aimed at German or European companies that are committed to development cooperation and whose project supports the general good. The results of the activities for which the award is presented must be available or be made available to the general public;
- The activities involved must demonstrate company engagement that clearly goes beyond commercial interests;
- Associations, clubs and private individuals are barred from application;
- Projects of companies that are represented on the jury by employees, managers or other individuals are barred from application;
- Companies from all sectors and business areas may submit proposals;
- Project proposals may only be submitted by employees, managers or other individuals representing the applicant company;
- Companies can only apply once for each category;
- Companies that have already received the German Entrepreneurship Award for Development may only reapply for the award with completely new projects. Then, too, only one application per category is possible;
- The company must be a suitable recipient of (possibly further) de-minimis aid (see application documents, de-minimis declaration);
- The planned activities that are presented should be funded to at least 50% from the company's own funds and at most 50% by the potential prize money;
- Companies or individuals may be barred from participation if
  - insolvency proceedings or similar legal proceedings have been initiated against their assets or a petition for such proceedings has been filed or has been rejected for lack of sufficient assets. By submitting the application form, the submitter confirms that he/she has been informed of and consents to a credit report on his/her company being obtained via Creditreform;
  - they are being wound up. By submitting the application form, the submitter confirms that he/she has been informed of and consents to a credit report on his/her company being obtained via Creditreform;

- they can be shown to be guilty of grave misconduct in their professional activities that casts doubt on the company's integrity;
- they have not properly fulfilled their obligation to pay taxes and duties or contributions to the statutory social insurance scheme;
- they have made inaccurate statements in the procedure with regard to their suitability or the presented activities;
- they have attempted to influence the decision-making process related to the award in an impermissible way;
- they have attempted to obtain confidential information with which they could gain impermissible advantages with regard to the award;
- they have failed to comply with an earlier and still unfulfilled order to return aid.

## 3.2 REQUIREMENTS CONCERNING THE USE OF PRIZE MONEY

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

Over the two years after receiving the award, the companies undertake to submit a conclusive economic and editorial report once a year, together with images, on the progress of the project. This report must provide evidence of the purpose-tied use of the prize money (which the company determines when submitting its application, see 3.3.3 or 3.4.3 respectively). The prize money is paid in two instalments each amounting to 50%. The first payment is made shortly after the award is presented. The second payment is made after examining the first economic and editorial annual report, which clearly presents the purpose-tied use of the prize money. A form is provided that can be used as the basis for the report.

If there is any time delay in implementation resulting in the prize money being used later, this must be explained in the report. In this case, an updated schedule and budget plan must be submitted with the status report.

The companies winning the award are obliged to pay the prize money back to GIZ in full if the prize money is not or is no longer used for the intended purpose, in particular in the event that the respective company becomes insolvent, faces imminent insolvency or becomes heavily indebted.

In addition, the winning companies declare their willingness to be included as best practice examples in a planned series of events on the topic of business and SDGs after receiving the award. The time, manner and extent of inclusion will be agreed individually with the winners. Moreover, information regarding the winning companies and projects will be used for further communication regarding the German Entrepreneurship Award for Development and the application process, for example on the website or on social media channels.

## 3.3 CATEGORY A: BUSINESS FOR DEVELOPMENT

### 3.3.1 AWARD AND PRIZE MONEY

Category A 'Business for Development' of the German Entrepreneurship Award for Development comes with prize money of EUR 30,000. Winners of the award may in future advertise their company with the title

‘winner of the German Entrepreneurship Award for Development 2021 in the “Business for Development” category’.

### 3.3.2 APPLICATION CRITERIA

In the ‘Business for Development’ category, the award distinguishes company projects and measures that have already been implemented or that are running successfully. The award honours long-term entrepreneurial engagement that goes beyond the company’s usual commercial activities abroad and displays measurable development-policy results at the local level. In line with the tradition of CDG e.V., this category focuses on activities relating to education. No awards are presented for pure PR campaigns, fundraising campaigns or one-off aid campaigns.

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

#### **Promotion of the local economy through provision of training for employees and/or supplier companies and/or companies in the partner country beyond the applicant company’s own needs**

Possible examples:

- Training experts beyond the company’s own requirements;
- In-company training for people from developing countries and emerging economies, intercultural exchange;
- Training of supplier companies to promote sustainable business and improve living conditions;
- Training for people working in the informal sector in order to provide them with a firm basis for their career in the long term;
- Educational initiatives in cooperation with local companies or local universities;
- Measures to improve the integration of women and disadvantaged persons into the economy;
- Approaches to prevent child labour and inhumane working conditions.

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

Possible examples:

- Health and awareness programmes at the workplace and in the corporate environment;
- Environmental education in the company and its environment;
- Activities/projects within the company and/or in its environment to provide the general public with a sustainable supply of energy, water or food;
- Development of infrastructure (education, health, transport, etc.) in the corporate environment;
- Projects and training courses to disseminate a technology or procedure with the aim of promoting sustainable local business practices.

Even beyond its entrepreneurial activity abroad, the company should promote sustainability, comply with human rights and labour standards, and protect the climate and environment.

It is also possible to submit projects that have already been promoted during their development (e.g. by research grants, business start-up grants or innovation funding). A pilot project should be running or a prototype should have been implemented.

### 3.3.3 APPLICATION DOCUMENTS TO BE SUBMITTED

In the first step, the companies submit the information below by means of an online form. GIZ will check the statements provided and, if necessary, request any missing documents. All companies will receive confirmation that their application has been received.

- Information about the company and contact person;
- Company's annual turnover and number of employees over the past (up to) three years;
- Project title;
- Description of the project proposed for the award and the company's scope of activity including specification of the name of the involved persons, the overall budget, the purpose-tied use of the prize money of EUR 30,000 and an outline of the results achieved at local level;
- How long has the company been involved in development cooperation via the submitted project?
- Why is the company involved?
- Description of involvement;
- Photos from the project (up to three images);
- A reference who can be asked about the achievements of the project should it be short-listed;
- If applicable: information on funding/grants that this project has already received;
- If available: websites with further information on the company's engagement or press reports (up to three URLs);
- Statement of compliance with all participation criteria and that no grounds for exclusion exist;
- The following completed confirmation of grants received in the last three tax years: De-minimis declaration;
- Signed declaration of commitment to use the prize money for the purpose specified in the application process;
- The company must also include a declaration with the following wording with the application documents:

*'In the event that the application for the German Entrepreneurship Award for Development is successful, [Name of the company] hereby grants the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH a free-of-charge, irrevocable and non-exclusive right of use to the photos and image files submitted as part of the application documents as well as the right to save the description of the project proposed for the award and the company's scope of activity, including the specification of the involved persons, the overall budget, the purpose-tied use of the prize money and the results in the field, on the GIZ server and to publish them, in particular to make them publicly accessible (e.g. by showing the content on the website), to process and reproduce them if this is necessary for the provision or publication of the content in question, and to grant rights of use to third parties.*

*The company guarantees that the photos and image files are not subject to any third-party rights. [Name of the company] shall indemnify GIZ against all third-party claims arising from the granting or use of the rights of use and shall reimburse GIZ for the reasonable costs incurred in connection with legal defence against such claims.'*

### 3.3.4 SELECTION PROCEDURE

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

- The project promotes benefits for the general population and therefore makes a key contribution to the social development of the developing or emerging country in which the project is based;
- Activities involving a high equity share of the companies, because the companies run a greater degree of risk;
- Activities in which the company's engagement clearly goes beyond commercial interest;
- Activities in which the approach is transferable or is applied broadly across the entire value chain (e.g. to all supplier companies, the entire sector, etc.);
- Activities that have already been running for a certain length of time and have shown clear results;
- Activities in countries where few investments have been made to date;
- Activities with an exemplary character – if the company implemented an idea for the first time that can then also be used in other regions.

## 3.4 CATEGORY B: INNOVATION FOR DEVELOPMENT

### 3.4.1 AWARD AND PRIZE MONEY

Category B 'Innovation for Development' of the German Entrepreneurship Award for Development comes with prize money of EUR 30,000. Winners of the award may in future advertise their company with the title 'winner of the German Entrepreneurship Award for Development 2021 in the 'Innovation for Development' category'.

### 3.4.2 APPLICATION CRITERIA

The 'Innovation for Development' category awards a prize for entrepreneurial projects that generate innovative products or services that promote sustainable business practices and improve people's living conditions over the long term. The award is primarily aimed at companies that have developed a product to a state of market readiness and now want to put it to use or expand it. The proposals target the poorer sections of the population.

For Category B of the German Entrepreneurship Award for Development 2021, in particular (but not exclusively) companies will be invited to apply whose project/product/service is helping to resolve or cushion the consequences of the global coronavirus crisis in a developing or emerging country. Provided they have the necessary qualifications, innovations related to COVID-19 will be given preferential consideration for the prize.

The projects submitted may come from any sector of industry and field and should meet the following requirements as far as possible:

- Solution to a development policy issue by means of a (digital) technology or an innovation (e.g. nutrition, health care, water or energy supply, adaptation to climate change, education, etc.) – preferably a problem that arose as a result of the global coronavirus crisis;
- A manufacturing method that allows production on site and/or acquisition at low cost by the local population (in order to achieve broad impact);
- Enables offering via local sales channels as well as local operation and maintenance – integration of the local population not simply as consumers, but also as a producing and supplying target group in the value chain.



Companies that have been commercially active for at least one year are eligible to apply. An economic assessment (business plan including draft of a cash flow) must be available that shows how the idea/project can be implemented sustainably and is financially viable (see 3.4.3).

It is also possible to submit projects that have already been funded during their development (e.g. by research grants, business start-up grants or innovation funding). A pilot project should be running or a prototype should have been implemented.

### 3.4.3 APPLICATION DOCUMENTS TO BE SUBMITTED:

In the first step, the companies submit the information below by means of an online form. GIZ will check the statements provided and, if necessary, request any missing documents. All companies will receive confirmation that their application has been received.

- Information about the company and contact person;
- Annual turnover of the company and number of employees over the past three years (if the company has existed for longer than three years. If the company has been commercially active for less than three years, the figures from the years in which it has existed must be provided);
- Title of the project or innovation;
- Description of the innovation (product/service) proposed for the award and the company's scope of activity including specification of the name of the involved persons, the overall budget, the purpose-tied use of the prize money of EUR 30,000 and a presentation of the benefits for the local people;
- Optional: photos (up to three images);
- Justification/evidence/calculation of the cost-effectiveness of the innovation (e.g. business plan including a draft of a cash flow, net present value and internal rate of return);
- If applicable: information on funding/grants that this innovation has already received;
- The following completed confirmation of grants received in the last three tax years: De-minimis declaration;
- If available: website with further information on the innovation/media reports (up to three URLs/documents);
- Statement of compliance with all participation criteria and that no grounds for exclusion exist;
- Signed declaration of commitment to use the prize money for the purpose specified in the application process.
- The company must also include a declaration with the following wording with the application documents:

*'In the event that the application for the German Entrepreneurship Award for Development is successful, [Name of the company] hereby grants the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH a free-of-charge, irrevocable and non-exclusive right of use to the photos and image files submitted as part of the application documents as well as the right to save the description of the project (product/service) proposed for the award and the company's scope of activity, including the specification of the involved persons, the overall budget, the purpose-tied use of the prize money and a presentation of the benefits for the local people, on the GIZ server and to publish them, in particular to make them publicly accessible (e.g. by showing the content on the website with the URL...), to process and reproduce them if this is necessary for the provision or publication of the content in question, and to grant rights of use to third parties.*

*The company guarantees that the photos and image files are not subject to any third-party rights. [Name of the company] shall indemnify GIZ against all third-party claims arising from the granting or use of the rights of use and shall reimburse GIZ for the reasonable costs incurred in connection with legal defence against such claims.'*

#### 3.4.4 SELECTION CRITERIA

The expert appointed by GIZ will draw up a shortlist of up to five of the best applications (after examining the documents). This selection is the basis on which the jury will ultimately make its assessment. The way in which and degree to which the following criteria are met will receive a positive assessment:

- The project promotes benefits for the general population and therefore makes a key contribution to the social development of the developing or emerging country in which the project is based;
- Innovative projects that combine all the requirements specified under item 3.4.2 as far as possible;
- Innovative projects with an exemplary character and ideally an innovative approach (here, new ideas and approaches will be considered that are not yet widely known or do not receive much interest for dissemination/implementation, e.g. from NGOs);
- Projects that make a special contribution to the achievement of the SDGs;
- Projects that are also suitable for dissemination at supraregional level;
- Projects that arose as a consequence of the global coronavirus crisis and provide a solution for coronavirus-related problems in developing countries and emerging economies.

## 4 FINAL PROVISIONS

In case of doubt regarding the interpretation and application of these criteria, GIZ shall make the final decision.

In special cases, GIZ can make exceptions to the provisions of these award criteria.

These criteria enter into force on 4 June 2020.

Eschborn, 04 June 2020

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

On behalf of the

German Federal Ministry for Economic Cooperation and Development