



## **Project Inspire: 5 Minutes to Change the World 2015**

*Tell us your life-changing idea to help empower women!*

Singapore Committee for UN Women and MasterCard (collectively, the “Organizers”) are once again joining hands to launch the Project Inspire: 5 Minutes to Change the World competition in 2015.

As with Project Inspire 2014, this year-long digital and social media driven initiative aims to inspire young people across the world to take action to empower disadvantaged women in Asia/Pacific, the Middle East or Africa through entrepreneurship and business literacy.

A **US\$25,000** grant will be awarded to the winning project. A **US\$10,000** grant will be awarded to the runner-up.

### **How to Enter**

If you are passionate about making a positive and lasting impact towards the empowerment of women, we want to hear from YOU!

Please ensure that your submission meets the following criteria:

#### **1. The Project**

- Project Inspire presents participants with a 5-minute platform to pitch their inspired idea relating to a project to empower women through entrepreneurship and business literacy, and win a US\$25,000 grant.
- The project must show creativity and demonstrate the potential to make a sustainable impact on the empowerment of women. To qualify, the project must meet the following requirements:
  - The project must be designed to empower disadvantaged women through entrepreneurship and business literacy.
  - The project must be based on an existing initiative.
  - The beneficiaries of the project must be women or girls in Asia/Pacific, Middle East or Africa.
  - The proposed project must not propagate any political views or religious doctrines.
  - The project must be designed to be implemented with a budget of US\$25,000.
  - The winner of this competition must commence the fieldwork for their project by 1 December 2014.

#### **2. The Entry**

- Each participant must submit (i) an application form, and (ii) a (maximum) 5-minute video.
- The video is to be uploaded on any public video-sharing sites and the link to the video must be provided on the application form.
- Each submission should address the following questions:
  - What is your inspirational idea?
  - How will your project change the lives of women and girls in the short and long term?

- Tell us how many women and/or girls will benefit directly and indirectly from your project.
- How will you/your team carry out the project?
  - Please include a timeline for the project, indicating key phases relevant to your project i.e., ground preparation, pilot phase, training period, evaluation etc.
  - Tell us the activities you have planned to help reach your goal.
- How will you spend the US\$25,000 grant to carry out the project?
  - Within your proposal, include a detailed budget plan on how the US\$25,000 grant will be utilized. The budget should clearly indicate the project expenses, operational costs, manpower costs, and other spending relevant to your project.
- How will you measure the success of the project?
- How does your project utilise design or technology as a tool to empower women/girls economically?
- Submissions must be made in English.
- Submissions should be accompanied by information on the existing initiative, biographies of the team members and any supporting materials (e.g. website, social media channels, media clippings, past awards).
- A valid email address is required for submission.
- Deadline for submissions is **1 July 2015** via [www.5minutestochangetheworld.org](http://www.5minutestochangetheworld.org).

### **3. The Participants**

- This competition is open to both males and females.
- Participants may submit entries as an individual or as a team of up to three members.
  - If submitting as an individual, you must be between the ages of 18-35. You will be considered as the team leader for the purpose of this competition.
  - If submitting as a team, at least one member of the team must be between the ages of 18-35. A team leader must be chosen and will be between the ages of 18-35.
- The team leader will travel to Singapore to represent your project in the finals. The team leader must attend the entire duration of the finals.

### **4. Judging Process**

- Up to 10 shortlisted projects will be announced by 30 September 2015 (subject to changes) and these finalists will be notified via email.
- The team leaders of the shortlisted projects will be invited to present their full project plan to a panel of judges in Singapore during finals to be held from 9 November 2015 to 14 November 2015 (subject to changes). Each team leader's trip to Singapore will, in the sole discretion of MasterCard, be either (i) fully sponsored by MasterCard, or reimbursed by MasterCard of up to a maximum of S\$2000 upon the production of supporting receipts.
- Project Inspire will choose twenty semi-finalists to progress to a crowd-funding stage of the competition. From the semi-finalists, finalists will be chosen to attend the Grand Finals in Singapore where they will pitch their inspired idea to a panel of judges. The remaining semi-finalists stand a chance of winning a wild-card ticket to pitch their inspired idea at the Grand Finals in Singapore by securing the most amount of supporters during the crowd-funding stage of the competition.
- Public participation in the crowd-funding stage will be open in September 2015 or as notified on [www.5minutestochangetheworld.org](http://www.5minutestochangetheworld.org).
- The panel of judges will evaluate the creativity, efficacy, impact and sustainability each project demonstrates. The panel of judges have the right to seek more information pertaining to the project, in order to carry out their evaluation.
- The scores awarded by the panel of judges will determine the winner.
- Please note final judging score for each shortlisted project will not be revealed.

- The winner will be announced at the end of the finals.
- All decisions made by the panel of judges are final.
- The grant or any other awards or prizes may be withdrawn if there is non-disclosure or misrepresentation of information, or non-compliance with any rules, laws or regulations.

## **5. The Prize**

- A US\$25,000 grant will be awarded to the winner for the implementation of the winning project. The grant will be disbursed in instalments in such manner as determined by the Organizers in their sole discretion.
- A US\$10,000 grant will be awarded to the runner up. The grant will be disbursed in instalments in such manner as determined by the Organizers in their sole discretion.
- The winner is encouraged to start the fieldwork as soon as the first instalment is received, in any case, by 1 December 2015.
- Within 30 days after the announcement of the winner, the winner must submit a full action plan to implement the winning project for Singapore Committee for UN Women's approval.
- Each member of the winning team is jointly and severally accountable for the appropriate use of the grant as approved by Singapore Committee for UN Women.
- The winner is obligated to document the progress of the project via social media platforms and regular reports to Singapore Committee for UN Women. In particular:
  - The winner must submit a blog entry each month for the duration of the project.
  - The winner must submit a progress report each month for the duration of the project containing details including, but not limited, to progress, results, milestones, challenges, and anything else related to the implementation of your proposed project.
  - The winner must submit a final report upon the conclusion of the project containing details including, but not limited, to progress, results, milestones and anything else related to the implementation of your proposed project., challenges,
- If any monthly progress report is not to the satisfaction of the Singapore Committee for UN Women, the Singapore Committee for UN Women will notify the relevant parties and may withhold the disbursement of the grant or any portion thereof. If the report is not rectified to the satisfaction of the Singapore Committee for UN Women, the Singapore Committee for UN Women is entitled to cease making any further funding and the winner shall have no claims whatsoever, including claims for damages of any kind, against the Singapore Committee for UN Women and/or MasterCard.
- The winner will be required to take out and maintain such insurance coverage as the Singapore Committee for UN Women reasonably requires in connection with the implementation of the project, including but not limited to personal accident, health, travel and life insurance.
- The winner must not infringe local laws and regulations during the project implementation. The Organizers reserve the right to withdraw any award if subsequent implementation of winning project contravenes any law or regulation.
- The panel of judges may, in their sole discretion, decide to award any special merit awards in such amounts as determined by them and subject to the terms and conditions applicable to the winner of the US\$25,000 grant and US\$10,000 grant.

## **6. Rules and Regulations**

- Each participant represents and warrants that any and/or all information submitted as part of the proposal, is not a result of plagiarism, and does not infringe any intellectual property right

(including but not limited to, patent, design, copyright or trademark) or any other rights of any third party.

- Each participant acknowledges and agrees as a condition of entry to allow use of the participant's name, any videos, photographs, images, text, content and other information that was provided, for purposes of publicity and education.
- The Organizers reserve the right to use all submitted entries for the purpose of the competition's publicity.
- The Organizers have the sole discretion and right to alter any competition rules at any time, including without limitation the right to extend the competition deadline at any time or disqualify entries that are deemed offensive.
- This competition is not open to any employee of MasterCard or Singapore Committee for UN Women.

#### **7. Personal Data**

- The submission of your entry to the competition signifies your consent to the Singapore Committee for UN Women collecting and using your personal information as set out below.
- The Singapore Committee for UN Women will collect personal information such as your name, date of birth, nationality, gender, occupation, postal or residential address, email address and telephone number.
- The Singapore Committee for UN Women will use the personal information you provide for the purposes of this competition, future competitions and for the Singapore Committee for UN Women's purposes, such as determining trends, improving effectiveness and outreach. The Singapore Committee for UN Women also maintains a database and you consent to receiving emails from the Singapore Committee for UN Women regarding any news or updates.
- The Singapore Committee for UN Women may disclose your personal information to MasterCard and any other partner of this competition.
- The Singapore Committee for UN Women will not sell your personal information and will not, subject to Section 8 below, share your information with other third parties.

#### **8. Research Project conducted by [INSEAD/Emory]**

- INSEAD business school ("INSEAD") may conduct surveys involving the participants of this competition.
- You consent to receiving an introductory email from the Singapore Committee for UN Women to confirm your participation in any such surveys. Your participation in this survey is voluntary and is a matter entirely between INSEAD and yourself.
- If you confirm your interest in participating in the survey, the Singapore Committee for UN Women will share your name and email address with INSEAD and they will contact you directly regarding the survey.
- Each of the Singapore Committee for UN Women and MasterCard is not involved in or associated with, nor shall they be taken to endorse, the survey in any manner whatsoever.

\* \* \*

To find out more about *Project Inspire: 5 Minutes to Change the World*, please visit [www.5minutestochangetheworld.org](http://www.5minutestochangetheworld.org)

For enquiries pertaining to submissions, send your email to [contact@5minutestochangetheworld.org](mailto:contact@5minutestochangetheworld.org).