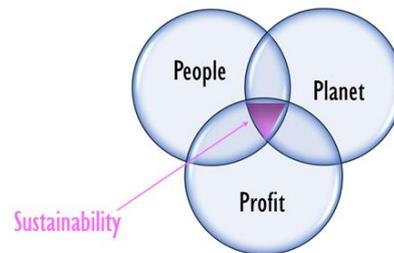




## ABOUT THE CHALLENGE

**In this section we have provided some help for you including-**

- How to get started
- Useful facts
- Reminder of the Challenge
- Where to find inspiration
- The Triple Bottom Line
- Next steps checklist
- Top Tips for a good video clip
- Top Tips for a good power-point
- ACRO
- Extra information





## ABOUT THE CHALLENGE - what do we need to do?

**Plan  
it!**

**Describe  
it!**

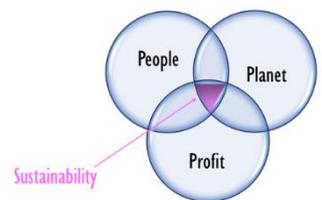
**Create  
it!**

**Submit  
it!**

Oh...and have a think about which local social enterprise / charity you would support, if your idea should win!

## YOUR IDEA

It could be a brand-new idea you think would work, or something you've already been thinking about. It could even be something you have worked on for your WBQ in school, college or at home (provided it's between 1<sup>st</sup> January 2020 and 18<sup>th</sup> June 2021) and as long as it addresses the Challenge, it's eligible!!





**If you are aged 11-18 entering - read this bit!**

Together with our partners we have set this Challenge because we know how passionate you are about the world you live in. You are the generation that is going to make a difference and improve people's lives.



**DID YOU KNOW?**

- ❖ *\*Gen Z is the most informed, evolved, and empathetic generation of its kind, predicated to be immensely, capable of making huge changes in the world (\*born after 1995)*
- ❖ *Gen Z are inheriting some of the greatest challenges that our world has faced but will be more prepared than previous generations. Digital natives from birth, more connected and empathetic, and with an entrepreneurial spirit, this is an excellent combination for social entrepreneurship to thrive.*
- ❖ *In 2020, there were already more than 2,000 social enterprises employing 55,000 people and contributing over £3 billion to the economy! (That's £3,000,000,000!)*

Social Enterprises care passionately too. Their motivation for setting up a business is to meet a need. They are REAL businesses, making money, but the big difference is that the profit goes back in, to do even more good.

But why do we need more young people starting their own Social Enterprise?

Because they improve people's lives – and that's more important than anything. That person could be you... so let's get thinking!

**What do you care about? Look for a problem... then think of a possible solution!**

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EUROPEAN UNION



Llywodraeth Cymru  
Welsh Government

**Cronfa Datblygu  
Rhanbarthol Ewrop  
European Regional  
Development Fund**



## Challenge brief:

**Think of a SOLUTION to something that would have a POSITIVE impact on people around you / in your community.**

### What do we want to know?

- **Tell us about the positive impact of the idea** (*how will it help others?*)
- **Tell us how your idea will make money** (*to keep the business going*)
- **Tell us how you have thought about the 3P's** (*people, planet, profit?*)
- **Create either a Video or a Power-point to bring your idea to life**

Equal marks will be awarded to each of the above criteria.

Credit will also be given for the style and quality of your presentation.

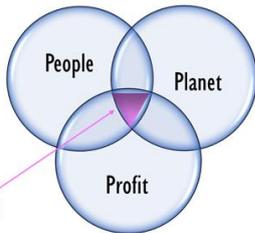
Back on the homepage (**INSPIRATION** drop-down) you will find a pdf/word document full of resources to inspire you and examples that you will really enjoy (and also some funny videos too!) The video clips also explain the Triple Bottom Line. There are examples of what other young people have come up with to give you an idea.

Look around you, chat to family and have a think about what YOU would like to do.

Once you have all the inspiration you need – read on – and then you're good to go!

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At the heart of every Social Enterprise (and what sets it apart from a traditional business) is something called the **Triple Bottom Line**.

This consists of the 3 P's of People, Planet, Profit.

When generating ideas, think about these questions:

**People:** Who/what do you want to help? How will you make them your priority? What impact will your idea have? Employee wages and conditions?

**Planet:** Is your activity low impact? How will you consider the environment in your actions?

**Profit:** How will your idea make money so you have a wage? What will you do with the money to help grow the business? How will this in turn continue to benefit others?

We would like to see evidence that you have been mindful of these values.

### RECAP - NEXT STEPS

- Watch the video clip on the **homepage** from Nicola Hemsley-Cole, Organized Kaos Youth Circus Ltd who explains the Challenge.
- Look carefully at the Challenge **brief**.
- Look through the **INSPIRATION** area which has plenty of help, including the Triple Bottom Line.
- Have lots of discussions with friends or family, bounce ideas, do some reading (it's fascinating!)
- Choose a local social enterprise that you could contact / would like to support.
- When you think you are ready, you can start **planning** your social enterprise idea. You can do this by yourself or it can be a digital group effort. Could you message/face-time your friends?
- Ask people what they think about your idea!
- You could even **try out** your idea if safe to do so (but you don't have to)
- When you're done, tell us (in words) about your idea in the online form (it's not too long)
- Create either a supporting **video clip** or a **power-point** that we can watch to bring your idea to life.

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### Top Tips for a good VIDEO



- Your video should be approximately **3 minutes** in length (approx. 10GB)
- Capture your video in **LANDSCAPE**, not portrait.
- It does not have to be 'high tech' - just capture it on your phone/ipad. Don't hold it yourself - ask someone to hold the camera/phone for you or use a tripod.
- You could even create an animation if you prefer.
- Make sure you include all the criteria in the Challenge

### Top Tips for a good PRESENTATION



- Your power-point should be no more than **8 slides** in length (approx. 30MB)
- You can include photos/video/sound if you wish
- Make sure you include all the criteria in the Challenge

After this experience you may find that you have developed new skills and improved your growth mindset. This is NOT part of the Challenge but have a think about these:

*Attitude: Your motivation and determination - what did you learn about yourself/yourselves?*

*Creativity: Did you have to think and re-think ideas? How did your thoughts develop?*

*Relationships: What did you learn? Did you work with partners / seek outside help?*

*Organisation: Think of an example where you had to be organised?*

The closing date isn't until **18<sup>th</sup> June 2021**, it could be a welcome distraction in your free time.

Have fun!

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### More information that might help...

- Gen Z are inheriting some of the greatest challenges that our world has faced, but we can rest assured that they're going to be more prepared than previous generations. Digital natives from birth, more connected and empathetic, and with an entrepreneurial spirit, this is an excellent combination for social entrepreneurship to thrive.
- COVID-19 has accelerated the need to change and the motivation of people and communities to rebuild things differently – GenZ will be a huge part of this movement.
- In 2020, the Welsh social enterprise sector has grown to more than 2,000 social enterprises employing 55,000 people and contributing over £3bn to the economy!
- By 2030 it is hoped that social enterprise will be the business model of choice for entrepreneurs delivering solutions to social, economic, and environmental challenges.

We want young people to give some thought to their beliefs and aspirations, to challenge themselves to do something unique, and have a go at something real that could genuinely have a positive impact, to believe they CAN make a difference and gain a better understanding of what social enterprises are achieving.

The **INSPIRATION** area has lots more support including idea generation – can also be used in class / at home as part of a wider scheme of work.

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## ACRO

This is NOT part of the judging criteria, but at the end of this experience, there is a real opportunity for the young person to reflect on their personal growth - a valuable moment for thought and growth mindset.

Attitude: Your motivation and determination - what did you learn about yourself/yourselfes?

Creativity: Did you have to think and re-think ideas? How did your thoughts develop?

Relationships: What did you learn? Did you work with partners / seek outside help?

Organisation: Think of an example where you had to be organised?

## Start-up support

For the 16-18 age group this is also a genuine opportunity to create a REAL business.

Young people 25 and under with entrepreneurial intention can access support from Big Ideas Wales. There is also a whole calendar of events online, covering every aspect of start-up.

We hope you enjoy exploring this Challenge – be it at home, with young people, with a class, a youth group or any other setting. These are uncertain times but also a period of real possibility. We will need to look to a new generation of social entrepreneurs and social enterprises more than ever before.

If you have any questions please email [enquiries@bigideaswales.com](mailto:enquiries@bigideaswales.com)

*Big Ideas Wales brings this Challenge to you in partnership with Wales Co-operative Centre, Social Enterprise Academy Wales, Social Business Wales, Simply Do & UnLtd.*



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