



Schwab Foundation Social Innovation Awards 2024

The Schwab Foundation for Social Entrepreneurship – sister organization of the World Economic Forum – fosters social innovation to transform society for a more just, equitable and sustainable world. It does so encouraging adoption of outstanding models of social innovation, mobilizing social innovation ecosystems to achieve collective action, and advancing systemic thinking and practice across civil society, business and governmental institutions. The Schwab Foundation's 2024 Awards span across four award categories:

- Social Entrepreneurs of the Year
- Corporate Social Intrapreneurs of the Year
- Public Social Intrapreneurs of the Year
- Collective Social Innovation Award (NEW)

Awardees from these four categories will be announced at the World Economic Forum's Annual Meeting in January 2024 and will participate in a three-year journey to help them advance their work developing systemic approaches to global challenges.

Core benefits

- *Access to the world's most influential network:* Awardees have the opportunity to connect with key leaders within the Forum's platforms, events and communities, and on the Forum's digital platform TopLink to have exposure and influence on the global agenda.
- *Global media exposure:* Awardees' solutions are showcased at the highest level, including award ceremonies, media campaigns, videos and speaking roles.
- *Personalized engagement:* Throughout the three years, staff proactively ensures that awardees' engagements with the Schwab Foundation and the World Economic Forum are aligned with their short- and long-term goals.
- *Capacity building:* Leadership capacity of awardees is supported by strengthening their organizational and business strategies through executive education programmes at top universities, practitioner-oriented research and curated programming.
- *Community-based support:* A space is created for reflection and peer-to-peer mentoring to equip awardees with the support systems to lead their organizations and drive trust-based collaborations.

Membership in the Schwab Foundation's global community of social innovators entails an active engagement throughout the year, including participation in World Economic Forum and Schwab Foundation events and initiatives, an executive education programme at Harvard University and adhering to annual progress reporting requirements. Conversational-level English would be an advantage to be able to make the best out of the experience.

Cross-cutting criteria

Foundational elements. The Schwab Foundation assesses leaders and their organizations on the following core elements:

- Orientation towards social inequalities, exclusion and marginalization, and vulnerable ecosystems
- Established, accomplished and beyond proof of concept (late stage of development)
- Uniqueness of the social model or initiative
- Equitable representation of geographical coverage, gender and nature of intervention

Systemic criteria. Equally important, the Schwab Foundation looks for leaders and organizations that embrace systemic thinking and practice through these elements:

- *Systemic lens:* Focuses not only on the problem, but exposes root causes and the system in which a problem is embedded, and that reproduces it. Tends to take a multidisciplinary, long-term approach aiming for transformative potential with lasting effect. In the case of intrapreneurs, it seeks to align and positively influence the larger institution.
- *Commitment to diversity and inclusion:* Embeds dimensions of diversity and inclusion across its conceptual framework, organization and practices. In the case of collectives, the active participation and voice of people most impacted by the problem is central rather than peripheral to the collective's DNA and reflected in the governance structures and decision-making processes.
- *Environmental sustainability:* Integrates the environmental impact of its work at the core of its strategies and practices.

Definitions and category criteria

Social Entrepreneur of the Year

A founder or chief executive officer of a for-profit or non-profit organization (a social enterprise) with an explicit mission of addressing a social or environmental problem to benefit society, in particular towards social inequalities, excluded and marginalized groups and vulnerable ecosystems.

Eligibility criteria

- *Market-based for public purpose:* Leverages market forces, strategic partnerships and business practices to attain the desired impact, for example reaching financial viability or creating solutions for excluded groups.
- *Tech-enabled:* Uses technology to create, communicate, deliver, or monitor the adoption of its products or services.
- *Demonstrable impact:* Has a monitoring and evaluation (M&E) system in place; can provide compelling impact metrics; can demonstrate how M&E systems are used to improve the organization's product or service offering.
- *Potential to scale impact:* Has spread beyond the initial programme, sector, or location and has the potential to be successfully expanded in scope or geography through growth or through partners.
- *Governance and stakeholders:* Leadership structures and decision-making are mission-aligned, participatory, transparent, ethical and accountable, with active participation of people with lived and learned experiences actively reflected in governance structures and processes.
- *Candidate as ambassador and system leader:* Able to interact on a peer-to-peer level with top business and political leaders and contribute as a thought leader for his/her sector and of social innovation more broadly; willing to contribute time and expertise to building the Schwab Foundation global community.

Corporate Social Intrapreneur of the Year

Corporate leaders in multinational or regional companies who drive the development and roll-out of new products, initiatives or services, or business models that address societal and environmental challenges – in particular towards social inequalities, excluded and marginalized groups and vulnerable ecosystems – while also creating financial returns and/or business benefits for the company.

Eligibility criteria

- *Market-based for public purpose:* The product, initiative, or service leverages the company's core assets such as human capital, value chains, technology, or distribution channels. It is closely aligned with the organization's core business and it counts with strong support from senior management.
- *Tech-enabled:* Uses technology to create, communicate, deliver or monitor the adoption of the products, services, or new delivery models.

- *Demonstrable Impact:* Has a monitoring and evaluation (M&E) system in place; can provide compelling social impact metrics as well as quantitative or qualitative benefits for the organization.
- *Potential to scale impact:* Has spread beyond the initial program, sector or location and has the potential to be successfully expanded in scope or geography through growth or through partners.
- *Governance and stakeholders:* Leadership structures and decision-making are mission-aligned, participatory, transparent, ethical and accountable, with active participation of people with lived and learned experiences actively reflected in governance structures and processes.
- *Candidate as ambassador and system leader:* Able to interact on a peer-to-peer level with top business and political leaders and contribute as a thought leader in his/her sector and in social innovation more broadly; willing to contribute time and expertise to building the Schwab Foundation global community.

Public Social Intrapreneur of the Year

Government leaders such as legislators, policy-makers and heads of government, or quasigovernment entities, as well as leaders in international organizations, who experiment with ways to harness the power of social innovation to create public good through appropriate policy and regulatory tools, in particular towards social inequalities, excluded and marginalized groups, and vulnerable ecosystems.

Eligibility criteria

- *Demonstrable impact:* Has spearheaded policy reform, innovative programmes, initiatives, or leads a government or quasi-government entity or department mandated to benefit low-income, marginalized, or vulnerable populations in a specific sector, either directly or indirectly, with compelling evidence, metrics or evaluation.
- *Tech-enabled:* Uses technology to create, communicate, deliver, or monitor the adoption of the products, services, or new delivery models.
- *Potential to scale impact:* As a policy, it has passed all legislative bodies, been signed into law and adopted; if a new or existing entity, it has been legally created, staffed and scaled its activities beyond proof of concept or pilots; if an existing entity, leading a department or unit mandated to support and scale social innovations.
- *Governance and stakeholders:* Leadership structures and decision-making are mission-aligned, participatory, transparent, ethical and accountable, with active participation of people with lived and learned experiences actively reflected in governance structures and processes.
- *Candidate as ambassador and system leader:* Able to interact on a peer-to-peer level with top business and political leaders and contribute as a thought leader of public social innovation more broadly; willing to contribute time and expertise to building the Schwab Foundation global community.

Collective Social Innovation Award (NEW)

Cross-sector leaders who lead or facilitate a group or network of organizations committed to addressing a bigger problem than what an individual organization can take on, in particular towards social inequalities, excluded and marginalized groups, and vulnerable ecosystems; is distinct from scaling a programmatic intervention and is best suited to achieving large-scale systemic change.

Eligibility criteria

- *Work across sectors for public interest:* Co-created by multiple organizations or actors, or driven by multiple partners or stakeholders across organizational boundaries to work on their common goals, leveraging the assets of its core actors such as knowledge, human capital, or communication channels. The organizing structures and decision-making processes of the collective contribute to the sustainability of the effort over time, maintaining momentum and persistence, through setbacks.
- *Demonstrable learning and impact:* Demonstrates self-learning and adaptation to changing contexts and evolution towards more effective approaches with relevant impact metrics.
- *Tech-enabled:* The collective uses technology to create, communicate, or track the objectives of the collective, and drive agency and participation.
- *Governance and stakeholders:* Active participation of people with lived and learned experience are actively reflected in the governance structures and decision-making processes; leadership structures and decision-making processes are mission-aligned, participatory, transparent, ethical and accountable.
- *Candidate as ambassador and system leader:* Representative leaders are able to demonstrate how they lead across multiple organizations and how they contribute to the sustainability of the collective over time. They are able to interact on a peer-to-peer level with top business and political leaders and contribute as thought leaders of social innovation. They are willing to contribute time and expertise to building the Schwab Foundation global community.

