

CONCEPT NOTE

Social Good Summit

NATIONAL YOUTH RECOGNITION AWARDS 2021

1. BACKGROUND

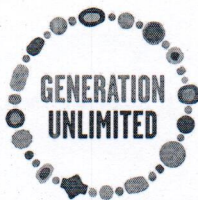
The Social Good Summit is a globally celebrated event, a time set aside to raise awareness, inspire global actions and explore accelerating means of achieving the Sustainable Development Goals (SDGs) by 2030.

As Sierra Leone continues to join the global team to celebrate our 8th custom edition of this Summit, a series of activities have been identified to commemorate this year's event that continues to focus on identifying young positive deviants living within communities and motivating them to play a more active role in identifying possible innovative means of fast tracking the achievement of national development objectives and the SDGs by 2030. This celebration will be climaxed with the "National Youth Recognition Awards" that will be given to outstanding young Sierra Leoneans across the country.

The Government of Sierra Leone through the Ministry of Youth Affairs in collaboration with National Youth Commission, National Youth Service, Directorate of Science Technology and Innovation, United Nations Agencies and Private Sector Partners is using this national platform to:

- ❖ Give young people the opportunity to showcase their ideas, creativity and use of technology to solve community development challenges.
- ❖ Recognise young people who with their merger resources have invested in developing community support programmes/interventions that have created a positive change in the lives of people around them.

The Social Good Summit has always had a catalytic impact in Sierra Leone as winners of previous awards have gone on to contribute remarkably towards development in Sierra Leone. The male prize winners for 2020, Samuel Mattia and Martin Dainbaquee who presented solutions on hydroponics and rechargeable hatchery respectively are currently undergoing testing in readiness for scale up investment with the UNDP Accelerator Lab. While the female prize winners, Yembeh Kargbo and Susan Fatu Tarawally, including three SGS Youth Ambassadors are currently being supported by UNDP to scale up their businesses.



- **Application process**

Multiple channels will be introduced for accessing and submission of applications.

- a. **Online access & submissions** via the National Youth App. Applicants will apply online and submit pic/videos of their prototypes (where applicable). In addition, interested applicants can email: moyanationalyouthforum@gmail.com to request for forms and return completed forms.
- b. **Paper based access & submissions** - Applications will be made available at designated locations & websites where it can be downloaded/ collected, filled, and submitted. This will be channelled to the MOYA and NAYCOM District Youth Offices.

- **Screening**

The first phase of screening will be done at regional level to identify the Regional winners (2 winners -Male & Female per challenge where possible) that will be proceeding to the national competition.

- **Bootcamp**

A 3-day bootcamp will be held to help the Regional Winners prepare for their final pitches. They will receive tips on delivering a strong pitch, how to manage the Q&A session, key components to talk about during their pitch, help them design and structure their pitch etc.

- **Final Phase: Live Pitch + Q&A Session**

Each pre-recorded pitch will be presented, and the qualifiers will respond to questions from the technical judges.

- **Judging Panel**

A combination of three channels will be used to score pitchers.

- Tier 1: Technical Panel of Judges - (60%)
- Tier 2: Stakeholder Panel of Judges - (20%) (optional)
- Tier 3: Public Voting through Telcos - (20%)

4. AWARD CEREMONY

This will be a live session, held 2/3 days after the presentation of the final pitch to give the public ample time to also cast their vote.

5. AWARDS AND PRIZES

Three categories of awards have been identified

- **Youth Innovation Competition Award in Agriculture** - Winners and runner-up prizes (Male and Female categories)



- **Youth Disability Inclusive Innovation Competition Award** – Winner and runner-up prizes
- **Youth Impact Award** - 5 successful ambassadors will be granted the title of ‘Youth Ambassadors’ for 2021.

6. POST AWARDS

- **Incubation and Scale Up Programme**

Winners from the national competition (including regional winners) will work closely with the UNDP Accelerator Lab to:

- Acquire 21st century skills, techniques and tools to further develop their ideas/ prototypes to market ready products/services.
- Receive seed funding for experimentation and/ promoted for scaling up investments.

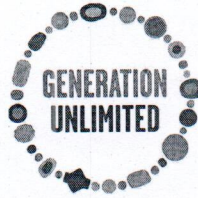
- **Generation Unlimited Global Youth Challenge**

GenU forms part of the United Nations Secretary General ‘s Youth 2030 Strategy, a global multi -sector partnership formed in September 2018 to engage young people as change makers. Post country lead competition GenU will engage two finalists to join a global youth competition and winners will go through

- Extensive mentoring and incubation to roll out their solutions
- Receive seed money to support project solution

7. PARTNERSHIPS

The success of the Social Good Summit over the last seven years results from the support and ownership of the Government of Sierra Leone through the Ministry of Youth Affairs (MOYA) in strong collaboration with National Youth Commission (NAYCOM), National Youth Service (NYS), Directorate of Science Technology and Innovation (DSTI). UN Agencies and Private sector partners (FAO, WFP, Africell SL Ltd, Rokel Commercial Bank, National Petroleum, Innovation SL, Sierra Leone Broadcasting Corporation) have always played a pivotal role to the successful implementation of this yearly event. Building further on these partnerships is crucial for this event and is essential for sustainability in the long term. We aim to increase the numbers of strategic partners from Private Sector, Media Houses, Innovation Labs, Academia, NGOs, UN Agencies and Government.



2. THEME

This year's event will be aligned with the Global International Youth Day theme '**Transforming Food Systems: Youth Innovation for Planetary Health**'. This theme couldn't be better suited to the current situation we find ourselves in the world today with the emergence of the Covid-19 pandemic. In Sierra Leone we are facing challenges of low productivity, lack of improved agricultural practices, lack of use of technology and the adverse effects of traditional agricultural practices on the environment has led to inefficient food systems and food insecurity affecting predominantly youth.

This year's theme for the Social Good Summit 2021 will be '**Leh we fen idea pan agriculture 4 make Salone Food & Environment Secure**'

3. COMPONENT & STRUCTURE

a) **SDG Awareness Raising**

- i. Launch of a social media campaign on the SDGs by creating digital flyers that can be easily circulated to help the public understand what each goal stands for using catchy, easy to understand words.
- ii. Development of a 5-6mins video on what different young people think the SDGs mean to them in their different locations.

iii. Activations in district youth centres to promote SDGs

- b) **Competition Design and Structure** - Continuous improvement is being made to improve the quality and the value of each year celebration to ensure that we progressively cater for the various categories of our targeting audience. The competition structure has been tweaked from the usual process to be more inclusive. There will be three categories of national challenges that will be announced: 2 **Innovation Challenges** and 1 **Impact Challenge** following the below process.

