



COMPETITION GUIDELINES

“Create change - Make a positive impact”

Background

The United Nations has been active in the country since 1992 and is proud of its close and fruitful partnership with the Government over the course of these years. Significant results have been achieved in the fields of social inclusion, local governance and environmental protection. The UN continues to work closely with Government, civil society, academia as well as the private sector and other partners to deliver tangible results for citizens in the country.

This year the country is marking the 20th anniversary of membership in the United Nations. To mark this milestone, the United Nations in the country and the Ministry of Foreign Affairs have partnered with the Social Innovation Hub hosted by the Faculty for Information Science and Engineering at the St. Cyril and Methodius University in Skopje (FINKI) in order to launch a Social Innovation Competition. The Competition aims to promote innovative solutions to three important development challenges that correspond to the three priority areas recognized by the Government and the UN in the United Nations Development Assistance Framework (UNDAF) 2010-2015. The challenges and the context of each problem are outlined below.

1. Create an innovative solution that places young people at the forefront of challenging **gender stereotypes** in private and public life.

The country has extensive legislation to advance gender equality, yet national statistical data unveils gender inequalities in a number of areas.

Stereotypes that depict women as wives and mothers and men as breadwinners persist and are one of the main reasons for gender inequalities. In some communities girls are less likely to attend secondary education than boys.



Stereotypes contribute to determine women's and men's choices of education and profession and as a consequence their socio-economic and political power. As a result, professions divide between "feminine" and "masculine"; 64% of the female population does not enter the labor market; women perform most of the unpaid household-work and care for children and elderly; and finally women remain underrepresented in leadership and decision-making positions, with 30% women elected in office and 4-8% in executive positions.

We would like to hear your ideas on how to place young people at the forefront of challenging prevalent gender stereotypes in private and public life.

2. Create and innovative way of bringing **health services closer to **rural communities**.**

Currently 42,2% of the population lives in rural areas. In spite of the efforts to provide health services in the rural areas older people, women in reproductive age and children are still facing challenges in accessing health care services. There is an uneven distribution of health services and health professionals across the country, with rural areas being the most deprived. In some areas, specialist health services are one and a half hour walking distance from the village. Availability, affordability and accessibility of the services are important in the utilization of health services. However, public awareness on the benefits and availability are also paramount.

We would like to hear your ideas on how to increase the outreach and utilization of health services among the most isolated citizens living in rural areas.

3. Create an innovative way to improve household awareness about the importance of **recycling electronic equipment.**

Recycling electronic equipment saves a lot of energy – recycling a cellphone can save enough energy to power a laptop computer for 44 hours.

Recycling electronic waste is important for several reasons – technological, economic and environmental. Old electronic equipment can be recycled into raw materials that



can be reused for production of new devices. Improper disposal of electronic equipment, on the contrary, can seriously harm the environment, as this type of waste contains between 600 and 1000 toxic components. The Ministry of Environment and Physical Planning has recently developed a Strategy for disposal of electronic equipment and supports efforts to increase the collection and proper management of electronic waste in the country. Some pioneering initiatives have been introduced in this area, such as collection of batteries and cell phones, but more can be done.

We would like to hear your innovative proposals that could increase people's awareness about the importance of recycling electronic equipment and potentially suggest new ways of doing so.

Objective of the competition

The main aim of the competition is to encourage individuals and civil society organisations to use technology for social impact and support the achievement of long-term equitable and sustainable development. We hope that the initiative will serve as a catalyst for all citizens interested in contributing their skills and time to solve social challenges. Under each of the challenges, the UN and the Ministry of Foreign Affairs will award a proposal that will result in visible results – a new service for citizens; support for more efficient provision of existing services; or behavioral change as a result of awareness raising. Proposals that are scalable at the national level will be awarded special attention.

The three winners will be supported to develop a prototype of their solution in collaboration with the Social Innovation Hub hosted by FINKI. The UN and the Ministry of Foreign Affairs will award ideas that have the potential to capture the interest of partners, be implemented and become self-sustainable. The ultimate aim is to see the three winning proposals implemented in the country.



Award for winning proposals

Three winners will be selected – one under each challenge. Each of the winners will be awarded with the chance to develop the proposal into a prototype in collaboration with the UN and the Social Innovation Hub and the cost of up to 1.500 USD will be covered. The selection panel's favorite proposal will receive a 500 USD cash prize. This support will include technological support, mentoring and support with networking to identify potential partners that could be interested in scaling-up and/or using the proposed solution. The intellectual property rights will remain with the innovator, who is encouraged to register the trademark of his or her solution.

Eligibility Criteria

Individual citizens and civil society organisations are eligible to submit proposals for the competition. No private businesses are eligible.

Selection Process and Criteria

In order to ensure a transparent selection process, all proposals will be assessed against the same set of selection criteria, attached to these Guidelines. In order to be successful, you should keep the selection criteria in mind when developing your proposal. The selection will be done in three phases and the winners will be chosen by a selection panel that consists of representatives from the UN, the Ministry of Foreign Affairs, national academia and civil society. The phases of the selection process are outlined below:



1. All proposals received on time will be submitted for pre-assessment and those proposals not meeting the eligibility criteria will be rejected at the onset.
2. Pre-assessed proposals will be evaluated by a UN team, which will make a short-list of proposals to be submitted for the review of the selection panel.
3. The selection panel will decide on the three winners among the shortlisted candidates.

The winners will be invited to the UN Day reception hosted by the United Nations and the Ministry of Foreign Affairs, where they will receive their awards. After this, they will be able to work with the UN and the Social Innovation Hub to develop the prototype of their proposed solution.

How to Participate?

Contestants should use the [online application](#) form at and provide clear answers to each of the questions. Each contestant will receive confirmation that their proposal has been received. The language of the competition is English and Macedonian.

The deadline for proposals is 3 October 2013.

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