UN SDG ACTION AWARDS 2019
APPLICATION GUIDELINES

Thank you for your interest to enter your project or initiative for a chance to win a 2019 UN SDG Action Award. Below you will find the questions from the online form to help you to prepare your answers and your content prior to filling in the form at: https://sdgactionawards.org/register/.

After you complete the form a public profile page will be generated on the UN SDG Action Awards website for each entry to showcase your entry and you will have the opportunity to edit this content until the application deadline. See an example profile page at: https://sdgactionawards.org/initiative/117

For questions regarding the process please see awards FAQs: https://sdgactionawards.org/faq/

ONLINE APPLICATION FORM QUESTIONS

DETAILS OF YOUR INITIATIVE FOR YOUR PUBLIC PROFILE

1. Name/Title of the Project/Initiative (Maximum 10 words)

2. Name of team/organisation behind the project (Maximum 10 words)

3. Cover photo (Please provide a cover photo that helps visualize the project and its impact Image format): PNG, JPG or GIF | File size: 200K - 1Mb | Width x Height - 875px X 255px

4. Category to which you are applying (Please find descriptions at the end of this page)
 *Mobilizer *Storyteller *Campaigner *Visualizer *Connector* Includer *Creative

5. Select the SDGs your initiative has the most impact on:

       GOAL 1: No Poverty
       GOAL 2: Zero Hunger
       GOAL 3: Good Health and Well-being
       GOAL 4: Quality Education
       GOAL 5: Gender Equality
       GOAL 6: Clean Water and Sanitation
       GOAL 7: Affordable and Clean Energy
       GOAL 8: Decent Work and Economic Growth
       GOAL 9: Industry, Innovation and Infrastructure
       GOAL 10: Reduced Inequality
       GOAL 11: Sustainable Cities and Communities
       GOAL 12: Responsible Consumption and Production
       GOAL 13: Climate Action
       GOAL 14: Life Below Water
       GOAL 15: Life on Land
       GOAL 16: Peace and Justice Strong Institutions
       GOAL 17: Partnerships to achieve the Goal
       ALL SDGs

6. Describe your project/initiative (Maximum 300 words). This is your chance to tell your project story. Use your best storytelling approach and consider the following guiding questions to consider when preparing your answer:

           - What is the aim of this project?
           -Who is targeted/impacted by your work and where?
           - Who is involved and how are they involved?
           -When and how did the project start?
            -How do you do it?
           -How is your initiative innovative?
           -How is it transformative?
           -What has been the impact?

7. Summarize your initiative's creative approach and impact. (Maximum 160 characters) This will be the subheading to your project title on your profile page and can be used for social media.

DETAILS ABOUT YOUR ORGANISATION/TEAM

8. Organizational profile Tell us about your organization and/or team behind the initiative (Maximum 100 words)

9. Where is your team based? If you are a global operation please select the HQ location as this will be put on a map on your profile page.
-Country   -City/Town/Village

10. What sector do you belong to? Drop down list includes:

      Civil society
      Foundation
      Individual
      Youth group
      Subnational/local government
      Private sector
      Academia
      Network,
      Faith-based,
      UN
      National government

11. Please provide a video that helps to explain the project and its impact. paste embed code here

12. If you participated in the Global Day to Act for SDGs on 25 September please provide the link to your partner page (ex. http://www.act4sdgs.org/partner/)

Social Media Information
Website: Please provide full url (ex: http://www.mywebsite.com or https://www.mywebsite.com)

Facebook: Please provide full url (ex: https://www.facebook.com/myfbpage)

Twitter: Please provide your twitter screen name(ex: @myscreenname)

LinkedIn: Please provide full url (ex: https://www.linkedin.com/in/myprofilename)

Instagram: Please provide your Instagram Username(ex: myscreenname)

YouTube: Please provide link to your Youtube chanel(ex:https://www.youtube.com/user/mychanel)

QUESTIONS FOR JUDGES TO REVIEW (This section is for internal review only and will not appear on your public profile page).

13**. Tell us how your project/initiative fits the category for this award** (Maximum 100 words) See category descriptions below.

14. **Innovative: How is your project doing things in a new or different way?**
(Maximum 150 words)
Guiding questions to consider when preparing your answer

-Is this the first time this has been done this way?
-Does it offer a whole new way to address a problem?
-Does it reach 'outside of the typical bubble' to influence new/different stakeholders?

15**. Impactful: How do you measure impact and what have you achieved?**
(Maximum 150 words)
Guiding questions to consider when preparing your answer

-How many people have participated/been impacted by your work, and how?

-Is there a lasting impact?

16. **Transformative: How is your project shifting boundaries or contributing to lasting change?** (Maximum 150 words)
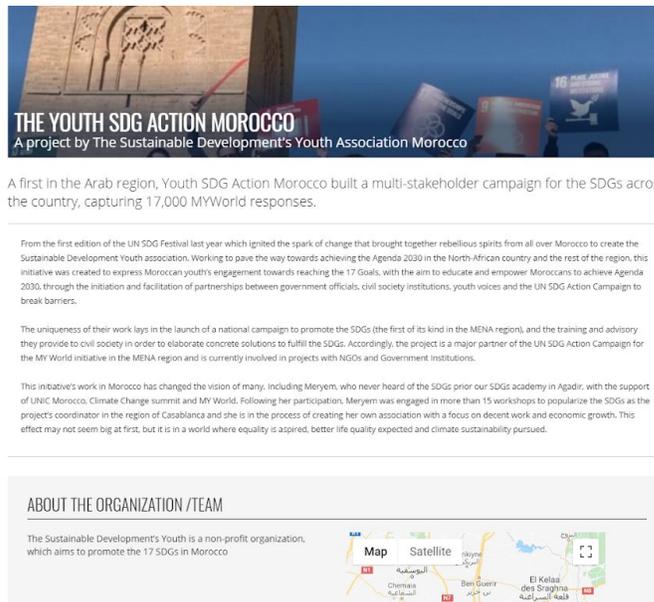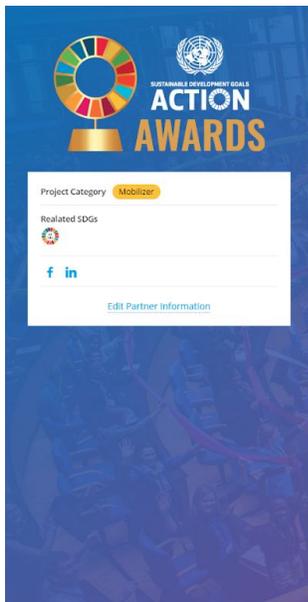**Guiding questions to consider when preparing your answer**

-Is your project breaking down silos?

-Does it have a tangible effect on people's lives?

-Does it change the way things are done?

-Does it offer potential legacy/sustained change?

-Does it reach those generally left behind?

-Can it be replicated in other sectors/regions?

-Is it scalable to different contexts?

17. **Why does this initiative deserve an SDG Action Award and how will the recognition impact your work?** (Maximum 100 words)

18. **Supporting Information** Your application will be judged on your responses to the questions above but if you wish to provide any supporting information, please feel free to share related news articles or endorsing information here. (Maximum 100 words)

Here is a sample screenshot of the awards entry profile page that will be created from your entry.

2019 UN SDG Action Awards Categories

Category	Description	Examples from previous editions
Mobilizer	The project/team that demonstrates the greatest successes with **mobilizing** citizens, volunteers or networks **for collective action for the SDGs**. This category is for initiatives that engage people in actions with a deeper investment	**Youth SDG Action Morocco** In 2017 a small group of young people started Youth SDG Action Morocco to raise SDG Awareness. In one year they led more than 15 workshops around the country and captured the views of 17

	of time than simple awareness raising actions. Examples of mobilisation include: collective or coordinated actions across cities/countries, series of SDG workshops, engaging communities in joint programmes or activities, large public demonstrations, and more	thousand Moroccans on the SDGs. SDGs Youth Training Canada
Storyteller	The most impactful or innovative project to capture **powerful human stories** to help **communicate the interconnectedness of the SDGs in people's lives** through different mediums. This category is focused on powerfully communicating about the interconnectivity of the issues underpinning the goals - with bonus points for explicit references to the SDGs. Different mediums for storytelling could include new media such as virtual or augmented reality, films, photo stories, cartoons, illustrations, performance.	**Daughters of Bangladesh** In Bangladesh daughters of garment workers aged 7-15 were trained to capture their daily lives in a short-film documentary, raising awareness on supply chain transparency and the need for empowerment of women and girls. ● Our Life 21 ● Project Vayati
Campaigner	The most impactful or innovative **communications campaign** (local/national/international) to **raise public awareness about the SDGs** and/or people's role in SDG action. This award targets campaigns where messaging appeals to broader or different	**SDG Voices campaign** The City of Ghent challenged other cities in Belgium to mobilize people in creative actions for the SDGs. In Ghent 23 city departments took part and overall 6,000 citizens in 6 cities participated. Link ● Companies4SDGs ● Night Trek for the

	audiences, who are not already supportive of the goals.	SDGs
Visualizer	The most impactful or innovative initiative using **visual or creative representations of data** to tell a powerful story of the importance of the **SDGs in people's lives.** This award focusses on projects where complex concepts become readily understandable by visually presenting information in a compelling way. These may be animations or infographics which have reached a large or different audience, or form powerful reporting tools to governments	**Global Goals for Local Impact** In Lanet Umoja, Kenya, each household was surveyed on aspects relating to the SDGs: security, food, agriculture, livelihoods, education, health, energy, water and sanitation. The project worked with community leaders in Kenya to identify the development gaps and most pressing needs. link ● SDGs and Digital Realities (Minecraft) ● 2030 Imagine
Connector	The team/project that demonstrates innovative or impactful ways to **engage multiple stakeholders** or build networks **to generate the transformational change** needed to make the SDGs a reality. This category may include events that connect stakeholders and it is also seeking projects that creatively harness commitments or actions from different community members or stakeholders – for instance apps to trade skills/time or provide information for sustainable actions.	**Unreasonable Goals** Unreasonable Group brings together leading edge technologies & SDG solutions and matches them, during a two week gathering, with world-class mentors, select foundations, sovereign wealth funds, policy makers, multinational executives, and private equity firms to help scale-up their efforts to meet the SDGs. ● Afrika Youth Movement

<td style="background-color:orange"></td>		- [The Circular Economy Club](#) - [Together 2017](#) - [Global Business Coalition for Education](#)
Includer	The project/group that makes the most innovative and impactful effort to ensure that **excluded groups** become **part of the SDG dialogue** and decision making in their community or at international levels. Leave No One Behind! The focus of this category is on civic empowerment more than on SDG implementation. For instance an initiative that engages marginalized populations in SDG decision making is more aligned with this category one that delivers services to them as beneficiaries. Leave No One Behind!	**Youth Power Accountability Advocates** provided sexual and maternal health education to over 1,000 rural teenagers and mothers in Ghana, helping girls avoid pregnancy and stay in school and while also representing their views at national level and the UN. - [Translation of the SDGs into local languages](#) - [Casa de la Mujer Indígena](#) - [Sindh Community Foundation](#)
Creative	The most impactful or innovative initiative that harnesses **artistic expression** to **spur SDG Action and awareness** through creativity, empowering and connecting people Artist expression such as performance (song, theatre, dance, spoken word), art installations, paintings, poetry, animation and more. While creativity will be an element in many categories, this category focuses more on the *process* of	**Creative Youth Initiative Against Corruption** In Nigeria the Creative Youth Initiative Against Corruption supports young people to tackle SDG issues through literary arts, painting, and digital communications. Their creative animated video campaign reached over 1 million people. - [Beat Explorers](#) - [Chef's Manifesto](#)

	engaging and empowering people in the SDGs through creative arts- rather than on the resulting story or message itself.	● [Shamba Chef](#)

UN SDG Action Awards FAQs

What will my submission be judged on?

Each submission will be evaluated against the degree to which the project meets the category and to which the actions were deemed to be innovative, transformative and impactful.

Why apply to the UN SDG Action Awards?

Shortlisted finalists will be invited to join and feature their work at the Global Festival of Action for Sustainable Development from 2-4 May 2019, in Bonn, Germany. Winners will be recognized at a special UN SDG Action Awards Ceremony held at the Festival on the evening of 2 May.

Winners will be recognized as SDG Action Partners and their work featured throughout the year to raise their visibility and share their stories and inspiring work with the SDG community.

Can I reapply if I applied last year?

Yes! Please feel free to reapply if you done something new in the past year or if there have been further impacts that you can report to strengthen your submission from last year.

Are all sectors eligible to apply?

Everyone is encouraged to apply. Projects led by UN entities and national governments will be eligible for honourable mentions only. However if a government or UN project is co-organized with non-governmental partners, the partners are encouraged to apply on behalf of the project.

Active participants in UN SDG Action Campaign programmes such as MYWorld, the Global Day to Act for SDGs are strongly encouraged to apply.

Projects that have been closely co-developed with the UN SDG Action Campaign or as part of a signed partnership agreement with the Campaign would not be considered eligible. If you are unsure whether you are eligible, please contact us.

Who will be judging the submissions?

All submissions will be reviewed by the UN SDG Action Campaign team. An expert judging panel will score and comment on the submissions. The panel is composed of a variety of stakeholders engaged in SDG implementation –see the 2017 awards for an example.

When will the entries be judged?

The window for submissions will run until 30 January 2019. The submissions will be then be reviewed by the judging panel with all shortlisted finalists being notified by March.

How will I find out if I win?

Finalists will be announced publicly in early March. All finalists will be notified via email by the Campaign team and contacted directly to plan their participation at the Festival and to organise their campaign for the People's Choice Award.

The winners will be announced at a special SDG Action Awards ceremony, at the Global Festival of Action on 2 May.

What is the People's Choice Award?

After finalists are selected for each category, people will have the chance to vote for the project or initiative that they think should be recognized, on the UN SDG Action Awards website.

The result of this online voting, the People's Choice Award winner will be announced at the UN SDG Action Awards ceremony.

Can I submit an entry to more than one category?

Organisations can enter into multiple categories if each entry represents a different initiative. Please do not apply for the same initiative more than once. If you are unsure which category is the best fit for your project you can identify up to one additional category in your explanation of how your project fits the category. The entry will be assessed under the category for which it is deemed to be the best fit by the reviewers to give it the greatest chance of success.

Will my submission be recognized even if I don't win?

Yes - every contribution towards achieving the SDGs is valuable and important, and we want to ensure that all initiatives are showcased. Therefore all submissions are given profiles on the SDG Action Awards website.

Can I submit an application in other languages?

Yes. You can choose to tell your story in your own language. However please note that applications will be judged and all communications about the awards will be in English. Therefore google translate will be used if necessary, subject to the language skills of reviewers. Please feel free to share supporting videos in your language. Click here for guidance on how to add subtitles to your video.

For any further queries, please contact: hellot@sdgactioncampaign.org