Allianz

SOCIAL SHIFTERS GLOBAL INNOVATION CHALLENGE

MoveNow Global Social Innovation Challenge

Frequently Asked Questions

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Eligibility

For complete eligibility requirements, see Section 1 of the Competition Guidelines.

Am I eligible to enter the Challenge?

You can enter the The Allianz x Social Shifters MoveNow Global Social Innovation Challenge if you:

- Are between 18 and 30 years old when you submit your application
- Are the founder, co-founder, or primary leader of your group or startup
- Have clear decision-making authority in your group, project or startup
- Are working on a solution that creates positive social or environmental impact

I'm over 30 but my co-founders are under 30 - can we enter?

Yes. You must ensure that the entrant (the primary contact for the submission) is aged 18-30 and that young people (18-30) hold a majority stake (51% or more) in the group or startup behind the submission. That means over half the shares in a registered startup or over half of the primary decision-makers in an unregistered group must be young people.

Please note that all founders and team members registered on our submissions portal and linked with your submission must be between 18 and 30 years old at the time of submission. However, if you are over 30, you can still support the project as a mentor or advisor - you just can't be listed as an official team member or have primary decision-making authority.

What type of project can I submit?

We welcome a wide range of project activities that create positive social or environmental change. **The key requirements are that your project:**

- Has clear social or environmental impact
- Aligns with at least one UN Sustainable Development Goals
- Is genuinely led by young people (18-30)
- Takes an innovative approach to addressing challenges

These project activities can come from:

- A registered startup (nonprofit or for-profit)
- An unregistered group or initiative
- A new solution within an existing organization (with some conditions)

Does my group or startup need to be legally registered?

No - we accept submissions from both registered startups and unregistered groups. However, if your startup is legally registered, it must have been incorporated no more than five years before the submission deadline.

Can I submit a project that's part of a larger organization?

Yes, as long as young founders (18-30) have FULL control over decisions, the project operates independently, and its leadership and strategy are youth-driven. If the project is controlled by the larger organization in any way, it would not be eligible.

Can I submit multiple projects?

No - each entrant is only allowed to submit one project. Multiple submissions from the same entrant will be automatically disqualified. Choose your strongest project that best aligns with the Challenge criteria.

Can I take part from my country?

Individuals from most countries are welcome to participate. However, due to UK government financial sanctions, we cannot accept submissions from Russia, Belarus, Syria, North Korea, Iran, Cuba and Venezuela.

Collaborators (Team and Advisors)

For complete team composition requirements, see Section 2 of the Competition Guidelines.

Do I need to have a team to enter?

No - you can enter as a solo founder or sole group member. What matters is that you:

- Are between 18-30 years old
- Have clear leadership and decision-making authority in your youth-led group or startup
- Can demonstrate your capability to deliver the activities proposed in your submission

If you do decide to include team members (which we encourage), you can add as many individuals as you like to your submission, as long as they are 18-30 years old. Each eligible young person you add can participate fully in the program and enjoy its benefits.

Can I have team members over 30 years old?

No - all formal “team members” listed in and linked to your submission must be between 18 and 30 years old at the time of submission and be part of the driving force behind your project. This is a youth-led competition, and we're committed to supporting young innovators and entrepreneurs.

Can I have advisors or mentors over 30?

Yes! While your team members must be 18-30 years old, you can absolutely have mentors, advisors, or supporters over 30 to collaborate on the project. However:

- They cannot be listed as official team members in your submission
- They cannot have primary decision-making authority in your youth-led group or startup
- They should play a supporting rather than leading role

This structure ensures your project remains truly youth-led while benefiting from experienced guidance.

What if my collaborators change during the competition?

We understand that things can evolve. If your team changes during the competition:

- Any new team members must still meet the age requirement (18-30)
- You must maintain youth leadership of the project
- The project's core focus and activities should remain consistent

Remember, you (the Entrant) are the primary point of contact and responsible for competition communications, coordinating team contributions, ensuring all team members understand the rules and managing any team transitions.

Can team members be based in different countries?

Yes! We welcome diverse, international teams. In fact, Social Shifters encourages team compositions that reflect different geographical backgrounds, varied cultural perspectives, diverse skill sets and multiple viewpoints on social impact. The only geographic restriction is that your project cannot cannot operate in restricted countries (listed in Section 1.3).

Project Stage & Requirements

Is my group or startup too early/too late-stage to enter?

We welcome committed groups and startups that have demonstrated some progress towards their goals. To be eligible:

If unregistered:

- Must show at least 6 months of consistent work towards your goals
- Have clear evidence of activities and progress
- Can demonstrate team commitment

If registered:

- Must be no more than 5 years old
- Show clear development since registration
- Have active operations

In all cases, you must demonstrate:

- Clear progress toward your social/environmental goals
- Innovation in your approach to the problem
- Evidence of learning and development
- How funding would accelerate your impact

What if my project is just an idea and hasn't started yet?

We focus on supporting groups and startups that have moved beyond the idea stage and taken some concrete action. Before applying, at a minimum you should have:

- Started working on your idea in some way
- Engaged with your target community or beneficiaries
- Tested key assumptions about your solution
- Gathered evidence to support your approach
- Built initial partnerships or support networks
- Developed plans based on real experience

If you're still at the concept stage, we encourage you to:

1. Start taking action on your idea
2. Build evidence for your approach
3. Apply when you can demonstrate progress

My project is 6 years old - can I still enter?

The 5-year registration rule is strictly enforced. Here's how it works:

For registered startups:

- Must be legally registered within the last 5 years
- The registration date on official documents is what counts
- No exceptions for older organizations

For unregistered groups:

- Must demonstrate active work on your project
- Cannot be a rebranding or continuation of an older project
- Must be genuinely youth-led and controlled

Do I need to show evidence of impact already?

While you don't need to show impact metrics yet, you must demonstrate meaningful progress and commitment. This could include:

Evidence of action:

- Active community or beneficiary engagement
- Pilot projects or testing activities
- Research and consultation work
- Partnership development
- Team building efforts

Plans for impact:

- Clear methods for measuring success
- Realistic impact targets
- Well-researched implementation strategy
- Understanding of your target audience
- Path to creating lasting change

What counts as "social or environmental impact"?

Social or environmental impact means creating positive change in people's lives or for the planet.
Your project must:

- Align with at least one UN Sustainable Development Goal (SDG)
- Address a clear social or environmental challenge
- Have the potential for meaningful, scalable change
- Take an innovative approach to the problem

Examples of impact areas include (but aren't limited to):

- Reducing poverty or inequality
- Improving education or healthcare access
- Addressing climate change
- Creating sustainable employment
- Protecting ecosystems
- Promoting social justice
- Enhancing community wellbeing

The key is demonstrating that your project:

- Tackles a significant problem
- Has a clear theory of change
- Could create lasting positive impact
- Has potential to scale

Awards

What grant awards are available?

The Allianz x Social Shifters MoveNow Global Social Innovation Challenge offers multiple grant awards of $5,000 and $10,000 USD.

- Multiple grant awards are available of $5,000 and $10,000 USD across x3 award categories:
  1) Financial Empowerment & Inclusion
  2) Health & Wellbeing
  3) Climate Resilience
- In each category - (x1) grant award of $10,000 and (x3) grant awards of $5,000 USD are available for eligible projects.
- The grant funding $values awarded to any single project in any category will be either $5,000 OR $10,000 USD, and will not exceed these values.

How much funding can I receive?

The amount you can receive in the competition will not exceed $10,000 USD, but exact amount of grant funding you might receive depends on:

- Your project's needs and stage of development
- The award category or grant you're matched with
- Available funding from sponsors
- Judges' recommendations

Multiple grants are available, and you might be eligible for several different awards.

See Section 8 of the Guidelines for more details about award ranges, and ensure you join our WhatsApp Group to be first to hear about new sponsors and awards as they join the program.

Do I need to apply for each different award category?

No - you only need to submit one application. Here's how it works:

- You submit your project through our single submission platform
- Your submission is automatically considered for all relevant grant opportunities
- We match your project with opportunities based on your focus area and impact
- New award opportunities may arise during the program as additional sponsors join
- Your project remains visible to multiple sponsors throughout the competition

The best part? Your submission does more than just put you in the running for current awards. By submitting your project you and your team will be considered for additional support opportunities for 24 months. These opportunities might include mentorship, online learning, skills workshops, leadership programs, peer support or product discounts. You'll be connected to relevant opportunities that match your project's needs.

This approach means:

- One submission opens many doors
- Less paperwork for you
- More chances for support and funding
- Ongoing opportunities even after the competition

How many projects will receive awards?

Multiple projects will receive awards, but the exact number varies depending on:

- Quality of submissions
- Available funding from sponsors
- Specific award categories
- Judge and sponsor recommendations

For each award category or targeted grant, we shortlist a minimum of 5 projects to move forward to the final pitching stage. This means you have multiple opportunities to secure funding for your project.

What can I use the award money for?

Grant funding should be used to advance your project as outlined in your submission and final Grant Agreement.

You can use the funds for:

- Project development and implementation
- Equipment or materials
- Technical resources
- Marketing and communications
- Team capacity building
- Other project-related costs

Important restrictions:

- Maximum 10% can be used for travel expenses
- Funds must align with your proposed budget
- Money should directly support project goals
- Personal expenses are not permitted

Make sure you:

- Keep detailed records of all spending
- Stay aligned with your proposed budget
- Use funds within agreed timeframes
- Maintain clear financial documentation

What are my responsibilities if I receive an award?

As an award recipient, you'll need to:

- Provide project progress updates for 12 months
- Submit detailed financial reports showing how funds are used
- Participate in impact measurement activities
- Maintain regular communication with Social Shifters
- Contribute to the competition's impact reporting
- Use the funds as agreed in your original proposal

What could cause an award to be withdrawn?

Social Shifters may withdraw an award if:

- False information or fraud is discovered
- You were actually ineligible when you applied
- You fail to meet competition obligations
- You violate the competition terms and conditions
- You don't claim the award within 12 months
- You misuse the funds

To avoid any issues, make sure you:

- Provide accurate information throughout the process
- Stay in communication with the Social Shifters team
- Meet all reporting requirements
- Use funds as agreed

See Section 8 of the Guidelines for more details about award withdrawal conditions.

Submitting your Project

How do I register and start my submission?

Registration is simple:

- Visit the competition URL provided
- Enter your email address
- Verify your account with a 6-digit security code (valid for 2 hours)
- Provide your name and create a password (minimum 12 characters)
- Once logged in, click "Start new entry" to begin your submission

Remember: Use an email address you check regularly as all competition communications will be sent there.

Can I submit a project in my own language?

No - all submissions must be in English. This includes your written application, any pitch decks or presentations, supporting videos or documents and all project materials

We require English because:

- It ensures fair evaluation by our global judging panel
- It allows your project to be considered for all possible awards
- It enables effective communication throughout the competition

If English isn't your first language, don't worry! We're looking for clear communication, not perfect grammar. Focus on explaining your ideas and impact clearly.

Am I required to submit a video?

Submitting a video pitch is optional, but we recommend it for a more impactful presentation of your idea. The video should be no longer than 90 seconds, focusing on the problem you intend to solve and how your idea can make a significant impact.

What support is available while preparing my submission?

We provide comprehensive support to help you create the strongest possible submission. All registered entrants can access our guidance materials, including detailed submission guidelines, example submissions, tips for effective applications, FAQs, and help documentation. Live support is also available through Q&As, and our team will be available by email for technical assistance.

Can I save my work and come back later?

The platform makes it easy to work on your submission over time:

- Your work saves automatically as you type (it saves every 15 seconds)
- You can exit and return at any time
- Click on your entry name to continue editing
- Use the "Submit entry" button only when completely finished
- You can edit your entry until the final deadline

Tip: Review all sections thoroughly before final submission as you cannot make changes afterward.

Can I edit my submission after submitting?

Yes, you can edit your submission after submitting until the deadline (12th Dec 2025 at 5:00 PM GMT). Make sure to review and improve your submission to make it as strong as possible before the final submission date.

What happens if I miss the deadline?

The submission deadline **(12th Dec 2025 at 5:00 PM GMT)** is strictly enforced. After this time:

- The submission portal will close
- Late entries cannot be accepted
- No extensions will be granted
- Incomplete submissions will be disqualified

Work on your submission is saved automatically in our Submissions Platform.

To avoid issues:

- Start your submission well before the deadline
- Don't wait until the last minute
- Check your time zone against GMT

Remember: You are responsible for ensuring your submission is complete and submitted on time.

What if I'm having technical problems?

Common issues can be easily resolved:

- Not receiving emails? Check your spam folder and add app.awardforce.com to your safe senders list
- Login problems? Use the "Forgot password" link on the login page
- Having trouble uploading files? Make sure they meet the size and format requirements
- Platform not responding? Try clearing your browser cache or using a different browser

For other technical issues:

- Take screenshots of any error messages
- Reach out to us at **challenge@socialshifters.co**
- Contact us well before the deadline

Can I use AI tools to help write my submission and do I need to disclose it?

Yes, you can use AI tools to assist with your submission, but they should support - not replace - your work. AI can help with language refinement, document structure, brainstorming, background research, formatting, and technical writing. However, AI cannot generate most of your content, create core project ideas, write key impact statements, or be used without human oversight. Copying large AI-generated sections is also not allowed.

You must be transparent about any AI tools used in your submission. The submission platform will include a specific section for AI disclosure. See Section 5 of the Guidelines for complete disclosure requirements.

Remember: AI should be a tool to enhance your submission, not create it. Your original thinking, experience, and vision should be at the heart of your application. Judges value your authentic experience and insights far more than polished language. Focus on sharing your genuine vision and understanding of the problem you're solving.

Intellectual Property & Privacy

How will my data be protected?

We follow strict privacy protocols to keep your data secure. Only authorized competition staff and judges (who sign confidentiality agreements) can access full submissions, and all data is stored securely in compliance with privacy regulations. Your personal information is used only for competition purposes, never sold to third parties, and protected by security measures. You have the right to request, correct, or remove your data and control your level of public exposure.

Will my project details be made public?

Basic participation may be acknowledged, but no detailed project information will be shared without your permission. Finalists will have limited details made public (name, project name, country, and a general description), while winners receive increased visibility through media and promotional opportunities. If your submission contains confidential information (e.g., technical details, financial data), you can mark it as sensitive, and judges will respect confidentiality. However, finalists should expect some level of public recognition.

Evaluation & Judging

How are submissions evaluated?

Each submission is reviewed by at least 5 independent judges who score based on four key criteria:

- **Impact:** How well your project addresses social or environmental challenges
- **Feasibility:** How realistic and achievable your plans are
- **Innovation:** How original and creative your solution is
- **Scalability:** How well your project can grow and create broader change

Judges look for alignment with the UN Sustainable Development Goals, evidence of youth leadership, well-thought-out implementation strategies, and potential for meaningful change.

Who are the judges?

Our judging panel consists of over employee volunteer judges from Allianz and Allianz Partners, bringing expertise from diverse locations and backgrounds. These professionals, with relevant experience and global representation, ensure a fair and comprehensive evaluation. Each judge signs confidentiality agreements, undergoes assessment training, follows strict evaluation criteria, and declares any potential conflicts of interest. This diverse panel allows for different viewpoints to be considered, ensuring expert assessment across various project aspects and a global perspective on impact.

How are finalists selected?

The finalist selection process involves several steps:

1. **Initial Scoring:** Each submission is reviewed by at least 5 judges. Scores are compiled, averaged, and projects are ranked based on overall scores.

2. **Shortlisting:** At least 5 projects are shortlisted per grant award based on judge scores, with additional consideration of sponsor interests and award criteria.

3. **Final Selection:** Shortlisted projects are invited to pitch. An expert panel reviews the pitch performance and the original submission to make the final decision.

What happens if I'm selected as a finalist?

We will contact shortlisted entrants (the ‘finalists’) using the email address provided at registration. If we do not receive a response within five working days, the entrant and project will be considered withdrawn from the competition, and an alternative entrant may be selected in their place.

As a finalist, you'll receive enhanced support to help you succeed in the final stages, including one-to-one pitch coaching sessions, technical rehearsals, and feedback on your pitch deck. Additional benefits include increased visibility, media and publicity opportunities, access to the alumni community, and connections to potential partners.

Will I receive feedback on my submission?

Feedback availability depends on your progress in the competition.

- For all entrants, due to the volume of submissions, individual feedback isn't available, but you will receive confirmation that your submission was received and processed, and if you didn’t make it to the finals.
- For finalists, constructive feedback will be provided upon request, focusing on developmental insights and guidance for future improvement, along with specific suggestions from judges.
- For winners, detailed feedback on your project will be available upon request, including ongoing support, regular check-ins, and progress reviews, along with development recommendations.

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Need Support?

Please reach out to challenge@socialshifters.co