



## Naples 2.0 – International Social Innovation Competition

Dear Innovators,

Our International Social Innovation Competition is now open! [Apply here](#)

We are looking for you, as part of the global social innovation to submit an innovative idea to tackle one of the six challenges in Naples.

Euclid Network, Project Ahead and the UniCredit Foundation are the first to launch such a truly innovative project: creating a competition that calls on creative innovators from around the world to solve concrete challenges.

In the minds of people, Naples is internationally known for two things: its garbage problem and the Camorra, a “shadow big society” which, together with the absence of state, has created a stalemate that seems impossible to overcome.

Huge unemployment in the suburbs, high levels of crime, the retreat of state and an absence of corporations in areas where they are most needed, are just a few of Naples’ persisting problems .

The aim of the competition is to prove that cooperation across borders and boundaries based on the real needs of people, their engagement and creativity – or simply: social innovation - can provide new solutions for society solving 6 concrete challenges identified by organisers and local organisations in Naples.

This is why we are holding a competition that selects the brightest ideas to tackle our challenges:

- **Challenge 1 – Turning a confiscated villa into a financially sustainable Social Business**
- **Challenge 2 – Making an abandoned Roman bath accessible and sustainable**
- **Challenge 3 – Creating a sustainable business plan for a volunteering organisation**
- **Challenge 4 – Creating a sustainable business model for a non-profit organisation that works with school dropouts**
- **Challenge 5 – Creating an innovative new method for inclusion of the young Roma population**
- **Challenge 6 – Creating an innovative new method for recycling textile sustainably**

Individuals, private and public, as well as non-profit and for profit organizations can participate by appointing a representative person.

Local Partners





The six winners (one for each challenge) will **receive € 10,000** seed funding by UniCredit Foundation to transform the idea into a project and implement it. If the project is considered to be feasible by the organisers, necessary additional funds will be raised to cover the full budget and implement the project.

Save the date: the 12 finalists will be selected by **1<sup>st</sup> September 2011** and given another round of questions which they have to present at the award ceremony which will be held in Naples **23<sup>rd</sup> September**. The winners will be announced by the jury after a final judging round. Please find a draft agenda attached.

Our high-profile jury will judge every application taking into account the 4 following essential criteria:

- Innovation
- Feasibility
- Sustainability
- Understanding of the context

[Register now!](#)

**Deadline for submission is 10<sup>th</sup> of August.**

For further information please contact:

Email: [lucas.fulling@euclidnetwork.eu](mailto:lucas.fulling@euclidnetwork.eu)

Tel: +44 (0) 20 7280 4926

Or visit our website: [www.euclidnetwork.eu](http://www.euclidnetwork.eu)

Local Partners

