AGENDA FOR THE DAY

- What is Social Innovation
- What is a Solution Competition
- Who is our Partner Organization
- What’s in it for me
A social innovation is a *novel* solution to a social problem that is *more effective, efficient, sustainable or just*, than current solutions. The value created accrues primarily to society rather than to private individuals.
WHAT IS THE BALLARD CENTER

Is an academic center founded in 2004 that interacts with student, faculty, and practitioners to search for **pattern-breaking social innovations**.

Run solely with funds from donors.

Designated in 2012 as one of **30 Changemaker Campuses around the world by Ashoka U.**
A real problem faced by a real organization

Teams of students search and present novel ways to solve the problem

Winning teams present solution to sponsoring organizations
WHO IS OUR PARTNER ORGANIZATION

FAIRTRASA

Is a global, for-profit social enterprise that empowers marginalized, small-scale farmers to lift themselves out of poverty.

15 offices in 12 countries.

6,500 small-scale farmers making it one of the largest exporters of Organic, Fairtrade fruit in Latin America.
WHO IS OUR PARTNER ORGANIZATION

PATRICK STRUEBI

- 2005. founds Fairtrasa
- 2008. elected an Ashoka Fellow
- 2011. named an Endeavor Entrepreneur
- 2014. honored as New Champion by World Economic Forum

He will be one of the judges!
Teams of 3-5 BYU Students

Students can be undergrads or graduates from any field

Teams may consult with other students, faculty, mentors, etc.

COMPETITION RULES

Teams will have from Feb. 10 to Feb. 17 to research and prepare a presentation.
HOW TO SUBMIT SOLUTION

Teams will submit a Slide Deck voiceover on Youtube format.

Video may not be more than 10 minutes long.

Video recording must be submitted to:

SISC@byu.net
WHAT’S IN IT FOR YOU?

5 Semi-Finalists will have a celebratory dinner at Tucanos.

1st Place: $3000, and tickets for Hunger Banquets and TEDxBYU Tickets

2nd Place: $2000, and tickets for Hunger Banquet and TEDxBYU Tickets

3rd Place: $1000, and tickets for Hunger Banquet.
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