

GREEN ENTERPRIZE

Innovation and Development in **ZIMBABWE**

SIMUKA-PHAKAMA

Join our 2019 Innovation Challenge!



ABOUT THE COMPETITION

The **Simuka-Phakama Green enterPRIZE Innovation Challenge** is being implemented in collaboration with local business development service (BDS) providers to offer financial and non-financial services to innovative green and growth oriented small and medium-sized enterprises (SMEs) to grow their businesses.

The **Innovation Challenge** is a platform for green enterprise innovation and development to ensure Zimbabwe thrives by empowering citizens and businesses, particularly women and youth, to drive the creation of **green and decent jobs**.

Targeted emerging and established SMEs will increase their provision of green products and services by accessing a tailored business development programme, supported by selected BDS providers and financial institutions.

In the long term, this will increase the viability of the individual businesses and demonstrate the potential for greening to other enterprises across all economic sectors.

WHO IS RUNNING IT?

The Innovation Challenge is being run by the International Labour Organization (ILO), in collaboration with the Government of Zimbabwe, the Employers' Confederation of Zimbabwe and the Zimbabwe Congress of Trade Unions. Its effective delivery relies on the participation of BDS providers with extensive experience in assisting formal and informal enterprises in Zimbabwe and in the Southern Africa region.

This business competition is part of the **Green enterPRIZE Innovation and Development Programme for Zimbabwe**, supported by the Government of Sweden. It aims to tap the potential of a green economy in Zimbabwe by:

- addressing high levels of youth unemployment;
- increasing the numbers of formal and growth-oriented enterprises; and
- improving the sustainability of production processes in SMEs.

WHO CAN PARTICIPATE?

The Simuka-Phakama Green enterPRIZE Innovation Challenge is open to:

- Young women and men entrepreneurs 18 years of age and above, who run a small or medium-sized business in Zimbabwe. In particular, the competition will prioritize existing firms with potential for growth in a green economy.
- Applications from women, youth, and business leaders and entrepreneurs with disabilities are strongly encouraged.
- Two geographically bound business competitions, labeled as “northern and southern region innovation challenges”, will run concurrently to allow participation of SMEs from across the ten provinces of Zimbabwe.

WHICH BUSINESS SECTORS ARE INCLUDED?

Companies across all economic sectors are welcome to participate, provided their business plans are economically viable and driven by environmentally and socially inclusive intentions. Business plans will be assessed and awarded according to the following categories:

SECTOR AWARDS

- Best Green Business (Manufacturing* or Service**)
- Best Agribusiness
- Best Renewable Energy Business
- Best Waste Management and Recycling Business

ENTREPRENEURSHIP AWARDS

- Best Young Entrepreneur
- Best Growth Oriented Entrepreneur (Gazelle)
- Best Woman Entrepreneur
- Most Innovative Business Entrepreneur
- Best Entrepreneur with Disabilities

** Manufacturing, includes any business that uses raw materials, parts or components to assemble finished goods, from handicraft to high tech SMEs.*

*** Service, refers to any business that delivers intangible products or services, including tourism, banking, communication, transports, among others.*

WHAT ARE THE PRIZES?

Prizes include technical and financial support to eco-innovation, as well as access to BDS to enable entrepreneurs to gain the skills and knowledge to run their businesses more effectively.

Each category will have one winner and two runners-up, **making a total of 54 prizes (27 per region).**

1st Winner

US\$ 5,000 plus 12 months of business development services

2nd Runner-up

US\$ 2,500 plus 12 months of business development services

3rd Runner-up

12 months of business development services

Business development services may include business management training services tailored to the needs of the company, mentorship programmes, coaching and consulting services and technological support to boost innovation.

Awards should be seen holistically as a package of measures that, used together, work to achieve a substantive impact on the sustainability of the business.

All shortlisted applicants will be offered access to training and capacity building services in the course of 2020. This support is provided outside the competition as a means to strengthen SMEs in Zimbabwe.

HOW CAN YOU JOIN?

To join the **Simuka-Phakama Green enterPRIZE Innovation Challenge** you must:

- register on the competition website, www.greenenterprize.co.zw
- select the categories you wish to compete for (maximum two) and your geographical location (northern or southern region)
- complete and submit your online application (business plan)

The online application includes a step-by-step, user friendly form that encourages participants to effectively communicate their business ideas. If you face any challenge when submitting your online application please contact the ILO office:

Phone: +263(4)369805-12 | +263(0)772129210-3

Email: greenenterprize@ilo.org

For further assistance, you can also visit the District Office of the Ministry of Women's Affairs, Community, Small and Medium Enterprises Development in your area.

Once you have completed the registration process, you will be notified and be given your **applicant number**. This number should be quoted in all communications with the **Innovation Challenge**. It will identify you throughout the programme and ensure that you are included in all related activities and announcements.

The 2019 edition of the **Simuka-Phakama Green enterPRIZE Innovation Challenge** foresees two geographically bound business competitions running concurrently across the ten provinces of Zimbabwe:

- The **Northern Region Innovation Challenge**, which includes Harare Metropolitan, Mashonaland East, Mashonaland West, Mashonaland Central and Manicaland Provinces, and
- The **Southern Region Innovation Challenge**, which includes Bulawayo Metropolitan, Matebeleland South, Matebeleland North, Masvingo and Midlands Provinces.

When submitting your application, make sure you join either the southern or northern competition, according to your company's geographic location.

APPLICATION PERIOD

Registrations will be open online from 2 September 2019 at www.greenenterprize.co.zw until close of day on 29 November 2019.

HOW WILL APPLICATIONS BE ASSESSED?

After the closing date, entries will initially be screened for eligibility. **The essential criteria are** that the business plan is **economically viable, and that it is driven by environmentally and socially inclusive intentions.**

A panel of business plan judges will evaluate the eligible business plans in a methodical and professional manner by assessing and weighing them against the following criteria:

- Green job creation potential
- Competitiveness and economic and environmental sustainability of the business case
- Depth of understanding of the business environment
- Linkages to perceived gaps in the market
- Innovation, in particular in finding solutions to environmental problems
- Need for funding or other prize support or assistance to make the business expansion possible

PROTECTION OF BUSINESS IDEAS

All ideas presented as entries to the **Innovation Challenge** will be respected as the intellectual property of the applicant. While every effort will be made to limit access to the business plans to anyone other than the organizers, Challenge partners and the panel of judges, applicants are advised to address protection of their intellectual property through the normal channels such as copyright protection, patents, trademarks and other property ownership guarantees.



CALENDAR OF KEY EVENTS

2 SEP

Official Launch Ceremony
in Harare and online
applications open

5 SEP

Official Launch Ceremony
in Bulawayo

2 SEP/29 NOV

Decentralised help-desks
across northern and southern
provinces to support
registrations

10 SEP/31 OCT

Promotional tours in:
Mutare, Marondera, Chinhoyi,
Bindura

10 SEP/31 OCT

Promotional tours in:
Gweru, Masvingo, Gwanda,
Lupane

29 NOV

Deadline for submission
of applications

16 DEC

Notification of shortlisted
finalists

20/22 JAN

Training on business
plan preparation

23 JAN

Training on
presentation skills

7 FEB

Deadline for
submission of
revised business plans

19/20 FEB

Judging event and
awards ceremony in Harare
(northern region innovation
challenge)

26/27 FEB

Judging event and awards
ceremony in Bulawayo
(southern region innovation
challenge)

The official launch of the **Innovation Challenge** will be on 2 September 2019 in Harare and on 5 September in Bulawayo, after which the competition website (www.greenenterprize.co.zw) will be open for submissions using the online application form. The **Innovation Challenge** will also be promoted in news and media to raise public awareness and promotional tours will take place in Gweru, Mutare, Masvingo, Chinhoyi, Gwanda, Bindura, Marondera, and Lupane between 10 September and 31 October 2019.

The deadline for applications is Friday, 29 November 2019. Once the deadline is reached, the ILO and its partner agencies will review and screen the applications to assess whether an application meets the Challenge criteria. A first short-list will then be shared with judges with sector expertise in the specific categories; the judges will then make recommendations on the five to ten best applications in each category. This list will be reviewed yet again and the ILO and its partners will finally shortlist the finalists in each category.

WHAT HAPPENS NEXT?

A maximum of 100 finalists per region will be identified and invited to join two training sessions to improve their business plans and prepare a convincing presentation to the panel of judges. Although participation in the training is not compulsory, it is strongly recommended.

Finalists are then expected to review their business plans and submit them by 7 February 2019. The final adjudication will be held from 19-20 February 2019, in Harare and from 26-27 February in Bulawayo, when finalists will make a presentation to the panel of judges.

Following the Awards Ceremony, which will take place on the final day, the ILO will enter into a Grant Agreement with the winners and runners-up for the utilisation of financial prizes. Business development services will be delivered to the winners and runners-up in the course of 2020, by the ILO and a network of BDS providers.



For more information, contact:

Green enterPRIZE

Innovation and Development in Zimbabwe

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