



## **Call for Application**

The Collaborative Action Category recognizes social impact projects generated through multisector alliances, with the objective of creating inclusive businesses for the base of the pyramid.

### **I. PARTICIPANTS**

Projects implemented through multisector alliances will be able to participate, where at least 3 sectors of society are involved. When we speak of sectors of society we are referring to: government, private sector, academia and community.

Projects must be submitted by one of the actors involved in the project, but must have the consent of all of the actors involved for participation in the call. The consent of the partner organizations must be verified by means of a letter available in the registration forms.

The projects that are postulated must have at least 1 year of implementation and results of the social impact generated by the project. The project can be implemented in any country.

You can participate with projects initiated in years prior to the call, as well as class projects, while informing all project participants of your involvement in the CEMEX-TEC Award. In the same way, projects submitted in previous editions that have not been winners, or projects presented in other contests may participate. In any of these cases, authorship must be justified in the ownership letter included in the registration forms.

### **II. QUALIFYING PROJECT THEMES**

- Community development

Projects with themes relating to housing, economic productivity, employment, basic services, cultural identity, social well-being, youth and family life.

- Environment

Projects with themes relating to climate change, natural disaster prevention, water and sanitation, waste recycling, alternative forms of transportation, preservation and care for natural areas and species, reforestation, energy conservation, and alternative energy sources.

- Infrastructure

Projects with themes relating to accessibility, urban planning, infrastructure for the disabled, mobility, recuperation of public and recreational spaces, and security.



- Eco-friendly technology

Projects that aim to efficiently use natural resources and materials and call for production of products and services, incorporating the sustainable use of diverse natural resources and materials for daily life.

- Education

Projects relating to learning and training, science, art, culture and technology.

*All projects, regardless of their focus, should promote a culture of legality, the pursuit of justice, fulfillment all individual guarantees, equal minority rights, democracy, transparency, and the release of financial records.*

### **III. REGISTRY AND POSTULARION**

#### **– Registry**

In order to participate in the CEMEX-TEC Award, you must create an account in the webpage <http://www.cdcs.com.mx> . Once you have created the account, you will receive a confirmation email, where you will be asked to validate the account.

The creation of your account within the CDCS webpage is the first step to apply in the CEMEX-TEC Award. But remember, having created your account is not equivalent to having registered a project in the call.

#### **– Project application**

You can register your project within the CEMEX-TEC Award call between February 15 and before May 31, 2019 at 11:59 pm (GMT-06).

To successfully apply for your project, you must:

1. Answer the general information of the organization;
2. Answer the specific information of the project;
3. Make a 2-3 minute video about your project, and share the YouTube link (the specifications of the video can be found in the portal when you apply);
4. Attach evidence of your project (photos, media notes, renders, etc.);
5. Sign and attach a letter of ownership of the idea and a letter of commitment in case of being a winner. You will find the letter formats within the application.

The application process is done within the CDCS webpage, selecting the category in which you are applying. You can complete the application at different times, but it is important that you save changes so that you do not lose information. You can answer the questions in Spanish or English. Applications will not be reviewed in other languages.



Once you submit the application for your project, no changes can be made, so we recommend you check your application before submitting it. You will receive a confirmation email when completing this step.

All the projects will have assigned a folio, which will be sent by email and will appear in the profile of your project once the application is made. If you have any questions regarding an enrolled project, be sure to specify the project's folio in the email you send to [premiocemextec@cdcs.com.mx](mailto:premiocemextec@cdcs.com.mx) .

#### **- Evaluation**

The process of evaluating the projects will begin the first week of June. During the month of June and July you will receive emails confirming if your project went to the next evaluation stage or if it was disqualified.

The presentation of proposals before the evaluation committee is anonymous.

#### **- Publication of results**

The finalists will be announced the first week of August 2019. An email will be sent to all participants, sharing the results of their project.

### **IV. SELECTION PROCESS**

Applications will be reviewed by the CEMEX-TEC Award Committee to verify that they meet the requirements and that the information is complete. Subsequently, the projects will be submitted to an Evaluating Committee made up of experts from the urban, environmental, social and economic development areas. Their decisions will be unappealable and any situation not foreseen in these bases will be resolved by the jury itself.

### **V. AWARD CEREMONY**

All finalist projects will be published in the book of the CEMEX-TEC Award in the Collaborative Actions Category 2019. The participants will retain their authorship at all times and will be leaders of the execution.

Two winning projects will be selected, one from Mexico and the other International. Both projects will travel to Monterrey, Mexico, with all expenses paid, to receive their recognition at the award ceremony on August 30 and 31, 2019.



## VI. GENERAL INFORMATION

- The registered participants will be responsible for the veracity of the information, contents and official documents they provide. The CEMEX-TEC Award and the members of the jury disclaim any responsibility with respect to the aforementioned.
- Applicants will be responsible for the implementation of the project, according to the times established by the CEMEX-TEC Award.
- Only projects that present the complete requirements in a timely manner will be accepted. Those whose material is received after the deadline will not participate, in which case the received documents will be eliminated.
- The flights of the winners must leave from the location specified in the registration process.
- Any matter not covered in this document will be resolved by the CEMEX-TEC Award committee.
- Any communication with the CEMEX-TEC Award team should be performed by contacting this email address: **premiocemextec@cdcs.com.mx**

## VII. CONFIDENTIALITY AGREEMENT

CEMEX, the Tecnológico de Monterrey University and all the members of the jury commit to use the information of the ideas registered only for the purposes of evaluation in the CEMEX-TEC Award, and in no case will the information be used for personal benefit or for the benefit of any other person or entity, or disclose it to third parties at any time or place.

Only in the book of the CEMEX-TEC Award are the participating projects reviewed in a general manner. If you are not interested in being published in the book, please inform the CEMEX-TEC Award team.

The participants will retain the authorship of their projects. The CEMEX-TEC Award does not acquire the rights or authorship of any participating project.

## VIII. CONTACT INFORMATION

For any questions regarding this call, contact us at:

**PREMIO  
CEMEX-TEC**



[premiocemextec@cdcs.com.mx](mailto:premiocemextec@cdcs.com.mx)



Facebook /PremioCEMEXTEC



## IX. ANNEXES

Below you will find the questions that you have to answer within the online application of the CEMEX-TEC Award.

### General

Project's Name \_\_\_\_\_

Country \_\_\_\_\_

State \_\_\_\_\_

City \_\_\_\_\_

Theme of the project \_\_\_\_\_

Webpage \_\_\_\_\_

Facebook account \_\_\_\_\_

Year that the initiative started \_\_\_\_\_

**List the organizations or institutions that, through the partnership, make the postulated initiative a reality, and describe the role of each one in relation to the initiative as a whole.**

NOTE: remember that your initiative must have at least 3 multisectorial partners (business, government, civil society, and academia).

**Do you have authorization from this organizations to participate in the CEMEX-TEC Award?**

**Select the Sustainable Development Goals that impact directly through your initiative.**

**Describe the initiative. Specify its mission or purpose.**

What is the problem you are contributing to solve through your initiative? (maximum 150 words)

**Describe the main activities or improvements that your proposal generate (capacity building, knowledge generation, etc.).**

**Specify the number of direct and indirect beneficiaries of the project and how you calculated those numbers.**

**Describe the characteristics of the beneficiary population and why you decided to work with it.**

For example, children between 6 and 12 years old who attend primary school in the community, etc.

**How is your model different from similar organizations/initiatives in your cultural context? (maximum 150 words)**



## Impact

**What is the current social impact of your joint initiative? Please provide quantitative and qualitative data, specifying the number of direct and indirect beneficiaries**

Example: In 2017 we trained 40 young people in 3 public schools in the State of Michoacán on the possibilities of continuing their higher education and the possibilities of support. Since the project began in 2014, we have impacted 300 youngsters in a total of 10 public schools in Michoacán (quantitative impact). After a monitoring process we evaluated that 20% of the beneficiaries who went through our training have managed to enter a university with the support of a scholarship, and 30% of these young people for whom the university has not been an option, have been informed about the different possibilities of continuing their studies (qualitative impact).

**How do you measure the impact of the project? Specify at least five key performance indicators (KPIs) that you currently use to measure impact.**

**What are your plans to increase the impact of the project in the future (1 - 5 years) and how do you plan to achieve those goals? (maximum 150 words)**

**What is your current biggest challenge to increase your impact? (maximum 150 words)**

**What is the scope / stage of your impact? (Pilot, local, regional, national or international) (maximum 150 words)**

**Have you scaled the impact of your project outside the place where the pilot took place?**

**If your answer is yes, to which new places have you scaled the impact?**

**Beside the founding organization of this iniciativa, do you work with other partners or alliances? If you do, specify their role.**

## Sustainability

**How has your project been financed to date? Please disaggregate by percentage. (maximum 150 words)**

Example: 55% of our budget comes from donations from companies and private donations. We have also received support from the government with which we have been able to finance another part of the program (40%). The remaining 5% we receive from student contributions for the services they receive.

**How do you plan to achieve financial sustainability of the project in the future (1 - 5 years)? (maximum 150 words)**

Example: We have a methodology of training in emotional intelligence skills and we want to increase our services by offering the methodology to private companies or individuals who can afford to pay and with that to finance or give scholarships to the most needy. With this, 50% of our budget will come from the sale of services and the other 50% will come from donations.

**Which of the following categories best describes the structure of your initiative?**



**In the previous year, what have been your main sources of financing? Indicate all that apply:**

**How many employees and volunteers does your initiative have? (Count yourself)**

**Does your project already have partners or sponsors? If so, who are they and how are they supporting the project?**

NOTE: it can be financial and non-financial support. Please specify the type of support. Everything related to the financial part of your project must be specified in dollars or Mexican pesos. Projects that deliver financial information in a currency other than dollars or Mexican pesos will not be reviewed. Remember to specify which currency you are using with the acronym, USD or MXN.

## Video

Prepare a video of 2 minutes max. where you present the information described below. Upload your video to YouTube in public mode, and share the link.

- a. Name of your project and where it is implemented.
- b. Problem that your project addresses (mentions figures from reliable sources).
- c. Proposal of your project and how it contributes to solve the problem.
- d. Segment of beneficiaries with whom you work (children, youth, seniors, marginalized communities, etc.).
- e. Allied organizations and their role in your project.
- f. Sources of financing for your project.
- g. How do you see your project in 2 years?

NOTE: if the video does not have the specified characteristics, your project will not be evaluated."

## Annexes

Remember to attach evidence of your initiative: photos, videos, articles and informative notes, certifications, etc. It is mandatory that you upload at least three photos (.jpg or .png) in high resolution.

## Signed Letters

- Remember to attach the two letter formats, duly completed and signed by the project leader.
  - o Idea Ownership Letter format, duly completed and signed by the project leader.
  - o Letter of commitment of attendance to the award recognition event.

NOTE: the letter formats can be found in the registration portal of the CEMEX-TEC Award. When you are answering the questionnaire online, in the letters section you can download the formats for your signature. In that same space, you must attach the signed pdf file.