



Call for Application

The Communitarian Entrepreneurship Category recognizes the development of productive projects with social impact that promotes the transformation of communities based on a comprehensive diagnosis with a multidisciplinary and systemic approach based on the principles of sustainable development¹.

I. PARTICIPANTS

Aimed at community organizations, civil associations, foundations, NGOs and cooperatives with productive project. The registration must be done by a representative of the applicant organization, who must be a decision maker within the initiative.

The postulated project must have at least one year of implementation in any country (projects in the idea stage are not accepted).

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 of the idea included in the registration forms.

In order to ensure the permanence of the project in the long term, it is necessary to involve the beneficiary community in the initiative. Likewise, the collaboration of local allied organizations is recommended.

II. PROPOSALS EXAMPLES

- Proposals about sustainable business models that attract investment to communities, develop local economies and take advantage of local products and resources.
- Projects that promote the sustainable management of natural resources and the conservation of biodiversity and natural landscapes.
- Projects promoting innovation and transfer of clean and / or eco-efficient technologies for the selected community and its inhabitants.

¹ A sustainable community is one that is planned, built, inhabited and / or modified with sustainable development criteria. That is to say, a community that consciously aspires to achieve well-being by integrating environmental, economic and social aspects on a daily basis.

- Initiatives that promote a sustainable lifestyle: more livable communities, with better integration of its members, dynamic economies and in harmony with the natural environment.



III. REGISTRY AND POSTULATION

- 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 to 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 your organization;
2. Answer the specific information of the project;
3. Attach an Excel document with the detailed budget of your project (the specifications can be found in the portal when you apply);
4. 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);
5. Attach evidence of your project (photos, media notes, renders, etc.);
6. 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 .

– 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.

The evaluation scale is from 0 to 5, where 5 is excellent and 0 does not meet the criteria. The Committee will issue a rating according to the following criteria:

Criteria	Value
1. Community diagnosis	10%
2. Transformation Master Plan	20%
3. Implementation feasibility	30%
4. Innovative Schemes	10%
5. Financial Sustainability	30%



V. AWARD CEREMONY

All finalist projects will be published in the book of the CEMEX-TEC Award in the Transforming Communities Category 2019. The participants will retain their authorship at all times.

Ten winning projects will be selected to travel to Monterrey, Mexico, where they will participate in a five-day "*Bootcamp*" type acceleration led by Unreasonable Mexico from August 26 to 30, 2019. The transfer to Monterrey, lodging, local transportation and most of the meals will be covered by the CEMEX-TEC Award. There will be some dinners, which the winner must cover on their own.

The *Bootcamp* consists of workshops given by experts and bonding spaces to share experiences, learning and common challenges.

In addition to the training, 3 winning projects will be selected, who will have access to \$ 10,000 USD, or equivalent in local currency, usable in one of the stages of the project for the benefit of the selected community and with the follow-up of a committee designated by the Award. These funds must be disbursed through suppliers registered with CEMEX or through the partner organization of the project.

Depending on the country of residence of the winning project, there could apply taxes on the 10,000 USD. This would imply that there is a possibility that the organization does not receive the full USD 10,000, but the amount after the taxes that apply.

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



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 CONSIDERATIONS

- Project's name _____
- Project theme _____
- Country where the project will be implemented _____
- State where the project will be implemented _____
- City where the project will be implemented _____
- Community chosen to develop the project. Specify name and location.
- Facebook _____
- Year in which the initiative was founded _____
- Which of the following options corresponds to your initiative? Independent initiative, Initiative that resides within another organization
- If your initiative resides within another organization, specify the name of that organization / institution / entity
- Do you have authorization from this organization to participate in the CEMEX-TEC Award?
- Is your initiative formally registered as an organization?
- Select the Sustainable Development Goals that impact directly through your initiative.

Goal 1: End of poverty

Goal 8: Decent work and economic growth

Goal 2: Zero Hunger

Goal 9: Industry, innovation and infrastructure

Goal 3: Health and well-being

Goal 10: Reduction of inequalities

Goal 4: Quality education

Goal 11: Sustainable cities and communities

Goal 5: Gender equality

Goal 12: Responsible production and consumption

Goal 6: Clean water and sanitation

Goal 13: Climate action

Goal 7: Affordable and non-polluting energy

Goal 14: Underwater Life

Goal 15: Life of Terrestrial Ecosystems

Goal 17: Partnerships to achieve the Objectives

Goal 16: Peace, Justice and Solid Institutions



- Describe your initiative briefly (maximum 150 words). Specify the mission or purpose of your initiative.
- Background: Why are you working with this community? What is the link and roots of the organization with the community?

PARTICIPATORY COMMUNITY DIAGNOSIS

To develop a comprehensive diagnosis, it is essential that you obtain information from primary and secondary sources. We recommend that you approach the community to know about its characteristics, its day to day, its context, its problems ... this will help you to have a better overview of the social dynamics, what are your expectations and with whom you can join.

Remember that your proposal must arise from the diagnosis made, and be socially, environmentally and economically viable.

Describe in this space the most relevant characteristics or elements of the diagnosis by thematic axis. Remember that your diagnosis should present an overview of the community, as well as the key elements that led you to develop and sustain the proposed solution. Remember to cite the sources consulted.

- **Urban diagnosis:**

Example: rural or urban, public or private property, geographical extension, main landmarks of the community (educational centers, health centers, parks), distribution of housing and population, pedestrian and urban mobility, land uses, public and existing sports spaces, accessibility and mobility / transport, etc.

- **Social diagnosis:**

Example: Describe the social dynamics of the community (social fabric). What identifies them as a community? What unites them? How do they relate to each other? Access to basic services, level of education, etc.

- **Economic diagnosis:**

Example: main economic activities, average salary, etc.

- **Environmental diagnosis:**

Example: natural resources, pollution, use of local materials / supplies, water, etc.

- Describes the external factors (environment) that influence the community. They can be economic, socio-cultural, political, environmental, technological, etc.



- Considering the findings of the diagnosis made, describe the problem you will address and how you contribute to attend it with your project. It is important that you support with documented references the problem and details your solution.
- What is the characteristic that has made your initiative successful? You can mention more than one (maximum 300 words).

MASTER PLAN OF TRANSFORMATION

The plan must be a participant and leader in the operation and development of the proposals to the community and its leaders.

To ensure the success of the project, you must have alliances with local leaders, community organizations, NGOs, etc. This will favor the local appropriation and the continuity of the project. Clarify with each partnership, what is the role they will take within the project, seeking at least one of them to give timely follow-up to the project in the medium and long term.

- Describe the main activities or improvements generated by the initiative in the community.
- Explain what is the impact you plan to generate in the community, with the project.
- How do you measure the impact of the project? Specify at least five key performance indicators (KPIs) that you currently use to measure impact.
- Specify the number of direct and indirect beneficiaries of the project, disaggregated into total beneficiaries and those who have benefited in the last year. Mention 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.

VIABILITY OF IMPLEMENTATION

- How do you involve the community in the development and implementation of the project? Describe the level of knowledge, interest and participation of the community in your project.



- How do you plan to ensure the permanence of the project in the future? Be as specific as possible.
- Mention at least one local organization with which you have allied to develop your project. Describe, as detailed as possible, what your role will be in the execution and monitoring of the project. Justify why you have chosen that ally.
- Explain how your proposal considers local culture within the approach and implementation of the proposal.
- In case your project incurs environmental impacts, explain what they would be and how they will be mitigated.

FINANCIAL SUSTAINABILITY

It is essential that everything related to the financial part of your project, specify it 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.

- Which of the following categories best describes the structure of your initiative? For profit and With social mission, Non-profit and With social mission, Combine elements of For-profit and Non-profit
- What was the budget for the last year of operation of your initiative? If you have less than one year, what has been your work budget?
- Have you carried out activities or created a product or service that contributes to the financial sustainability of the initiative?
- If the answer above is yes, describe them and indicate the percentage of the operation covered by this income.
- Which of the following best describes the financing model 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, partners and / 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.



- How do you plan to economically solve the permanence of the project in the future? It is important that you be as detailed as possible.

- Present in Excel the total budget required for your project and its justification, being as specific as possible.

- The stages proposed and the investment in each of them must be broken down, specifying the stage that is planned to be financed with the support of the CEMEX-TEC Award.

- Include your fund raising plan in Excel. The financing proposal must be supported by various schemes or sources of financing. It should be clearly explained how funds will be obtained for the stages that will not be covered by the Prize fund (in case of being winners), and how and who will give continuity to what is invested with the Prize fund.

- It is essential that you also specify the return on investment (ROI) within Excel, clarifying how many years it will be.

- 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 maximum 3 minutes in length (with good audio) where you present the specified information. Upload your video to YouTube and make sure it is in public mode.

1. Name of your organization and place of origin.
2. Describe briefly your project and how it contributes to address the problems encountered.
3. Project background, describe why the organization is interested in working there.
4. Why is your project viable? Is there any support or sources of additional funding for the Prize?
5. How will they involve the community in the implementation of the project?
6. How do you intend to ensure the continuity of your proposal?

We recommend you include shots of the community where the project will take place.



ANNEXES - ADDITIONAL INFORMATION

Attach evidence of your initiative: photos, renders, graphics, articles, informative notes, etc. It is mandatory that you upload at least three photos / renders (.jpg or .png) in high resolution (300 dpi).

- Photographs *
- Others

LETTERS

- Remember to attach the three letter formats, duly completed and signed by the entire team.
 - o Letter of ownership of the idea.
 - o Letter of commitment to attend the awards.