

# SAB FOUNDATION SOCIAL INNOVATION REDUCTION OF ALCOHOL MISUSE AWARD 2021 (RAM)

The SAB Foundation supports and invests in entrepreneurs and social innovation with a priority in benefitting women and youth, people living in rural areas and people living with disabilities.

The SAB Foundation has created an opportunity for entrepreneurs and innovators with solutions that address or prevent alcohol misuse. We are also particularly interested in innovative ways of gathering data on this issue. We are interested in out-of-the box thinking and encourage entrepreneurs and innovators with innovative solutions that address the following societal challenges:

- Drunk driving
- Underage drinking
- Binge drinking
- Foetal Alcohol Syndrome
- Resistance to behaviour change
- The lack of available data on alcohol abuse

The **SAB FOUNDATION SOCIAL INNOVATION RAM AWARD 2021** is aimed at innovators/social entrepreneurs/institutions/social enterprises with prototypes or early stage businesses that can solve a social problem associated with alcohol misuse.

## **AWARDS CAN RANGE FROM R250 000 – R500 000**

Along with business development support to assist with venture growth.

In addition to the prize money detailed above, the awardees are assessed on a case-by-case basis and placed on a tailored mentorship programme. This programme is flexible and adjusted to the needs of each awardee, as mutually agreed by both awardee and mentor.



[www.sabfoundation.co.za](http://www.sabfoundation.co.za)



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## ELIGIBILITY CRITERIA

- The SAB Foundation Social Innovation RAM Award will be open to any innovation solution that offers a credible prospect of meeting a demonstrable social and/or economic need evidenced by the SAB Foundation's target low-income beneficiary groups (with a particular emphasis on innovation that benefits women, youth, people with disability and those in rural areas), as well as demonstrating potential as a sustainable businesses.
- Entries are welcomed from South African individuals, innovators, entrepreneurs, social enterprises and university departments. Entrants may enter as individuals on their own, or as members of a team, in which case one individual team leader shall complete the online application form.
- The innovation entered must be the original work of the applicant and a true innovation and/or a significant improvement on an existing technology, product, service, and production method or business model.
- Product innovation covers innovations in both goods and services, which can be divided into new or improved products. A new product has different characteristics and intended uses than existing products. It may use new technologies, knowledge and products or a combination of these. An improved product is an existing product whose performance is significantly increased; in terms of either increased output or a reduction in cost.
- Process innovation is the adaption or creation of improved ways to deliver a product or service. It could come from changes in knowledge, perception and understanding. For poverty reduction, process innovations can increase the level of service delivery to beneficiaries, or enable practitioners to reach previously untouched groups or individuals.
- Applications are open to all South African citizens, 18 years or older. All participants must submit a certified copy of their South African Identity Document with their online applications.
- The innovation/solution must have progressed past the "blue-sky" thinking stage: there must be some evidence of investment by the applicant. This means that applicants must be able to show proof that prior to applying, they have spent time and/or money developing the innovation: planning, developing and testing prototypes, market and industry research, developing a business plan.
- Please see the "Participation Rules" on the online application forms for Terms and Conditions.

## HOW TO APPLY

1. Online applications open **11 August 2021** and close on **13 September 2021 at midday**.
2. Read through this brochure to check if your organisation or idea would be a good fit for the SAB Foundation Social Innovation RAM Award based on its impact on at least one of the four focus areas (women, youth, persons living with disabilities or persons living in rural areas).
3. **Select** the correct programme you will be applying for:

### THE SAB FOUNDATION SOCIAL INNOVATION RAM AWARD

4. Read through the online application guidance document.
5. Complete the online application form. The link is available on the SAB Foundation website [HERE](#) to go through to the application page.
6. Make sure you **complete and submit** your application before deadline.
7. **Early submissions** are strongly encouraged.
8. The SAB Foundation Social Innovation RAM Award seeks the best ideas to enhance the lives of previously disadvantaged South Africans. Specific consideration will be given during the judging process to the race, gender, age and disability status of applicants.

## JUDGING CRITERIA



Originality: How innovative is the solution? Is it a significantly new business model, technology, product, service or production method?



Social impact: Can the innovation solve a serious social problem which affects the SAB Foundation target groups?



Viability: To what extent is the innovation/solution commercially viable, to ensure its sustainability?



Target groups are women, youth, people living with disabilities and those living in rural areas.








Additional criteria: Job creation: Is there potential for the creation of direct and indirect sustainable jobs currently or in the future?

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# SAB FOUNDATION SOCIAL INNOVATION

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	<b>11 August 2021 – 13 September 2021</b>	Online application must be completed and submitted by 13 September 2021 at midday.
	<b>September 2021</b>	Applications will be screened against the eligibility criteria, and qualifying applications will then be assessed by a panel of judges for the impact and viability of the innovation solution.
	<b>September - October 2021</b>	A shortlist of up to 10 best innovations will be selected and visited by a member of the SAB Foundation team.
	<b>October - November 2021</b>	Successful shortlisted businesses will pitch their innovation/ solution to a panel of judges.
	<b>30 November 2021</b>	The winners will be announced at an awards ceremony in Johannesburg.

ALL DATES ARE SUBJECT TO CHANGE WITHOUT PRIOR NOTIFICATION

#IDEAS4Change

#ItStartsHere

#MakingADifference