



University Guide 2020



**WORLD
CHANGERS**
Rethinking Education | Redefining
Leadership



**BLOOMSBURY
INSTITUTE**
LONDON



csa
commonwealth
students
association



Welcome to Social Storm 2020!

Hello my name is Helen Ots and I am Co-Founder and Operations Manager for Social Storm 2020. I would like to thank you for participating in this year's competition. The team at Social Storm are very excited to have you onboard and we hope you thoroughly enjoy the experience.

This guide will act as a key point of information for you prior to the competition. It will help you explore the background of Social Storm, our key aims, who we are and the competition itself. It will also aid you in understanding the role you play as a university and how you fit into the network of different parties within the competition.

Please do not hesitate to contact me if you have any questions:

@ Helen.ots@worldchangers.org.uk

We look forward to your involvement!



World Changers Foundation

Social Storm's parent organisation World Changers Foundation, is a catalyst, incubator, and platform for change makers and everyday leaders globally.

World Changers Foundation seeks to connect socially conscious emerging leaders with resources and networks to create products and services that have the potential to change the world.

Through events such as Social Storm, we want to be a catalyst, opening minds to new possibilities and enabling a network of fearless individuals, who believe the impossible is possible, to create a change at a local, national, and international level.

By 2030 we will inspire 100,000 people to become everyday leaders across society, business, and politics.

To find out more about World Changers Foundation and our other events and programmes, visit our [website](#).



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Introduction: What is Social Storm?

Social Storm is a unique experiential learning opportunity for university students. We facilitate the connection of passionate people, to allow them to collaborate on finding innovative solutions to global issues.

This connection is achieved through our hackathons. These events bring international universities and their students together to discuss how to tackle global issues via sustainable and financially viable solutions. Technology plays a large role in connecting participants together.

At every Social Storm event we aim to provide an intensive and challenging, but enjoyable experience, outside of the classroom.

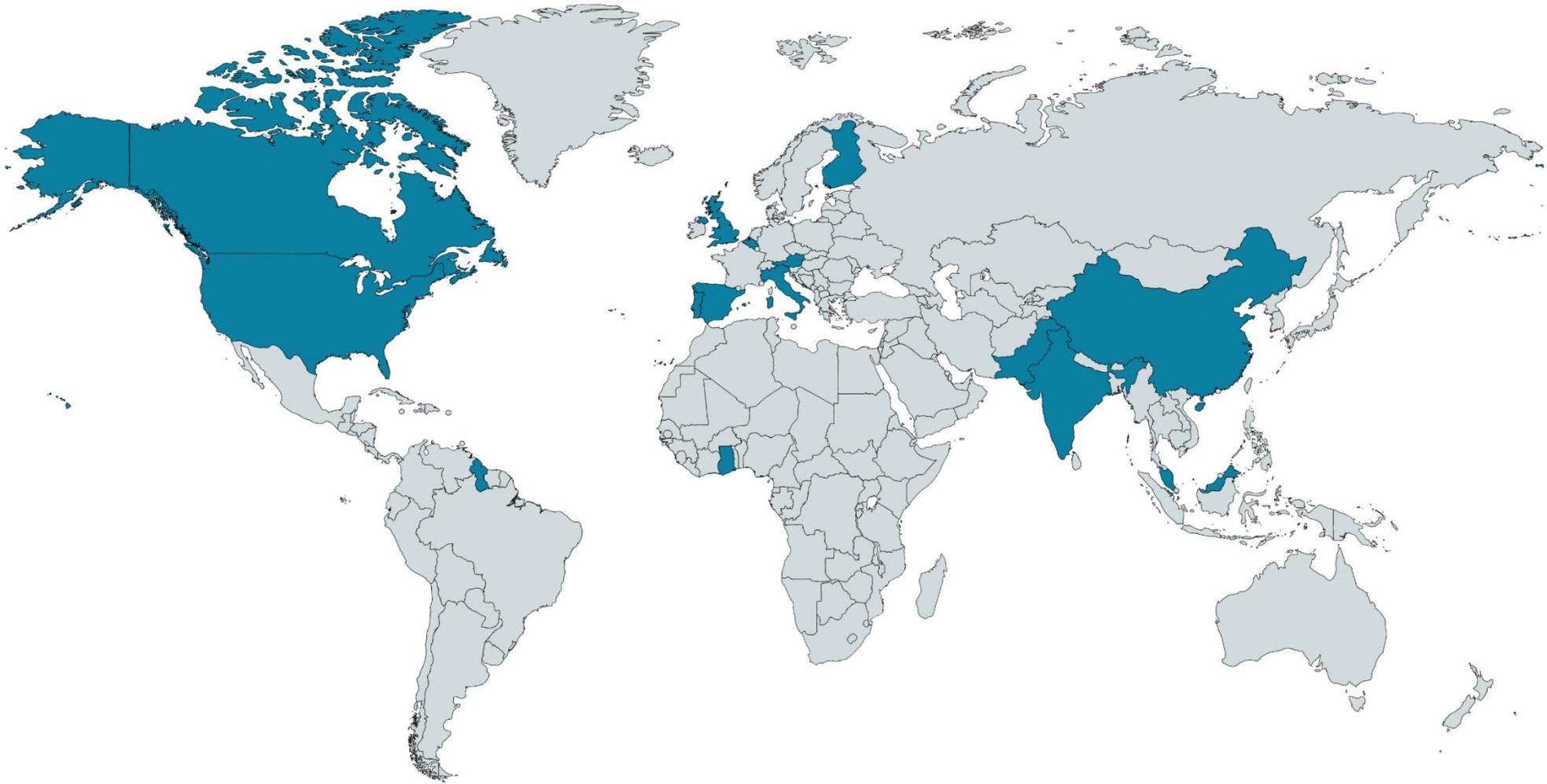
Our Social Storm 2020 48hr hackathon will involve several universities and their students tackling two global societal challenges. Teams, representing multiple universities, will be required to create, research and build a minimal viable product of their idea, which tackles one of the two challenges. All within 48 hours!

By the end, each team must submit an action plan and video pitch. Ideas must be creative, sustainable and financially viable solutions. Each team's idea will be judged by a panel of industry experts and entrepreneurs and one team announced as the winner of Social Storm 2020.

Social Storm 2020 will be the 6th edition of Social Storm and we plan to make this a truly global event.



We have worked with participants from 15 countries between 2014-2018



We are aiming for 2020 to be even more international

Collaboration and creativity comes alive when we have participants from diverse backgrounds.

For Social Storm 2020 we want this event to be truly global and we are looking for universities, mentors and judges from:

- Africa
- Asia
- Pacific and Oceania
- Caribbean and the Americas

We are delighted to have two leading Commonwealth organisations as key partners - the Commonwealth Students Association and the Commonwealth Businesswomen's Network. This year the hackathon will be hosted on the Commonwealth Businesswomen's Network new digital platform.



Why Participate in Social Storm?

Social Storm aims to:

1

Inspire

We want to inspire students with great examples of social enterprises, businesses and projects happening around us. We hope students inspire themselves, with how much they can achieve in under 48 hours.

2

Develop skills

We want to develop students' enterprise, employability and leadership skills and knowledge of business.

3

Uncover the Potential of technology

We want to demonstrate the potential technology has to change how we communicate our ideas and collaborate across countries.



The Social Issues

The sustainable solution created by the teams must tackle an element of one of these social issues, which stem from the UN's Sustainable Development Goals.



SDG 3: Good Health and Wellbeing

Ensure healthy lives and promote well-being for all at all ages



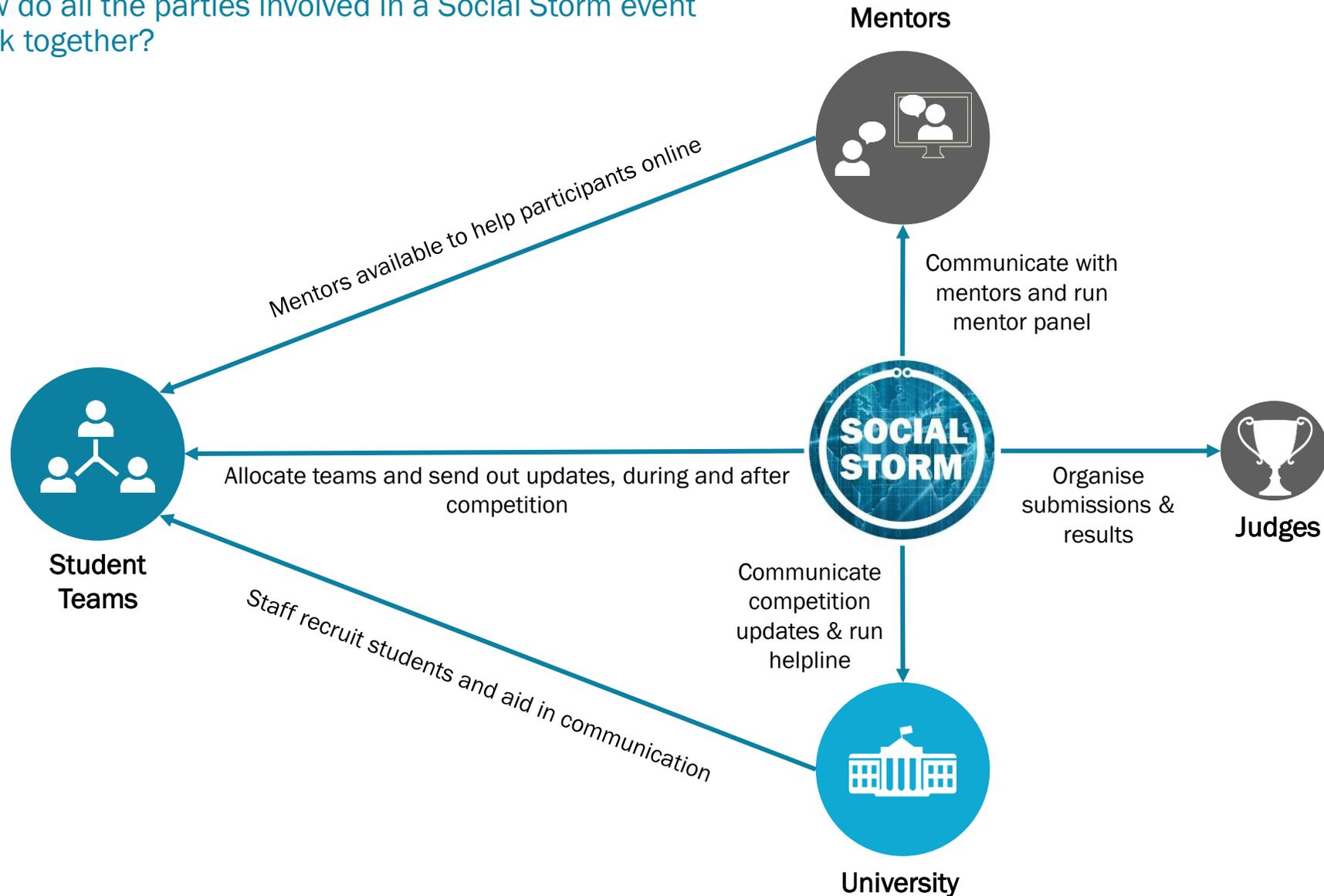
SDG 5: Gender Equality

Achieve gender equality and empower all women and girls



What to Expect: The Network of Partners

How do all the parties involved in a Social Storm event work together?



What to Expect: Groups Involved

How does the network fit together?



Student
Teams

Students will be allocated to teams with 6-8 members

Teams will consist of members from different universities



Mentors

Mentors, including subject matter experts, are assigned to teams to provide advice and guidance.



University

Universities recruit students to participate

Universities aid communication to students before and after the competition



Social
Storm

Provide a helpline for teams throughout the event

Organise mentors and judges with a variety of specialisms



What to Expect: Technical Requirements

All students participating should have all of the following technical equipment:



Wi-Fi



Web Camera



Speakers
& microphone



Computer



What to Expect: Participation cost

We ask that each educational institute pays a flat participation fee of £450 British Pound Sterling. This fee will go towards the costs of running the event, including a prize fund for the winning team.

Key questions

How many students at my university can take part?

We set no limit to the number of students that you have taking part at your university. Although we would prefer that each university has a minimum of ten students participating.

Who can participate in Social Storm?

Any student from your university can participate, in previous years we have had a mixture of undergraduates and postgraduates from a variety of degree subjects.

What if we cannot afford the participation fee?

We have a small number of discretionary discounts for the participation fee available. Please get in touch with us to discuss this.



Schedule: Overview

The schedule for this year's competition

- Competition Start and End
- Development sessions
- Mentor sessions
- Team time

Time zone		GMT	
Start time	End time	Activity	
Friday 20th	16:00	17:00	Competition launch from Social Storm
	17:00	18:00	Research task
	18:00	19:00	Subject matter expert group discussions
	19:00	20:00	Team time
Saturday 21st	09:45	10:30	Ideation and business model session
	10:30	12:30	Team time
	12:30	13:00	Marketing and validating ideas session
	13:00	14:00	Team time
	14:00	16:00	Mentor session 1
	16:00	17:00	Team time
	17:00	17:30	Pitching advice session
	17:30	18:00	Team time
	18:00	19:00	Live mentor panel
19:00	20:00	Team time	
Sunday 22nd	10:45	11:00	Submission Q&A
	11:00	13:00	Mentor session 2
	13:00	15:30	Team time
	15:30	16:00	Wrap up and competition end



Schedule Broken down: **Competition Start & End**

Competition Launch

This is the official starting point of the competition, with a live video call to kick start the event.

Social Storm	University	Participants
<ol style="list-style-type: none">1) Share link to live video call to launch the competition2) Present competition opening, explain how the competition will work and answer questions from students	<ol style="list-style-type: none">1) Aid in communication between Social Storm and your students to ensure students have confirmed attendance	<ol style="list-style-type: none">1) Confirm attendance – the deadline is the end of the first hour2) Listen and participate in the live video call – to learn about how the competition works

Wrap up and end of Competition

The official end of the competition when students have submitted their entry, ending with a live video call.

Social Storm	University	Participants
<ol style="list-style-type: none">1) Present competition wrap up call, explain when and where results will be released2) Deal with any submission of work issues from teams	<ol style="list-style-type: none">1) Aid in communication between Social Storm and your students, on any submission of work issues	<ol style="list-style-type: none">1) Listen and participate in the live video call – to learn about when results will be released



Schedule Broken down: **Development sessions**

Research task

Participants will be encouraged to develop their knowledge of the SDG issue they wish to design a solution for, through completing a research task. The output of which will help them to participate in a group discussion with a subject matter expert.

Social Storm	Participants
1) Set research task and provide selection of resources to aid research	1) Complete research task, including questions to ask a subject matter expert in the next session

Ideation and business model, marketing and validating ideas, pitching, and submission Q&A

These sessions are designed to help participants to develop their solutions and submit their team entry, to a high quality by the deadline.

Social Storm	Participants
1) Run sessions on various topics, to aid teams in developing their ideas	1) Attend sessions and apply learning to their team's submission



Schedule Broken down: **Mentor sessions**

Subject matter expert group

A group discussion with an expert in the SDG issue participants have chosen to focus on.

Social Storm	Participants
1) Organise group discussion with experts in the SDGs, who can expand on participant's knowledge	1) Attend group discussion, asking questions raised through their own research into the topic

Mentor session 1 & 2

Mentor check ins with each team for 45-60 minutes, to provide advice and guidance.

Social Storm	Participants
1) Arrange mentors and assign to each team	1) Prepare for mentor session e.g. identifying problems 2) Update mentors on progress made and discuss ideas

Live mentor panel

A mentor panel, open to all, to be run through our video conference software.

Social Storm	Participants
1) Inform participants of live mentor panel and encourage participation even if they do not have questions themselves, as they may learn from other teams 2) Facilitate mentor panel, including relaying questions from participants	1) Attend live mentor panel and prepare questions to ask mentors



Schedule Broken down: Team time

Team time

Team time refers to time for participants to work within their teams on their solutions. Teams can choose to work outside of the competition times, including beyond the finish time each day.

From experience, teams can face difficulties working together, for example reaching decisions or sharing workloads. We will be on hand to help teams to deal with these problems.

Social Storm	Participants
<ol style="list-style-type: none">1) Allocate participants into teams2) Provide help and support to teams facing difficulties	<ol style="list-style-type: none">1) Get to know their team, including skills and knowledge areas2) Work with team to develop a solution, practicing team work, communication and cultural intelligence skills3) Inform Social Storm if facing difficulties working within their team, to access help and support



Role of Social Storm

Social Storm is responsible for the following activities

Pre-event

- Provide information packs for universities
- Provide marketing material for universities
- Sign up students to the event and update universities
- Set challenges and competition outline
- Gather judges and mentors
- Send information packs to participants

During event

- Provide introduction presentation and closing presentation
- Allocate participants into teams
- Provide online resources
- Provide regular scheduled reminders and updates
- Coordinate Mentors
- Coordinate Judging
- Provide helpline to teams facing difficulties

Post-event

- Ask for feedback from students and share student feedback
- Host post event call with universities to gather feedback
- Provide students with certificates of participation, where requested.
- Provide information on future events and programmes



Role of University

Universities will be responsible for the following activities

Pre-event

- Student recruitment at your university and direct them to sign up via the website
- Aid in communication between Social Storm and your students
- Arrange for staff to help as mentors (optional)

During event

- Aid in communication between Social Storm and your students – at the start of the event to help students to confirm attendance and once the competition ends, to share information on results
- Provide mentors to help teams (optional)

Post-event

- Attend post event feedback call
- Provide feedback to Social Storm



Role of Participant

Participants will be responsible for the following activities

Pre-event

- Sign up to Social Storm and confirm commitment to attend event
- Create an account on our digital platform hosted by Commonwealth Businesswomen's Network
- Read through a Student guide to the event to understand what to expect

During event

- Attend event and participate in development sessions
- Work with allocated team to develop solution to help meet a SDG
- Submit 1 entry per team to be judged

Post-event

- Provide feedback to Social Storm
- Request digital certificate of participation



What's Next? Key Communications

Please be aware that the following communications will occur prior to the event to ensure that you and all participants are fully up to date with the competition. After the event there will also be a feedback opportunity.

- Call to each university contact to explain concept (September-November)
- Email to each university to share marketing materials and student sign up process
- Email to each participant to share Student Guide to the event (November)
- Post event call to each university contact for feedback opportunity (late November)



Appendix



Appendix Content

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- [Judging Criteria](#)
- [Online Resources](#)
- [Technological platforms](#)
- [Follow on Opportunities](#)
- [FAQs](#)



Our sign-up process

While each university is responsible for recruiting students, we will manage the sign-up process.

Students will be able to apply to participate until 19th November. Below you can read about how we plan to manage the student sign-up process which involves minimum input from universities.

- **Students will apply through our website, filling in a short form.** All information collected from students will remain within Social Storm and its parent organisation World Changers Foundation UK. After submitting, students will receive an email from us with key information and instructions.
- **As a university, you will have access to a Google Sheet stored online, containing details of your student sign ups.** This can be accessed 24/7 and will be updated regularly. You can tell us if you want a cap on the number of students signing up. You will also be able to select students if you wish to make spaces limited.
- **In the week of 16th November, applicants will be emailed to ask them to confirm their attendance.** We find that this reduces the number of drop-outs or no-shows at the actual event. You will then be updated on their confirmed list of the students, giving you the opportunity to plan refreshments around expected numbers. Students signing up after 16th November, will not receive an email asking them to confirm their attendance, however, will still be sent all relevant information.
- **On 20th November, participants will be asked to sign in to confirm that they are in attendance.** We will then allocate these students into a team.
- **Students with lectures or other commitments who cannot make the first 1-3 hours, can attend the event.** However they must tell us in advance and will have to seek your permission. This ensures that they will be allocated a team, but they will not disrupt their fellow team members by joining too late into the event. It is at your discretion whether to give permission to the student or offer another student the place instead.



Judging criteria

Each challenge is relatively broad to allow teams the freedom to pick an area of interest, or a niche or mass market to target their solution at.

The challenges are open to interpretation and submissions and solutions are not marked against other teams; they are marked as a solution to the problem the team has defined to be the problem.

Each team will need to submit:

- A 1 page action plan on how they would bring their idea to life
- A 3 minute video pitch of their product/service solution
- A group and individual reflection on their performance during the event

Overall with the team's solutions, we're looking for evidence of the following:

- An understanding of the problem and how the solution can help tackle the negative effects or root cause of the problem
- A product or service solution which is sustainable and financially viable e.g. is not reliant on fundraising or grants, and has a source of revenue
- Evidence of the use of mentors and externals to validate the idea
- A plan for commercialisation and basic business acumen
- Development of their solution through the testing of key assumptions. We are keen to have participants actively turn their theoretical ideas on paper to ideas which have been tested and developed through feedback by stakeholders via market research, at all stages of concept development.



Online resources

Students will have access to a variety of resources online during the 48hrs including:



Competition Aids:

- Judging Criteria
- Student Guide
- Submission guide
- Schedule outline
- Competition FAQs
- SDG guides



Templates:

- Business Canvas
- Research and understanding the problem
- Action plan



How to Guides:

- Business Model Canvas
- Market Research
- Marketing
- Creativity
- Validating ideas



Tech How to Guides:

- YouTube Upload/video creation
- Dropbox/G Drive/OneDrive
- Website design
- Google Meet/Skype/Teams
- Trello



Technological platforms

To connect participants together we will use video conferencing software and a digital platform, hosted by our partner the Commonwealth Businesswomen's Network.

- Social Storm will use software similar to Zoom to connect participants together on a live video call.
- This software is used to facilitate mentor panels, group updates and development sessions. Plus participants will be able to use it to speak with their team in private virtual rooms.
- Each participant will need access to Wi-Fi, a computer, webcam, speakers and microphone, to access the video conferencing software.
- Social Storm will also use a digital platform, hosted by our partner the Commonwealth Businesswomen's Network, to manage teams, share updates and reminders, and collect submissions from teams.
- Each participant should create an account on the digital platform, prior to the event starting, to access event information and submit their entry.
- Instructions on how to use the digital platform and a link to join the call will be provided prior to the event.



Follow on opportunities

As part of our overall aim we want to develop our participants beyond the initial 48 hours.

Our Social Storm events are a great introduction to social enterprise and business concepts and an opportunity to develop enterprise and employability skills. For those participants who develop their passion for social enterprise or entrepreneurship, we are keen to promote opportunities to help bring their concept and ideas to reality. For example making use of the guidance available at their university, through their careers or student enterprise departments.

Social Storm's aim this year is to help promote these opportunities to those interested in further developing their skills and entrepreneurial selves. We will be sending out information about these opportunities to participants after the event. This includes other opportunities offered under World Changers Foundation UK and through the Commonwealth's networks and organisations.

If teams or individuals demonstrate a wish to further research their ideas, Social Storm will aim to help guide teams to various organisations who might be able to provide support, as well as their own universities.

Continuing our theme of collaboration, which allows us all to access a greater network of support and resources to bring new concepts to market, we also look to work with charities, businesses and social enterprises who may be able to give participants opportunities to investigate their ideas with their support. Social Storm does not hold any claim over ideas made by participants.



FAQs

Q: How many students at my university can take part?

A: We set no limit to the number of students that you have taking part at your university. Although we would prefer that each university has a minimum of ten students participating.

Q: Who can participate in Social Storm?

Any student from your university can participate, in previous years we have had a mixture of undergrads and postgrads from a variety of degree subjects.

Q: Can students leave the competition and come back?

A: We would not encourage anyone to go without any sleep during a 48 hour event, therefore students should leave to rest. However we have found that students who leave the competition for significant periods of the event, miss out on the whole experience and disrupt their team's efforts. We will encourage students to plan rest breaks with their team members.

Q: What do we do with the participant's data?

A: We never sell or share any information we collect from our participants, nor do we collect any more information that we need to. Information we collect allows us to understand the types of students we engage with and suggest programmes and events which may be of interest to them.

Q: What do we do with all the ideas generated?

A: Social Storm takes no claim over ideas generated during the event; ideas will be available to be viewed by the general public. See our section on 'Follow on opportunities' for more information.





www.worldchangers.org.uk/socialstorm



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