



Guide for Universities Social Storm 2021 12-13 November



**WORLD
CHANGERS**
Rethinking Education | Redefining
Leadership



University of East Anglia



Welcome to Social Storm 2021

Hello my name is Helen Ots and I am Co-Founder and operations manager for Social Storm 2021. Thank you for your interest in participating with your education institute in this year's competition.

This guide will help explain how the event works. It will also aid you in understanding the role you will play and how you fit into the network of different parties within the competition.

Please do not hesitate to contact us if you have any questions
We look forward to your involvement.

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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](#).



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.

Our hackathon style 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.

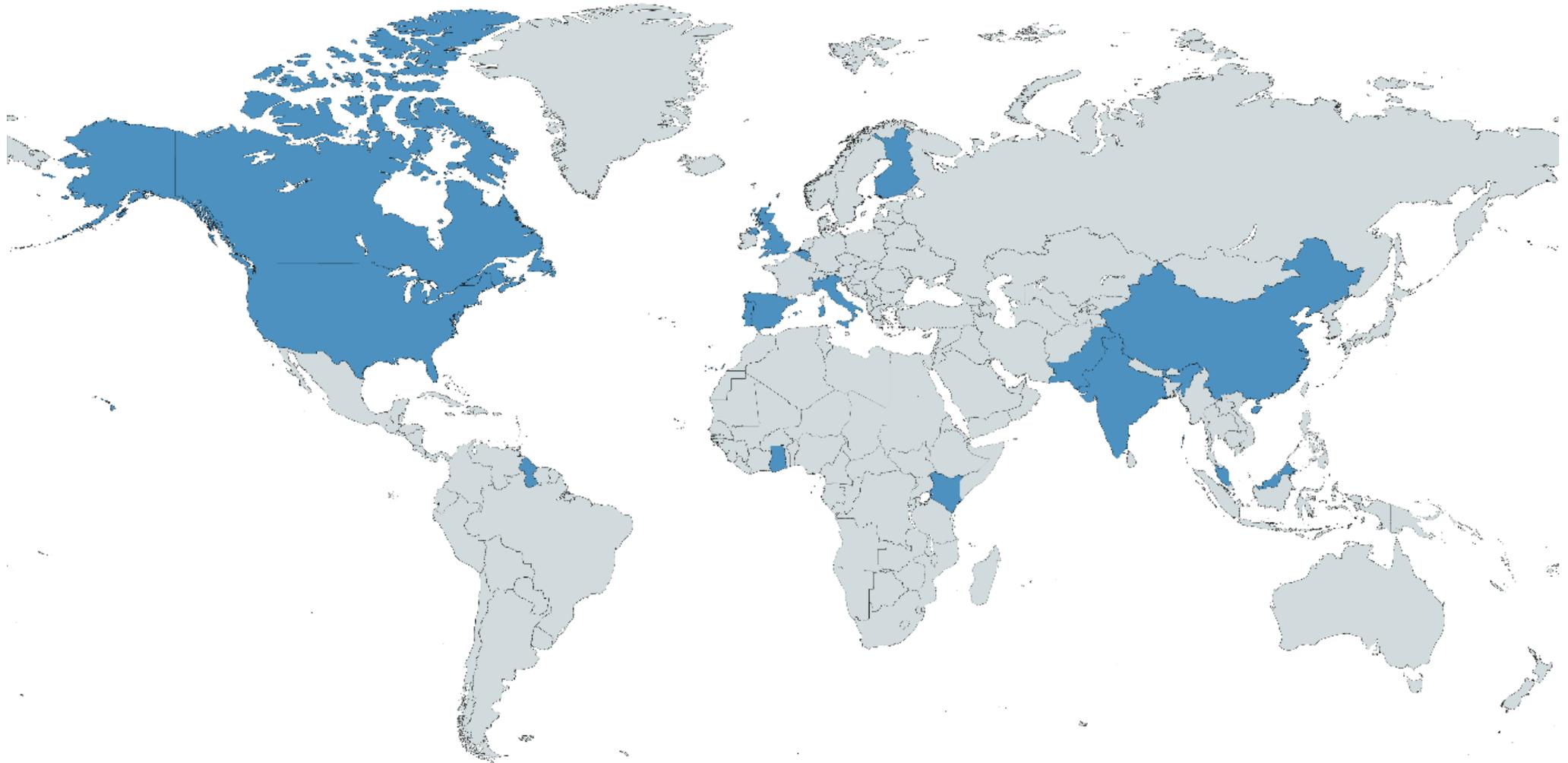
Our Social Storm 2021 hackathon will involve several universities and their students tackling two global societal challenges. Teams, representing multiple universities, will be required to create, research and build a minimal viable product of their idea, which tackles one of the two challenges.

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 2021.

Social Storm 2021 will be the 7th edition of Social Storm and we plan to make this a truly global event.



We have worked with participants from over 15 countries between 2014-2020



We are aiming for 2021 to be even more international

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

For Social Storm 2021 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 a leading Commonwealth organisation as key partners – 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. We hope students inspire themselves with how much they can achieve.

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 4: Quality Education

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



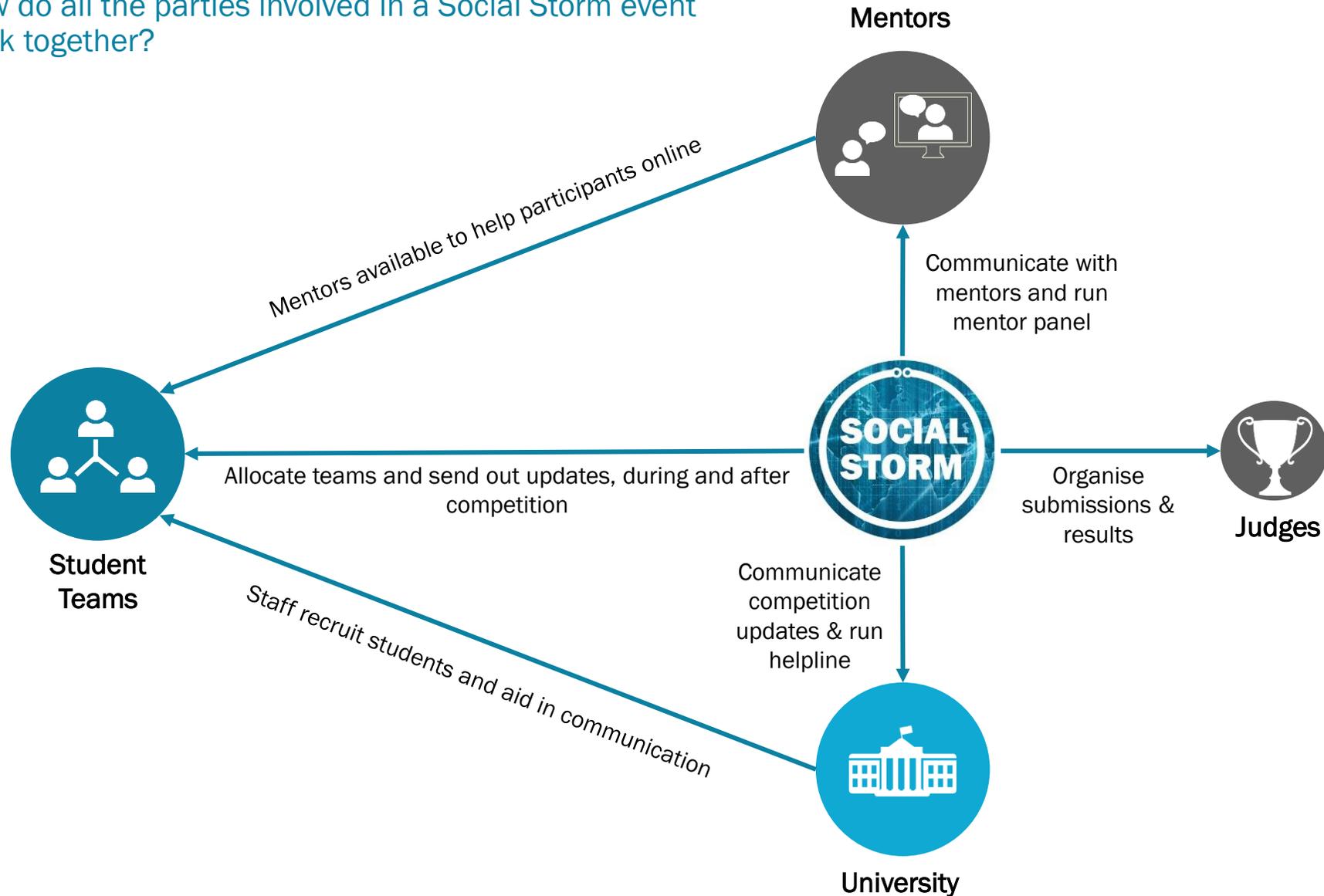
SDG 8: Decent Work and Economic Growth

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



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 from your university.

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. Recent graduates are also welcome to participate.

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

Time zone		GMT	
Start time	End time	Activity	
Friday 12th	12:00	13:00	Competition launch from Social Storm
	13:00	14:00	Subject matter expert panel
	14:00	16:00	Team time
	16:00	17:00	Ideation and business model Q&A
	17:00	19:00	Team time
	19:00	20:00	Market testing and validation Q&A
Saturday 13th	20:00	09:00	Team time
	09:00	09:30	Mentor panel
	09:30	10:00	Pitching and submission Q&A
	10:00	15:00	Team time
	15:00	17:00	Design and submit Action plan
	17:00	19:00	Design and submit Video pitch
	19:00	20:00	Wrap up and competition end

- Competition Start and End
- Development sessions
- Individual team tasks



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 (optional)	<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**

Subject matter expert group

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

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

Ideation and business model, market testing 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
Run sessions on various topics, to aid teams in developing their ideas	Attend sessions and apply learning to their team's submission

Mentor panel

A mentor panel with sector experts to discuss ideas and inspire participants.

Social Storm	Participants
Facilitate panel and offer audience opportunity to participate	Attend live mentor panel and prepare questions to ask mentors



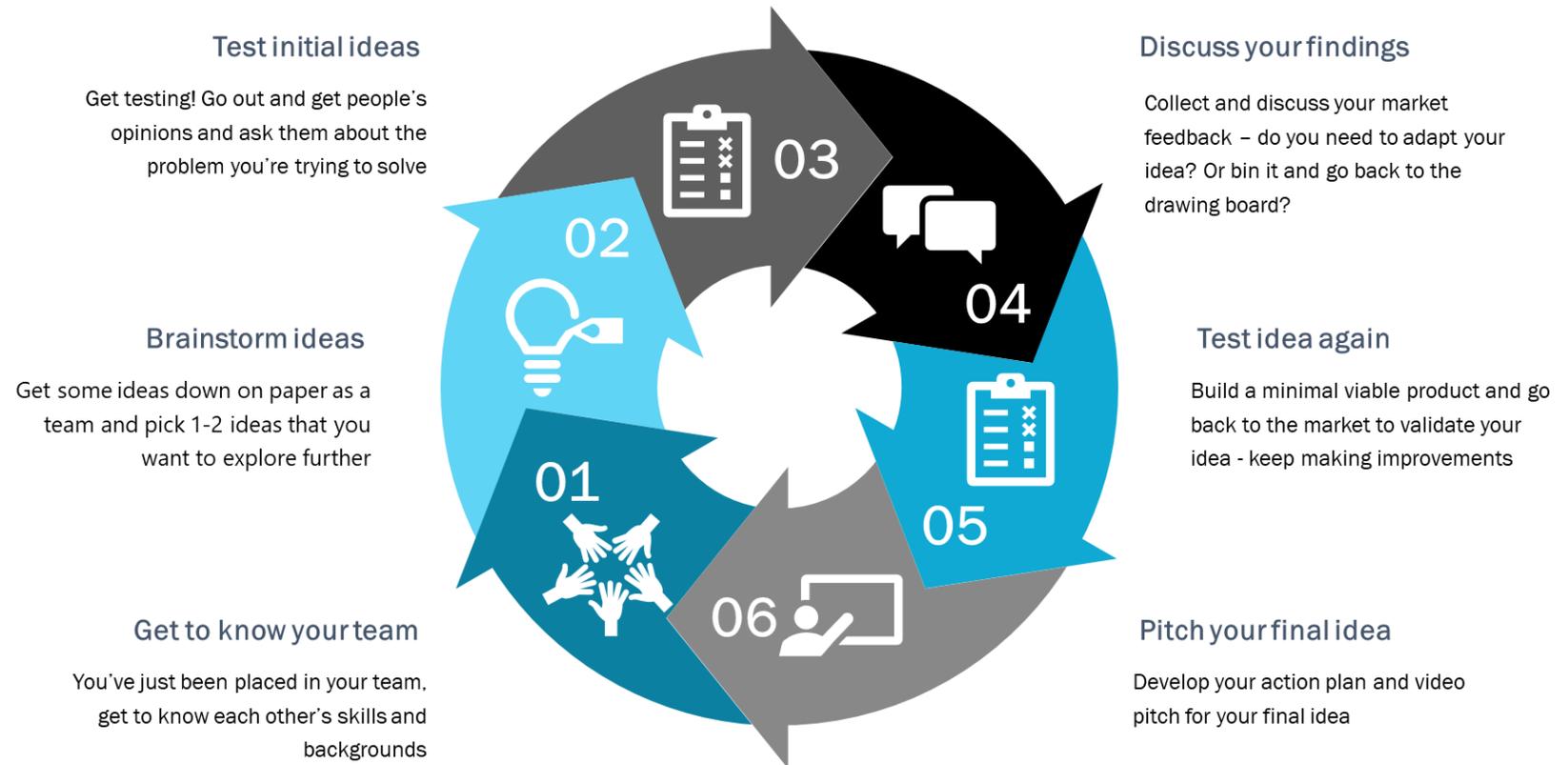
Schedule Broken down: Individual team tasks

Individual team tasks

Individual team task time is for teams to work on their solutions. In the diagram opposite, we illustrate the typical process teams take as they develop their idea. We will guide teams to work through this process.

Social Storm will allocate participants into teams. 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.

At the end of the event, participants will have to submit an action plan for how they would start their idea and a 3-minute video pitch.



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
- 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 (May - 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/early December)



Appendix



Appendix Content

- [Our sign-up process](#)
- [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 11th 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 limit 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 8th 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 8th November, will not receive an email asking them to confirm their attendance, however, will still be sent all relevant information.
- **On 12th November, participants will be asked 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 still 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

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 including:



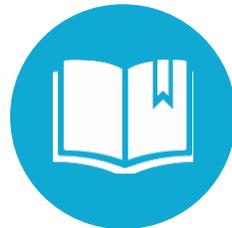
Competition Aids:

- 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
- Ideation
- 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. Plus a digital platform, hosted by our partner the Commonwealth Businesswomen's Network.

- Social Storm will use software like Zoom to connect participants together on a live video call.
- This software is used to facilitate the event and 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 event.

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 from your university.

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. Recent graduates are also welcome to participate.

Q: Can students leave the competition and come back?

A: We would not encourage anyone to go without any sleep during the 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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