



# GUIDE FOR APPLICANTS

GRESODI

*GRESODI - GREen, SOcial and DIgital transition via local  
impact ventures*

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## The GRESODI project

Recognizing challenges, such as limited financial resources and lack of knowledge and skills, faced by impact ventures, particularly **micro-entrepreneurs** operating in rural areas in Hungary, Austria and Spain, the GRESODI project seeks to make the potential of entrepreneurship visible, providing access to resources, knowledge, and networks essential for fostering an entrepreneurial mindset. By addressing the obstacles faced by those committed to enhancing community life, the project not only aims to offer **lifelong learning** opportunities but also endeavours to impact communities by **promoting locally driven green and digital social projects**. The project pays particular attention to micro-entrepreneurs, vulnerable groups, and women, with a territorial focus on rural areas.

The GRESODI partnership comprises social business support organizations specialized in the main pillars (Spain-digital, Austria-green, Hungary-social) of the project. By launching a **transnational Call for Social Entrepreneurship Projects** and inviting social entrepreneurs to take part in an exclusive **Incubation Programme**, the partners intend to promote 'twin' transition (green and digital), enhance knowledge and expertise among the target groups and increase awareness of social innovation and entrepreneurship.

To be selected for the programme, the applicants must develop a **Social Business Model Canvas** introducing their innovative green and/or digital social business ideas. Following the announcement of the winners (five projects/country) the entrepreneurs take part in an incubation programme supporting the successful and barrier-free implementation of their projects. In addition to the incubation package consisting of the training, mentoring, networking, and cross-border activities, the 15 winner projects are also provided with **non-financial support tools**, such as specific green and digital service vouchers by the partners.

The project also aims to contribute to evidence-based policymaking by **monitoring and assessing the impacts** and carrying out social entrepreneurship analyses with target group-specific evaluations. The goal is to strengthen general acceptance of green and digital changes by mainstreaming the results through national and transnational events, guidelines and informational materials, impact reports, and media outreach.

The anticipated outcomes of the project include the successful management of 15 pilot projects, establishment a transnational network of stakeholders and the creation of new social business models for green and digital transitions. In addition, the GRESODI project will contribute to the development of sustainability pathways and transformation tools for social economy actors, enabling them to adopt green approaches, increase digital adoption and become financially viable and ready for impact investments.

## Aim of the Call

The GRESODI partnership is launching a Call for Social Entrepreneurship Projects to support inclusive social innovation approaches in local communities and to enhance the green and/or digital transition of 15 (five/country) selected social initiatives.

We target individuals/initiatives, especially nonprofit micro- and female entrepreneurs, coming from remote areas and contributing to rural development.

Beyond collecting and evaluating innovative ideas, we intend to support the implementation of the best 15 projects as well. All mentored innovators are winners, provided with a non-financial support tool and invited to take part in an incubation programme. This programme runs in parallel in Hungary, Austria, and Spain, consisting of skills development, knowledge transfer via group training sessions, one-on-one coaching/mentoring, and networking opportunities including transnational activities.

By participating in the incubation, social entrepreneurs not only gain first-hand access to practical and valuable knowledge, but also become more prominent and influential actors in their region, relying on their sound, well-structured business model.

On top of this, at the end of the GRESODI project, the ultimate winner project idea will be awarded with a travel voucher for a study trip abroad to further expand the innovator's knowledge and experience.

## Who can apply?

The GRESODI project is passionately committed to fostering social entrepreneurship that combines green and digital innovations in order to revitalize rural economies. We aim for sustainable growth and social inclusion. If you're an innovator or a team dedicated to making a tangible impact in rural communities, **this is your call to action**.

Here's what we're looking for in applicants:

- Focus on rural development: We are seeking projects that specifically aim to enhance rural economies. If your project uses innovative methods to contribute to rural revitalization, you are our ideal candidate.
- Green and digital innovation: Projects should leverage green practices or digital technologies, or ideally a combination of both. We are looking for ideas that are not only sustainable but also incorporate modern technological solutions.
- Social entrepreneurship (micro entrepreneurs): Applicants should be working on projects that address social issues and offer sustainable solutions. Your project should contribute to community well-being and demonstrate a clear social impact. We're particularly interested in projects that address social issues, offer sustainable solutions, and are led by women or have significant female representation in their teams. Your project should aim to improve

community well-being and have a measurable social impact, reflecting the unique perspective and inclusivity that female leadership brings.

- Geographic eligibility: The program is open to participants from Austria, Hungary, or Spain, with a strong emphasis on projects that have a local impact and engage community members.
- Stage of development: Whether you are in the early stages of your idea or looking to scale an existing initiative, we welcome projects at various stages of development.
- Team diversity and commitment: Individuals or teams formal or non-formal organizations can apply. We value diverse backgrounds and perspectives and encourage applications from teams that demonstrate a strong commitment to their project's success.

If your project aligns with these criteria and you are eager to make a positive impact in rural areas, we invite you to apply. Join us to gain access to tailored training, expert mentorship, and networking opportunities that will elevate your project and help you achieve your goals. Your journey towards empowering rural communities with innovative solutions starts here!

For more information on eligible organizations at national level, see the chapters on the application procedure in Hungary, Austria, and Spain.

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## *In Hungary*

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### How to apply?

#### Who can apply?

Eligible organizations in Hungary:

- Civil society organizations and non-governmental organizations (NGOs)
- Bodies governed by public law, including religious congregations, foundations, associations, charities, voluntary organizations, public foundations etc.
- Private individuals.

The call especially encourages micro-entrepreneurs, female entrepreneurs and individuals or organizations operating in rural areas.

For further information please contact Network for Regional Development Foundation:

- e-mail: [iroda@harfaalapitvany.hu](mailto:iroda@harfaalapitvany.hu)
- Phone: +36-304985126

#### Application process

We aim to assist successful applications for the incubation programme with the following four-step process.



**Stage1**  
**Introduction**

- This is the first opportunity to tell us about you and/or the social enterprise you are involved, the social problem you meet, and this is the form to apply for the Impact lab (stage 2). If you already have an idea of the social innovation in connection with the aims of the project, please, do not hesitate to inform us about it. The short form is designed to get an understanding of:
- Why you apply for the Impact Lab event
- Your personal data so we can contact you
  - Your social mission and purpose
- A brief description of your enterprise idea (not compulsory)
- Please, fill in the Application form (Annex1) and send it back to us until **5 April 2024**, and you will receive an invitation email with details on how to take part in the next stages of the application process.
- **DOWNLOAD** the form: Link will be announced on [www.harfaalapitvany.hu](http://www.harfaalapitvany.hu)
- **Where to send it:** [iroda@harfaalapitvany.hu](mailto:iroda@harfaalapitvany.hu)

**Stage2**  
**Impact Lab**

- Take part in our tailored sessions to refine your project ideas. These events focus on embedding sustainability, green and digital innovation into your social business models.
- **Save the date: 11 April 2024**
- **Duration time:** 6 hours with lunch break
- **Where?** To be announced, stay tuned!

**Stage3**  
**Bootcamp**

- In the bootcamp, participants will develop a business model for their idea with the help of our mentors. The Social Business Model Canvas is a strategic management tool that helps organizations design, analyse, and adapt their social business models. The goal is to create a visual representation that facilitates understanding and discussion of how the social enterprise creates, delivers, and captures value within the context of its social impact goals in the field of green and digital transformation.
- **Save the date: 7-9 May 2024, Hungary**
- **Duration time:** 6-8-6 hours
- **Where?** To be announced, stay tuned!

**Stage4**  
**Canvas Model submission**

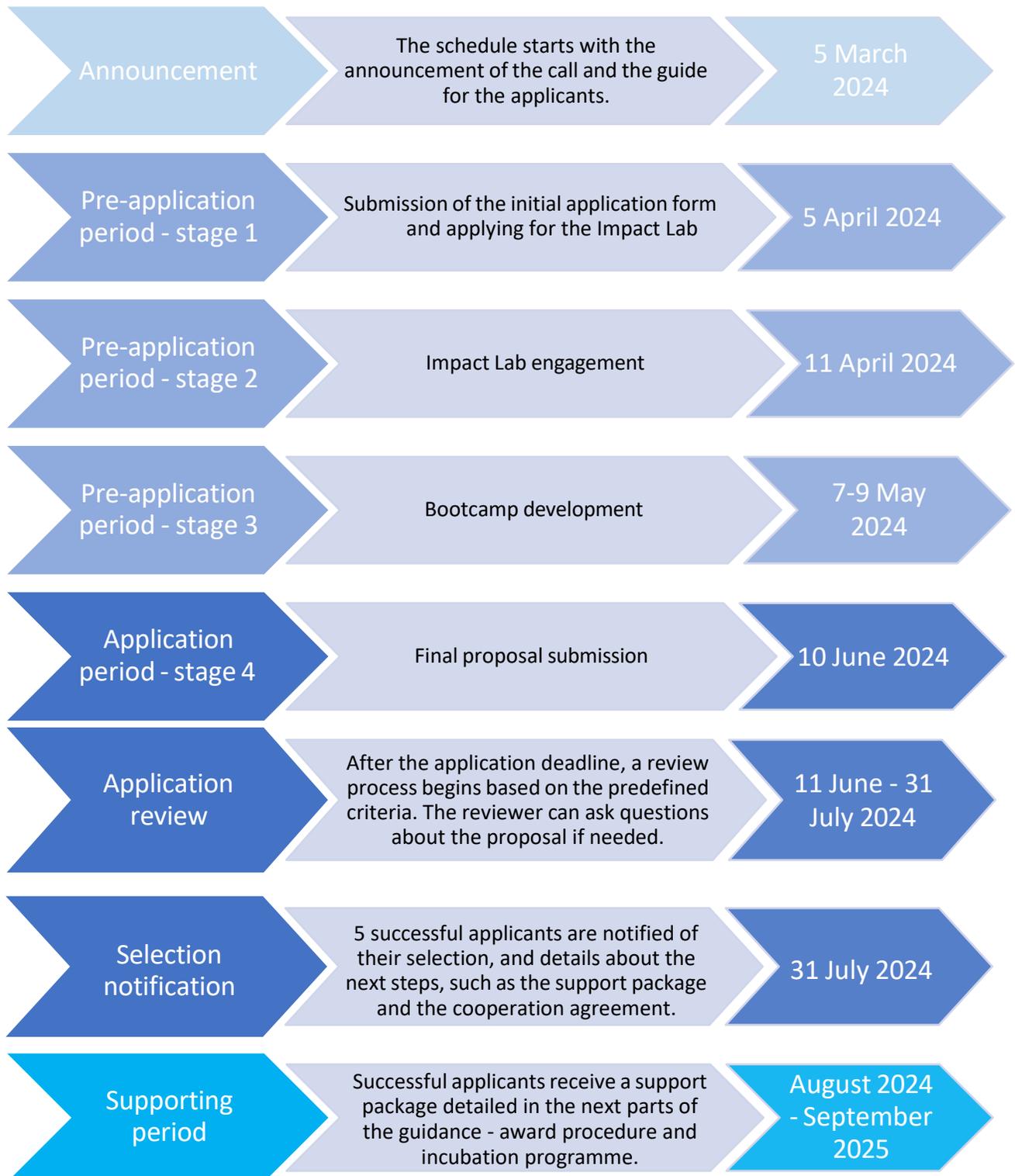
- After these enriching experiences, submit your detailed Canvas business model. We are looking for proposals that showcase innovation, practicality, and potential for social impact.
- **Submission deadline: 10th June 2024.**
- **Where to submit:** [iroda@harfaalapitvany.hu](mailto:iroda@harfaalapitvany.hu)

## Selection criteria

Content Assessment Criterion	
<p>Alignment with GRESODI goals:</p> <ul style="list-style-type: none"> <li>The project's alignment with the specific objectives of the GRESODI initiative, including rural development, social entrepreneurship, green and digital transitions.</li> </ul> <p>"No" response will result in the exclusion of the application.</p>	Yes/No
<p>Relevance of the problem:</p> <ul style="list-style-type: none"> <li>This dimension evaluates how relevant and pressing the problem tackled by the project is to its target groups, considering both the extent and depth of the issue.</li> </ul> <p>High relevance (5 points): The problem significantly affects most of the target groups, deeply disrupting their lives and aligning closely with their urgent needs, necessitating immediate and targeted intervention.</p> <p>Moderate relevance (3 points): The problem noticeably impacts a significant portion of the target groups, causing moderate inconvenience and aligning to some extent with their broader needs and priorities.</p> <p>Low relevance (1 point): The problem marginally affects a small segment of the target groups, with minimal disruption, reflecting a peripheral concern rather than a pressing need.</p>	5 points
<p>Innovative approach:</p> <ul style="list-style-type: none"> <li>This dimension gauges the project's level of innovation, examining the introduction of novel solutions or methods to tackle rural challenges, and the ingenuity in incorporating green and digital elements, reflecting a forward-thinking and integrative approach to rural development.</li> </ul> <p>Highly innovative (5 points): The project introduces novel solutions or approaches with a high degree of creativity.</p> <p>Moderately innovative (3 points): The project presents some innovative aspects but not in a highly distinctive manner.</p> <p>Slightly innovative (1 point): There are minor elements of innovation or creativity.</p>	5 points
<p>Impact potential:</p> <ul style="list-style-type: none"> <li>This dimension assesses the project's potential to catalyse profound positive changes within rural communities, focusing on sustainability, social inclusion, and digital advancement, while also evaluating the project's</li> </ul>	5 points

<p>contribution to environmental conservation and the promotion of green practices.</p> <p>Significant impact (5 points): The project is expected to have a major positive effect on rural communities and the environment. Moderate impact (3 points): The project will have a positive impact, but not to a large extent. Minimal impact (1 point): The project's impact is limited.</p>	
<p>Feasibility:</p> <ul style="list-style-type: none"> <li>○ This dimension assesses the practical viability of the project, focusing on the market receptiveness, demand potential for the product/service offered, and the project's capacity to deliver solutions effectively and sustainably in the targeted market context.</li> </ul> <p>High feasibility (5 points): The project is well-aligned with market needs, showcasing a clear demand for the product/service and a robust, realistic plan for sustainable delivery. Moderate feasibility (3 point): The project has a reasonable market alignment with potential challenges in demand or execution, requiring careful management for successful implementation. Low feasibility (1 points): The project faces significant challenges in market alignment, demand, or execution, casting doubt on its practical viability and sustainable success.</p>	<p><b>5 points</b></p>
<p>Team experience and network:</p> <ul style="list-style-type: none"> <li>○ This dimension evaluates the team's proficiency based on their experience, skills, and qualifications, alongside their demonstrated commitment to the project's long-term goals. Additionally, it assesses the strength and strategic value of the team's professional network, crucial for resource mobilization, partnership development, and achieving project objectives.</li> </ul> <p>Highly experienced and well-connected (5 points): The team combines strong qualifications, deep commitment, and a strategic network to significantly advance the project. Moderately experienced with supportive network (3 point): The team has relevant experience and a moderate network, offering reasonable support to the project. Inexperienced or limited network (1 points): The team's lack of experience and a limited network may hinder effective project progress.</p>	<p><b>5 points</b></p>
<p><b>GRAND TOTAL</b></p>	<p><b>25 points</b></p>

## Call schedule



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## *In Austria*

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### How to apply?

#### Who can apply?

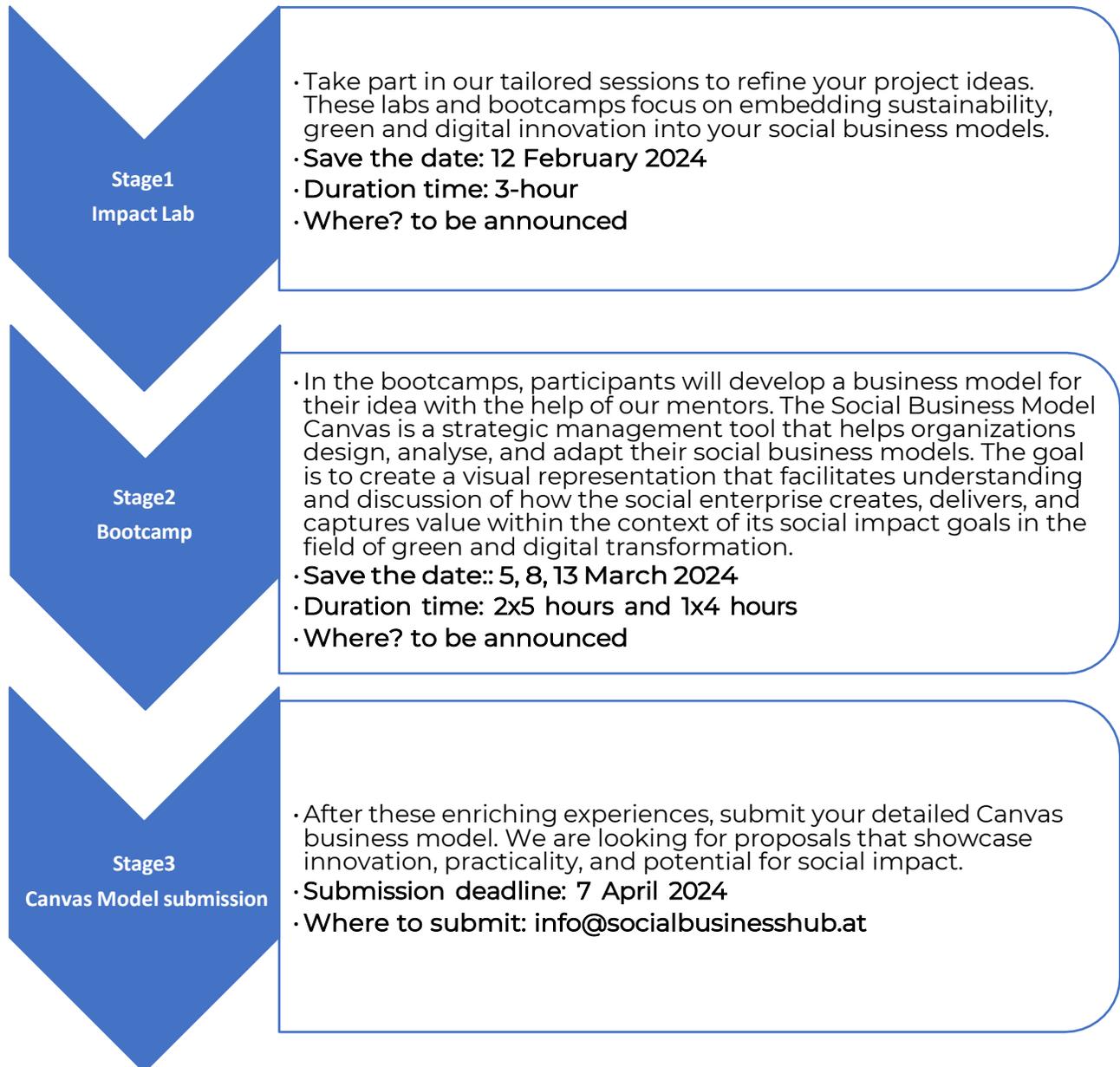
Eligible organizations in Austria:

- Civil society organizations and non-governmental organizations (NGOs)
- Bodies governed by public law, including religious congregations, foundations, associations, charities, voluntary organizations, public foundations etc.
- Private individuals.

The call especially encourages micro-entrepreneurs, female entrepreneurs and individuals or organizations operating in regional areas.

For further information please contact Social Business Hub Styria:

- e-mail: [info@socialbusinesshub.at](mailto:info@socialbusinesshub.at)
- phone: +43 68181948751



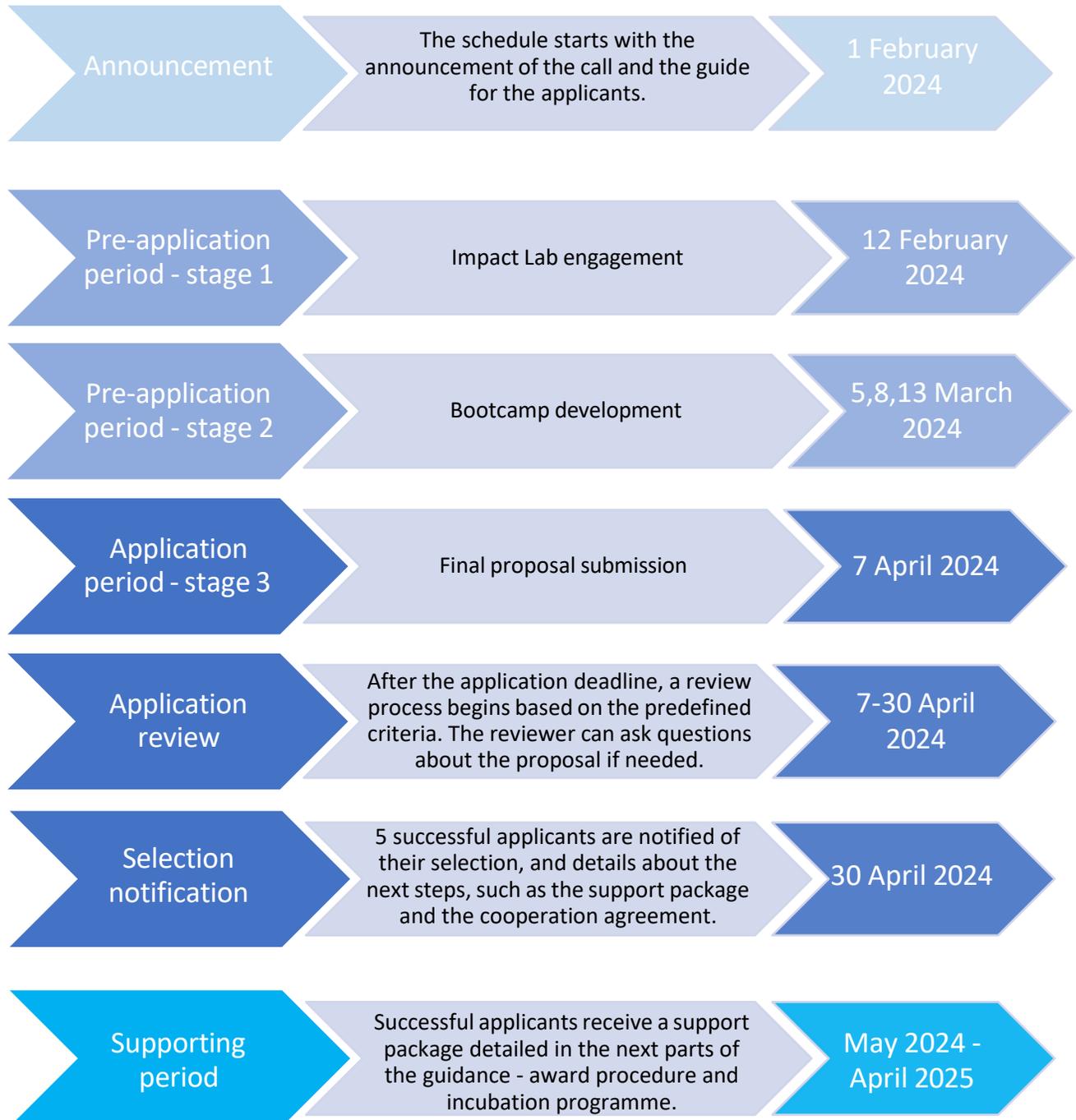
## Selection criteria

Content Assessment Criterion	
<p>Alignment with GRESODI goals:</p> <ul style="list-style-type: none"> <li>The project's alignment with the specific objectives of the GRESODI initiative, including rural development, social entrepreneurship, green and digital transitions.</li> </ul> <p>"No" response will result in the exclusion of the application.</p>	Yes/No
<p>Relevance of the problem:</p> <ul style="list-style-type: none"> <li>This dimension evaluates how relevant and pressing the problem tackled by the project is to its target groups, considering both the extent and depth of the issue</li> </ul> <p>High relevance (5 points): The problem significantly affects the majority of the target groups, deeply disrupting their lives and aligning closely with their urgent needs, necessitating immediate and targeted intervention.</p> <p>Moderate relevance (3 points): The problem noticeably impacts a significant portion of the target groups, causing moderate inconvenience and aligning to some extent with their broader needs and priorities.</p> <p>Low relevance (1 point): The problem marginally affects a small segment of the target groups, with minimal disruption, reflecting a peripheral concern rather than a pressing need.</p>	5 points
<p>Innovative approach:</p> <ul style="list-style-type: none"> <li>This dimension gauges the project's level of innovation, examining the introduction of novel solutions or methods to tackle rural challenges, and the ingenuity in incorporating green and digital elements, reflecting a forward-thinking and integrative approach to rural development.</li> </ul> <p>Highly innovative (5 points): The project introduces novel solutions or approaches with a high degree of creativity.</p> <p>Moderately innovative (3 points): The project presents some innovative aspects but not in a highly distinctive manner.</p> <p>Slightly innovative (1 point): There are minor elements of innovation or creativity.</p>	5 points

<p>Impact potential:</p> <ul style="list-style-type: none"> <li>○ This dimension assesses the project's potential to catalyse profound positive changes within rural communities, focusing on sustainability, social inclusion, and digital advancement, while also evaluating the project's contribution to environmental conservation and the promotion of green practices</li> </ul> <p>Significant impact (5 points): The project is expected to have a major positive effect on rural communities and the environment. Moderate impact (3 points): The project will have a positive impact, but not to a large extent. Minimal impact (1 point): The project's impact is limited.</p>	<p>5 points</p>
<p>Feasibility:</p> <ul style="list-style-type: none"> <li>○ This dimension assesses the practical viability of the project, focusing on the market receptiveness, demand potential for the product/service offered, and the project's capacity to deliver solutions effectively and sustainably in the targeted market context.</li> </ul> <p>High feasibility (5 points): The project is well-aligned with market needs, showcasing a clear demand for the product/service and a robust, realistic plan for sustainable delivery. Moderate feasibility (3 point): The project has a reasonable market alignment with potential challenges in demand or execution, requiring careful management for successful implementation. Low feasibility (1 points): The project faces significant challenges in market alignment, demand, or execution, casting doubt on its practical viability and sustainable success</p>	<p>5 points</p>
<p>Team experience and network:</p> <ul style="list-style-type: none"> <li>○ This dimension evaluates the team's proficiency based on their experience, skills, and qualifications, alongside their demonstrated commitment to the project's long-term goals. Additionally, it assesses the strength and strategic value of the team's professional network, crucial for resource mobilization, partnership development, and achieving project objectives</li> </ul> <p>Highly experienced and well-connected (5 points): The team combines strong qualifications, deep commitment, and a strategic network to significantly advance the project.</p>	<p>5 points</p>

<p>Moderately experienced with supportive network (3 point): The team has relevant experience and a moderate network, offering reasonable support to the project.</p> <p>Inexperienced or limited network (1 points): The team's lack of experience and a limited network may hinder effective project progress.</p>	
<b>GRAND TOTAL</b>	<b>25 points</b>

## Call schedule



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## *In Spain*

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### How to apply?

#### Who can apply?

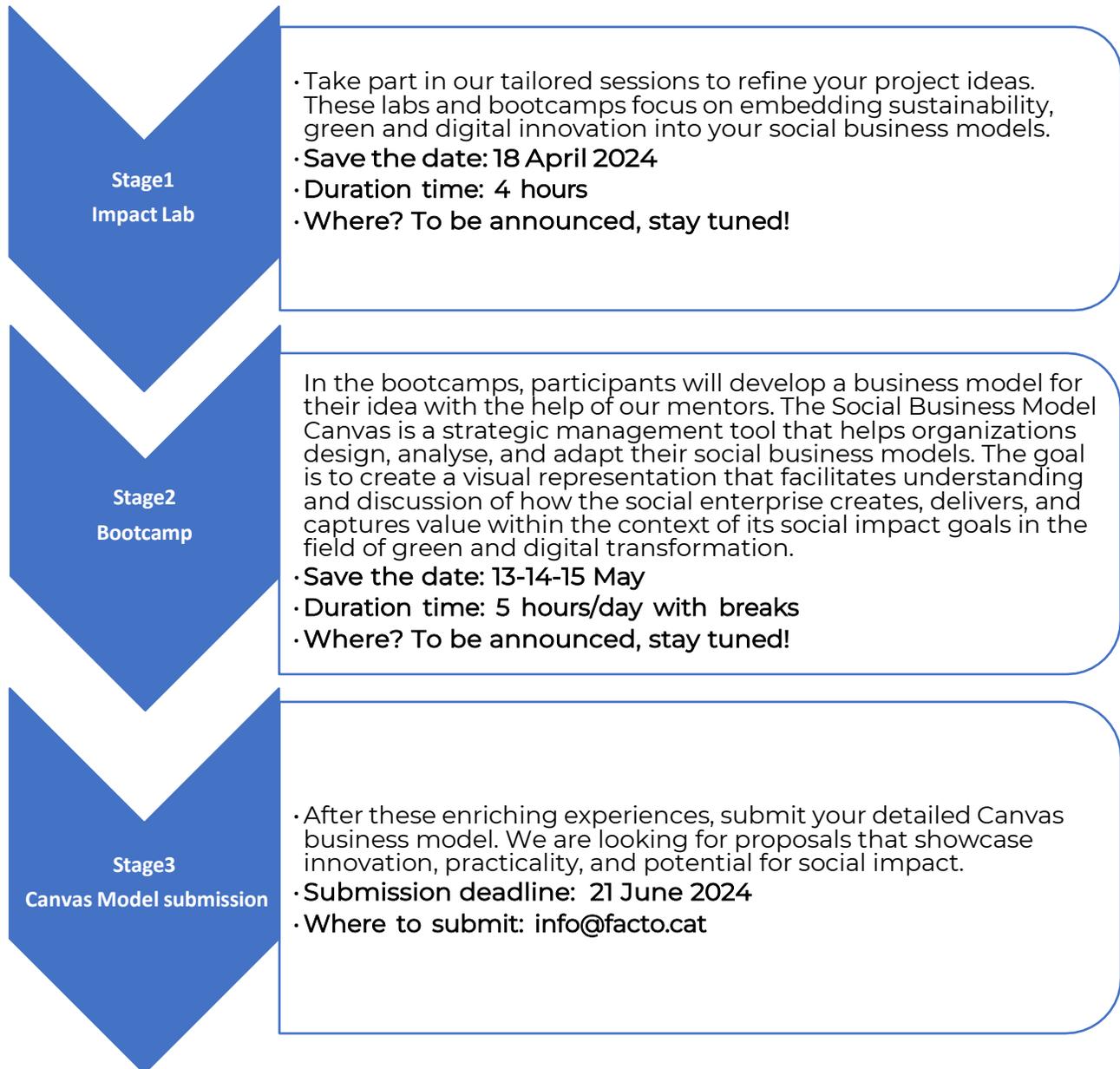
Eligible organizations in Spain:

- Collective business initiatives (2 or more people, no legal form required)
- Cooperatives
- Individual business initiatives with social impact (persones autònomes, SL, SLU)
- Associations aiming to start business activity

The call especially encourages female-led and micro-business initiatives with social impact, which are operating in rural areas.

For further information please contact FACTO COOPERATIVA:

- e-mail: [info@facto.cat](mailto:info@facto.cat)
- Phone +34 931383333



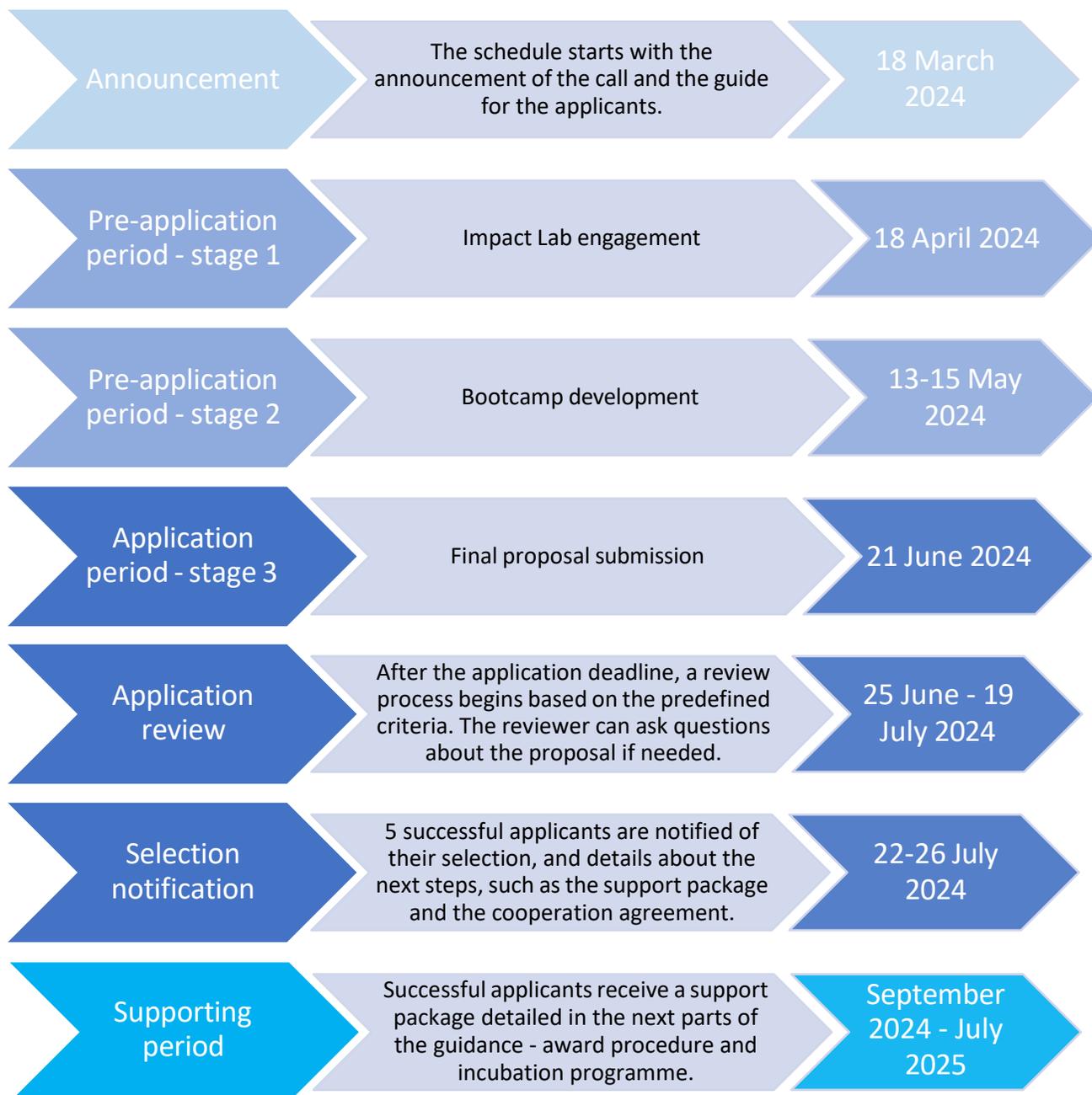
## Selection criteria

Content Assessment Criterion	
<p>Alignment with GRESODI goals:</p> <ul style="list-style-type: none"> <li>The project's alignment with the specific objectives of the GRESODI initiative, including rural development, social entrepreneurship, green and digital transitions.</li> </ul> <p>"No" response will result in the exclusion of the application.</p>	Yes/No
<p>Relevance of the problem:</p> <ul style="list-style-type: none"> <li>This dimension evaluates how relevant and pressing the problem tackled by the project is to its target groups, considering both the extent and depth of the issue</li> </ul> <p>High relevance (5 points): The problem significantly affects the majority of the target groups, deeply disrupting their lives and aligning closely with their urgent needs, necessitating immediate and targeted intervention.</p> <p>Moderate relevance (3 points): The problem noticeably impacts a significant portion of the target groups, causing moderate inconvenience and aligning to some extent with their broader needs and priorities.</p> <p>Low relevance (1 point): The problem marginally affects a small segment of the target groups, with minimal disruption, reflecting a peripheral concern rather than a pressing need.</p>	5 points
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<b>GRAND TOTAL</b>	<b>25 points</b>

## Call schedule



## Award procedure

In the heart of our application process lies the crucial award procedure, a meticulously designed framework ensuring fairness, transparency, and local relevance in the selection of projects. This procedure is not just about selecting the best projects; it's about identifying initiatives that resonate with the specific needs and contexts of each participating country. A minimum of 10 applications per country is required to maintain a competitive and diverse pool of ideas. The country-level selection committees, composed of project partner employees and potentially external experts, play a pivotal role in this process. Their expertise and localized insight are instrumental in evaluating and aligning projects with national priorities and the overarching objectives of the GRESODI project.

Principals of the award procedure:



Country level selection committees: In each participating country, a three-member committee will be responsible for selecting the projects. These committees ensure a localized understanding and relevance of the projects to the specific needs and contexts of each country.

Composition of the Committees: Committee members can include employees of project partners and external experts (not obligatory). This composition ensures a balanced perspective, combining internal knowledge of the GRESODI project's objectives with external expertise and impartiality.

National-level decisions: Each committee will decide on the projects within their respective country. This stage allows for a focused assessment of projects' alignment with national priorities and contexts.

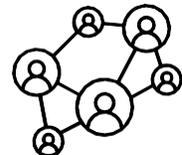
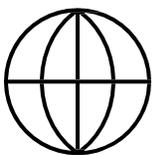
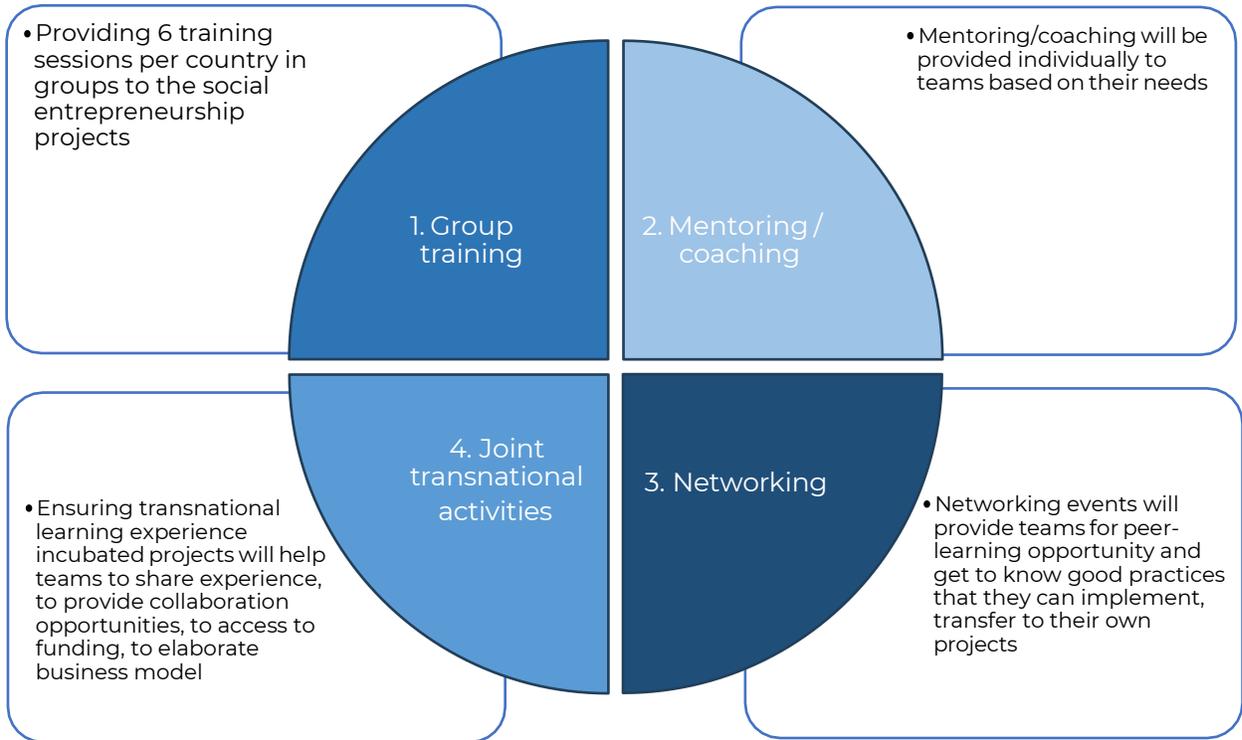
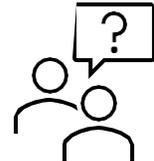
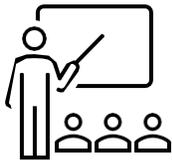
Transparent and collaborative decision-making: The process emphasizes transparency and collaboration, ensuring that decisions are made considering a diverse range of insights and expertise.

Communication of results: Once the final decisions are made, applicants will be informed of the outcomes. Feedback and guidance will be provided to both the selected and non-selected projects, fostering an environment of learning and development.

# Incubation Programme

Our 12-month incubation programme is designed to support the 15 selected social entrepreneurship projects (5 in each country: Austria, Hungary, Spain). **Our goal** is to assist you in testing and implementing your business model within your local community, enhancing your skills as social entrepreneurs, and helping you develop digital products, business platforms, or transition towards green practices.

## Specific aims of the incubation



## Programme elements



### 1. Group training

During the 12-month incubation programme, the incubated teams will be offered 6 x min. 2 hours training opportunities on different topics relating to

- starting a business,
- especially focusing on impact (social and green) and
- digitalisation of their business model or process (e.g.: legal aspects, financing, marketing, digitalisation, etc.).

These group training sessions will support the selected applicants in developing their projects in their local community.

### 2. Mentoring/coaching

#### Mentoring

Our programme includes a structured mentorship component, where experienced mentors guide teams through their social entrepreneurship journey. Each project will benefit from three critical sessions:

- Diagnostic session: This initial meeting sets the stage, helping mentors understand your project's specific needs and challenges.
- Mid-term review: A checkpoint to assess progress, address challenges, and recalibrate strategies.
- Final evaluation: This concluding session focuses on achievements, lessons learned, and future steps.

#### Coaching by expert

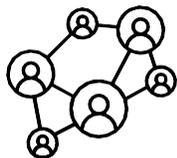
Specialized support: Recognizing the diverse needs of each project, our programme offers customized coaching. This includes:

Expert guidance: External specialists provide targeted support, especially for the technical aspects of your projects, ensuring that your innovative ideas are effectively implemented.

#### One Digital/Green voucher

- Funding for your vision: To further support your project's development, we provide a Digital/Green voucher valued at 1,000 EUR for each team. This voucher empowers teams to choose services that best fit their project's needs in digital or green initiatives.
- Digital services: Use your voucher for services such as creating a compelling landing page, developing a prototype for your digital concept, or setting up an online store.
- Green initiatives: The green voucher can be utilized for services such as identifying eco-friendly suppliers, improving delivery and production processes, or consulting on waste and water management.





### 3. Networking

In this programme we emphasize creating welcoming and inspiring spaces for our entrepreneurs to connect with trailblazers and innovators from various sectors. Each participating country will host a special event, crafted to foster a warm environment for sharing experiences, strategies, and valuable insights.

These gatherings are more than just meetings; they are vibrant hubs where you can gain firsthand knowledge from those who have already made a mark in the realm of social entrepreneurship. Imagine a place where your project gains the spotlight, drawing the attention of a varied group of individuals – from mentors and industry connoisseurs to potential investors.

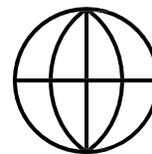
We are dedicated to weaving together elements of green initiatives, digital advancements, and social impact into these events. It's a celebration of how sustainability, cutting-edge technology, and the power of social good can intersect to create a brighter future. Join us in these events to not just see but be a part of this exciting convergence.

### 4. Joint transnational activities

Transnational online training and networking session: In our incubation programme we offer a unique element – transnational online training and networking sessions. These sessions are not just meetings; they are virtual bridges connecting creative minds from all the participating countries. To ensure everyone can participate fully, we'll provide interpretation services, making these sessions a truly inclusive and seamless learning experience.

Competition based on video pitches: A key feature of our programme is the video pitch competition. This platform allows teams to present their projects in a digital format, which will be shared on the YouTube channels of SBHS and Hárfa. This approach not only increases the visibility of the projects to a wider audience but also invites constructive feedback and engagement from the global community.

The most compelling pitch will be recognized with a unique reward – a Travel Voucher. This voucher facilitates an educational visit abroad, enabling the winning projects to select from Austria, Spain, or Hungary as destination for their study trip. The aim of this visit is to foster knowledge exchange and professional growth, offering the team an opportunity to explore new environments, learn from different cultural perspectives, and expand their professional network. The choice of destination rests with the winning team, allowing them to tailor their learning experience to their project's specific needs and aspirations.



## Annex 1 – Application form for Impact Lab (Stage 1 for Hungarian applicants)

### Introduction

#### APPLICANT INFORMATION

Full name:
E-mail:
Phone number:
Address:
Name and address of the organization <i>(If you are a member of an already operating social enterprise)</i>

#### SOCIAL MISSION/PERSONAL MOTIVATION

Describe you and/or your organization's social mission or purpose, or your personal motivation *(maximum 200 words)*

*Please present information about a social problem or need that has been identified and could be a key focus for resolution in Borsod-Abaúj-Zemplén county. If you haven't got a well-defined social mission, please, tell us about your personal motivation when applying to this program.*

I am applying herewith for the Impact Lab event scheduled to take place on the 11th April in Hungary (venue to be announced).

I understand that the personal data provided in this application form will be processed for the purpose of GRESODI project. I consent to the collection, storage, and processing of my personal data in accordance with the Network for Regional Development Foundation's privacy policy and the GDPR regulations. I understand that I have the right to request access to, rectification, or deletion of my personal data by contacting the Network for Regional Development Foundation.

## Additional information (not compulsory, but feel free to provide more details about your idea)

If you already have an idea on how to solve the identified problem, please describe your thoughts below.

*(maximum 500 words)*

*Please describe the proposed way of solving the presented social problem.*

*The expected result is the development of a product or service!*

*Present the location and circumstances of testing the development.*

*Describe the effects expected from the results of the development. (list 3-6)*

*Please also address the alignment of your idea with the specific focus areas of the GRESODI project (sustainable and digital innovations in social entrepreneurship).*