

The =DREAMS ASIA Breakthrough Prize

Participation Rules and Information Pack

Could we eradicate poverty in Singapore?

Powered with this ambitious question, the inaugural =Dreams Asia Breakthrough Prize is inviting social innovators, social purpose organisations, private organisations, ground up groups and passionate individuals to submit their ambitious ideas of a 'breakthrough' to eradicate poverty in Singapore, especially for low-income and vulnerable families with young children living in public rental housing.

One winning solution will be offered a grand prize of S\$500,000 to bring the idea to implementation.

As part of the selection process, top 10 finalist teams will be offered a design grant of S\$25,000 each. The finalist teams will have 4 months and the S\$25,000 grant resource to further design and conceptualise the implementation plans for their ideas before submitting their solutions to our Judging Panel. One of these 10 finalists will become the =Dreams Asia Breakthrough Prize winner of S\$500,000.

This is an initiative of =Dreams Asia, a registered charity in Singapore, powered by Integrative CSR and in partnership with Make the Change. (please refer to Annexes 1 and 2 for details)

Participation is free and open to everyone who has at least 3 months of formal and informal experiences working with low-income and vulnerable families in Singapore. You could participate as an independent team or a team representing an organisation.

This Participation Rules and Information pack contains the detailed selection process, eligibility criteria, submission requirements, and timeline of the =Dreams Asia Breakthrough Prize. The organisers reserve the right to revise the rules at any time. All active teams will be provided with additional information as needed during the participation and notified immediately of any changes.

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1. The Purpose

The aim of the =Dream Asia Breakthrough award is to identify change makers and innovative organisations who work with low-income and vulnerable families with young children living in HDB rental flats and want to empower them to break out of the poverty cycle.

Prize Goals

“Eradicate Poverty in Rental Public Housing in Singapore”



Gathering talents across FSCs, SEs, Universities and interested groups that have prior experience and involvement in working with poor families

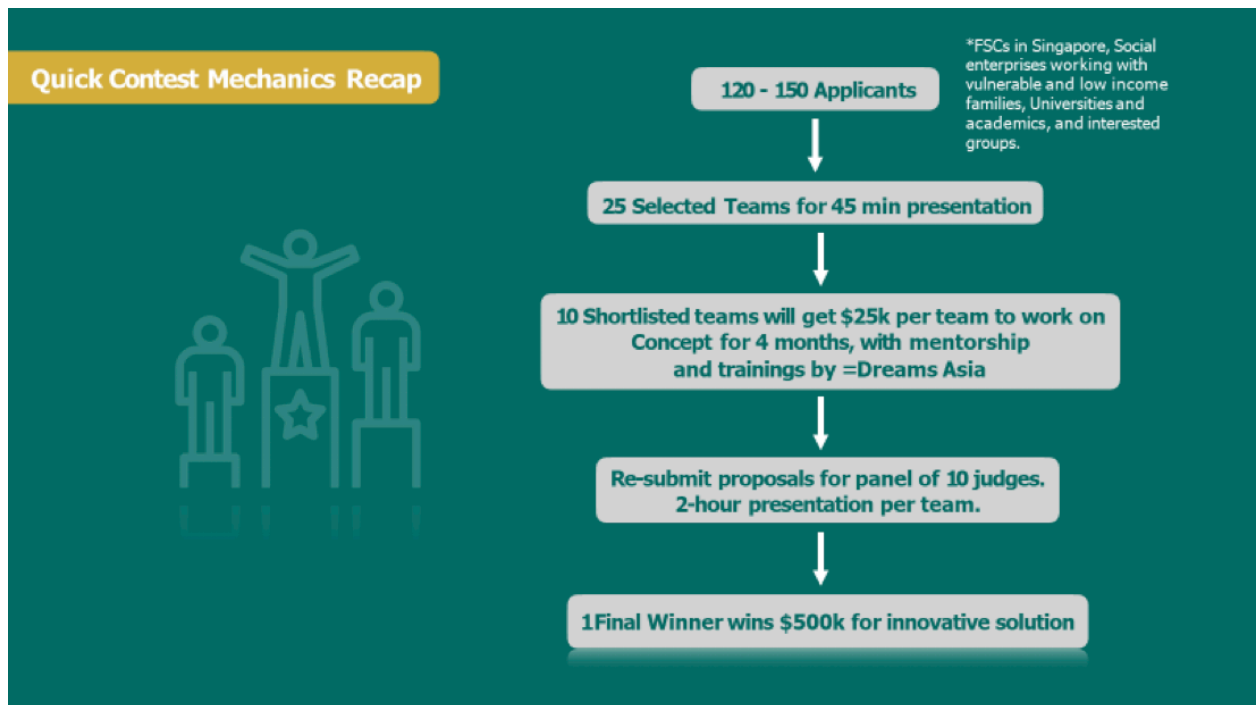


Brainstorm and work on innovative breakthrough solutions to eradicate poverty with measurable, concrete as well as lasting intangible changes (ie. mindset shifts)



Partnership with key stakeholders for sustainability & scalability

2. The Approach



2.1 Pre-selection

From the applications, 25 applicants will be selected by the Advisory Panel and 10 be shortlisted. These 10 finalists will each receive \$25,000 to further develop their designs and re-submit after 6 months to the panel of judges for the final selection of the winner.

2.2. Incubation support for finalists

The ground funding of \$25,000 per team is to enable the finalists to further develop their propositions, designing their processes, and the teams will be offered various forms of assistance to help in their incubation. Throughout the designing phase, each team will be assessed on its needs, and they will be offered a set of opportunities that could help them further in their work. The rich set of opportunities available for are access to:

- mentors,
- potential funders,
- dialogues with policy makers, subject experts, and innovators,
- where appropriate to participate in specially curated platforms for teams to present their findings and get insights from experts or focus groups' beneficiaries on their proposals,
- customised training and coaching sessions to help cohort/teams to learn concrete ways to shape, frame, communicate and execute their designs.

3. The Breakthrough

Winning teams' proposals must demonstrate the effectiveness of their ideas in field tests, which will:

- Increase net economic value to the family.
- Provide an integrated approach with a viable and sustainable intervention model.
- Be implemented by FSCs, Social Enterprises, and other community-based organisations in Singapore.
- Leverage on existing platforms for knowledge, practices, and advocacy.

4. Eligibility

This competition is open to everyone.

5. Requirements for Successful Submittals

Team shall be defined as including both collective and individuals, whether legal or natural persons. Teams' submittals may include innovations at any stage of breaking the poverty cycle for the low-income and vulnerable families. Submittals must also include a sustainable intervention model with specific breakthrough outcomes that are concrete and measurable, while also leaving room for other important outcomes to address value shifts, mindset changes, and deep community learning.

6. Selection Overview

6.1. Selection Structure

The selection includes two rounds: a two-month Design Round and a six-month Finalist Round. Ten prizes will be awarded at the end of the Design Round, and these teams will proceed to the Finalist Round. At the end of the Finalist Round, one final prize will be awarded.

Throughout the 6-month competition, teams are provided with specially curated mentoring, resources, and networking opportunities.

6.2. Competition Timeline

Date	Activity	Description
May 19,2022	Team Registration Begins	Teams register for the competition.
July 31,2022	Team Registration Ends Design Round Submittals	Teams submit their designs for judging by 11.59pm (SGT) on 31 st July.
August 10,2022	Review of designs	Design Round submittals are judged.
Sept 13,14,15, 16, 2022	Presentation by selected applicants to Advisory Panel for selection of 10 finalists	Each team will be given 45-min to present their designs. 10 teams proceed to the Finalist Round.
Oct 3, 2022 – March 27, 2023	Finalist Round Begins *Meet 10 Finalists on Oct 3	Teams field test their designs.
March 27,2023	Finalist Round Submittals	Teams submit by 11.59pm (SGT)on March 27, 2023, their field test measurements and documentation of their results along with a detailed intervention model specifying the strategy for deployment, affordability, and access to the target population.
April 26/27, 2023	Finalist Round Judging. Face to face presentations to panel of judges for selection of winner	Finalist Round submittals are judged. Each team will be given 2-hour to present their designs.
May 4, 2023	Finalist Awards	Finalist Awards are announced.

6.3. Team Registration

The team registration period begins when the competition is announced on May 19 2022 and ends on July 31 at 11.59pm, the deadline for submittal. Teams may register at any time during that period.

Teams must be registered by team leaders. Team leaders will be responsible for maintaining rosters of all team members and for their ongoing compliance with these competition rules and the Competitor Agreement. A team leader must also designate a prize recipient, which is the person or organization to which prizes will be awarded (prizes will be awarded to one recipient only).

A different team leader or prize recipient may be designated at any time during the competition.

6.4. Judging

A selection of an independent panel of expert judges, comprising thought leaders and practice leaders - entrepreneurs, innovators, policy makers, philanthropists, and academics will be established to judge the submittals. Their judgments will be final and without appeal by entrants. In addition, in consultation with the prize sponsor and advisory board, the judges have authority to change the amount of any prize.

The judges and their representatives will be independent of the teams and they will have no conflicts of interest with sponsor and organisers. The judges or their representatives may observe any field test or demonstration performed in the competition, in person or remotely.

The judges will keep team submittals confidential. Prize winners in each round, however, will be expected to demonstrate and describe their designs in public.

6.5. Intellectual Property Rights

Teams will retain complete ownership of all intellectual property developed for the competition.

7. Design Round

7.1. Design Round Submittal

The Design Round submittal is a detailed description of a team's design and intervention model. It must include:

- Design document on Theory of Change: a single PDF document of at least 2 pages, and no more than 10 pages.
- Intervention model document: a single PDF document of at least 2 pages, and no more than 10 pages.
- Video: a presentation or demonstration of the team's design, no longer than three minutes, in MP4 format.
- *Competitor Agreement*: the team's agreement to abide by the terms of the competition.

All mandatory and optional documents must be in English. Videos must either be in English or contain English subtitles. Links to Google Docs, Google Sheets, or other online materials are not acceptable.

Teams may submit materials from May 23 to July 31, 11.59pm, via the =Dream Asia Breakthrough Prize Portal. Submittals that do not contain all required materials or exceed the maximum length will be disqualified. Submittals after 11.59pm on July 31 will be automatically disqualified.

7.2. Design Round Judging Criteria

In the Design Round, up to ten prizes of \$25,000 each will be awarded.

Teams' submittals will be judged upon their new ways of thinking, leading, organising, and working on poverty. It cannot be produced by the same means that produce ordinary improvement and incremental changes or relief measures.

The team proposals must demonstrate the effectiveness of their ideas in field tests, which will be evaluated for their ability to:

- Increase net economic value to the family.
- Provide an integrated approach with a viable and sustainable intervention model.
- Be implemented by FSCs, Social Enterprises, and other community-based organisations in Singapore.
- Leverage on existing platforms for knowledge, practices, and advocacy.

Finalist Round Judging Criteria	
Prize challenge statement	Net economic value to the family
	Theory of Change to eradicate poverty
Additional impact metrics	Social impact and leveraging on existing platforms for knowledge, practices, and advocacy
	Financial sustainability and scalability
	Degree of Innovation

8. Finalist Round

All ten Design Round prize winners will proceed to the Finalist Round.

Teams must perform a field test of their design and collect quantitative data on its results.

8.1 Finalist Round Submittal

At the end of the Finalist Round, teams will submit reports, documenting the performance of their designs.

Teams must provide detailed intervention models and must describe, at a minimum:

- Theory of change and levels of impact
- Implementation plan with milestones
- Estimated three-year budget
- Organisation chart

Additional design and/or technical materials may be submitted, but all documents together may not exceed 50 pages. Videos of up to ten minutes are required. All submittals must be in the same file formats specified for the Design Round.

All mandatory and optional documents must be in English. Videos must either be in English or contain English subtitles. Links to Google Docs, Google Sheets, or other online materials are not acceptable.

8.2 Finalist Round Judging

In the Finalist Round, finalists submissions will be judged on their demonstrated potential to:

- Increase net economic value to the family.
- Provide an integrated approach with a viable and sustainable intervention model.
- Be implemented by FSCs, Social Enterprises, and other community-based organisations in Singapore.
- Leverage on existing platforms for knowledge, practices, and advocacy.

Finalist Round Judging Criteria	
Prize challenge statement	Net economic value to the family
	Theory of Change to eradicate poverty
Additional impact metrics	Social impact and leveraging on existing platforms for knowledge, practices, and advocacy
	Financial sustainability and scalability
	Degree of Innovation

The judges will also consider each submittal's address on value shifts, mindset changes, and deep community learning.

8.3 Finalist Round Prize

The judges will award S\$500,000 grand prize to the winner.

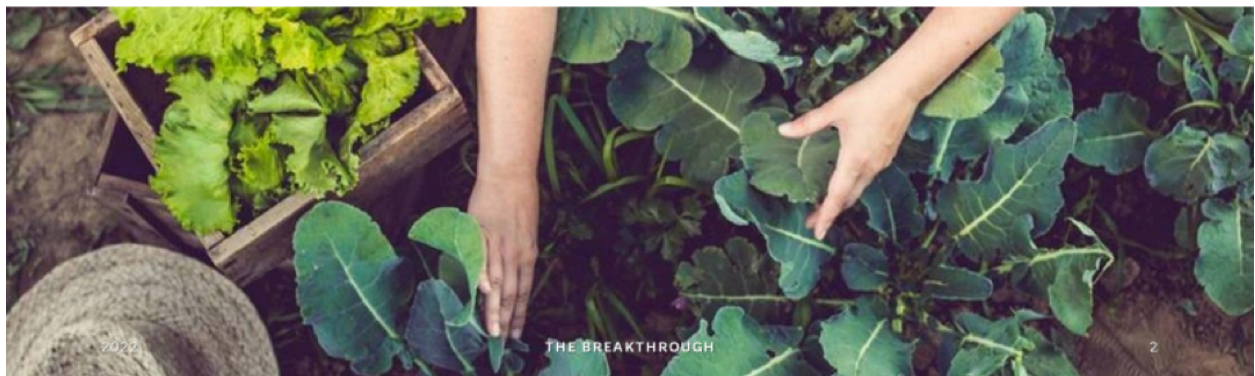
9. Annexes

9.1. =Dreams Asia



ABOUT US

=DREAMS Asia wants to enhance the capability of Change Makers by building a community of peers, matching them with the right resources and journeying with them to manifest the impact that they dream of.



9.2. Integrative CSR Pte Ltd



At ILC CSR, we believe in giving 110%. By using proven and evidence-based methods, we help to nurture change agents to initiate breakthroughs and foster an empowering culture for change mindset. We thrive because of our passion in pushing for breakthroughs rather than incremental changes.

As Thomas Edison said, “I’ll find out what the world needs. Then I go ahead and try to invent it”.

9.3. Make The Change Pte Ltd



Make The Change (MTC) is active in the community and conducts creative and social innovation learning and programs for youth, persons with disabilities, and public education. Their signature programme, Social Entrepreneurship 101, has helped new social entrepreneurs to start their enterprises.

They have also been training and providing consultations to their corporate clients to develop their CSR strategy with hands-on capacity building workshops and events.

Their creative arm, Change Agency, is a one-stop creative agency that delivers sustainable and affordable integrated solutions to address the gaps of businesses with the commitment to be purpose-driven. A spectrum of services are offered, from graphic design, branding, storytelling and digital marketing.

Make The Change is also a B Corporation, this certification assures that all their programs meet the highest standards of social and environmental impact.