

## IDEAS FOR ACTION



*In partnership with*



### Overview

Today's youth will be responsible for delivering the post-2015 development agenda, also known as the Sustainable Development Goals (SDGs), which will replace the Millennium Development Goals (MDGs) when they expire at the end of 2015. The SDGs will be more ambitious than the MDGs, covering a broad range of interconnected issues, from sustainable economic growth, to social issues, to global public goods. To realize this vision, a just-as-ambitious plan for financing and implementation is needed.

Youth engagement throughout the design and implementation process is critical for success. The Ideas for Action (I4A) competition – one in which 1300+ young adults participated this January – engaged young people around the world to encourage them to develop and share their ideas for financing solutions to deliver the post-2015 development agenda.

This initiative was co-sponsored by the Wharton School's Zicklin Center for Business Ethics Research, the World Bank, the Young American Business Trust, the Organization of American States, and Youth to Youth Community. It has been spearheaded by Dr. Petkoski, a Lecturer and Senior Fellow at the Wharton School, University of Pennsylvania. He serves as a consultant and adviser to the World Bank, Organization of American States, and other development organizations. He has held various senior positions at the World Bank, including head of the Business, Competitiveness and Development Program. During his 20 year tenure at the World Bank, he has also been a leading World Bank expert on private sector development, corporate social responsibility, business ethics and anti-corruption, and knowledge exchange. He launched and led the Business Led Collective Action against Corruption international consortium of organizations and companies. He also led capacity and movement building for global action networks, such as MENA and Africa Responsible Business networks.

## Competition Mission

**We want you to join the conversation and tell us how you would use one of these five vehicles for change to progress development.**

- domestic resources mobilization
- better and smarter aid
- mobilizing domestic private finance
- leveraging international private finance
- business and development innovations

You should aim to address one or more of the MDGs, which are as follows:

*To eradicate extreme poverty and hunger*

*To achieve universal primary education*

*To promote gender equality and empower women*

*To reduce child mortality*

*To improve maternal health*

*To combat HIV/AIDS, malaria, and other diseases*

*To ensure environmental sustainability*

*To develop a global partnership for development*

## Competition Guidelines

We would like you to present a case study on anything that fits within one of these categories, with an emphasis on social enterprise and the intersection of business and positive social impact and responsibility. Explain to us how you think it can promote sustainable development. Is there a technology that has been implemented or could be implemented to minimize our ecological footprint? Are there innovative financial tools that can help fund the fight against HIV/AIDS? Please include at least one case study of when this idea (or a similar idea, if yours is new) has been used before in the developing world, and be clear to highlight and explain how it supports least at least one of the MDGs. Lastly, explain how this idea could be scaled and/or replicated elsewhere, and explain the necessary circumstances.

For example, a team could investigate microcredit loans, how it constitutes better and smarter aid, and how it can help eradicate poverty. The team could include the example of Bangladesh, with some information on the way and to what extent it was successful (e.g. <http://www.bbc.com/news/business-12292108>). Other examples include crowd funding, resource extraction, remittances, agricultural innovations, new healthcare strategies, and more. Feel free to get creative, as most topics will be fair game (and feel free to verify this with us if you are uncertain).

For additional information on the five vehicles for change mentioned above, including detailed examples, please see <http://www.worldbank.org/content/dam/Worldbank/document/Poverty%20documents/WB-PREM%20financing-for-development-pub-10-11-13web.pdf>

Teams should be 2-3 people. Please register your team here: <http://goo.gl/forms/SX3b6dsyxc>

Teams should attend the kickoff event in G60 on March 30<sup>th</sup> at 6pm to hear Dr. Petkoski discuss the competition, Ideas for Action movement, and the MDGs, but may still compete if they cannot attend this event. **Teams must be available to present their case at the event on April 6<sup>th</sup> in G50 at 6pm.** Your presentations can be at most 10 minutes long and 15 slides. **Please submit your slides to [deogunri@wharton.upenn.edu](mailto:deogunri@wharton.upenn.edu) by 12pm EST on Monday, April 6<sup>th</sup>.**

Your ideas will be evaluated with equal weighting on creativity, feasibility, clarity/depth of your presentation, and significance of impact. Significance of impact will be determined based on the long-term viability of the project, the severity of the need it fulfills, and the number of people reached, and the extent to which their needs are met.

Winning teams will have their projects reviewed and critiqued by members of the World Bank, with the opportunity to receive mentorship in orchestrating their project or a similar one in real life. They will also have the opportunity to have their project displayed on the Ideas for Action website to be showcased with other competition winners and reach a global audience.

Best of luck in the competition! Feel free to email Dr. Petkoski at [petkoski@wharton.upenn.edu](mailto:petkoski@wharton.upenn.edu) or Adebisi Ogunrinde at [deogunri@wharton.upenn.edu](mailto:deogunri@wharton.upenn.edu) for questions.