

The SAGE International Awards for Best Social Enterprises Addressing the UN Millennium Development Goals (MDGs)

*The SAGEGLOBAL Home Office
has established eight special awards
to be presented at the SAGE World Cup competition in 2009. This award is
sponsored by the Ken Grossman Family of Chico, CA.*

Did you know that more than one billion people around the world still survive on less than one US Dollar per day? Extreme poverty is a fact of life for more than 1 in 7 people on our planet, and youth have the creativity, drive and ingenuity to do something about this woeful statistic. In order to encourage high school SAGE teams to design social enterprises targeting the MDGs, we have created eight new special awards corresponding with each individual Millennium Development Goal (MDG).

On September 8, 2000, the United Nations General Assembly passed resolution 55/2 called the Millennium Declaration, which outlined eight Millennium Development Goals (MDGs) to be met by 2015. These goals are:

• Goal 1: Eradicate extreme poverty and hunger
• Goal 2: Achieve universal primary education
• Goal 3: Promote gender equality and empower women
• Goal 4: Reduce child mortality
• Goal 5: Improve maternal health
• Goal 6: Combat HIV/AIDS, malaria and other diseases
• Goal 7: Ensure environmental sustainability
• Goal 8: Develop a global partnership for development

Kofi Annan, who was the Secretary-General of the UN at the time the MDGs were announced, said that these goals can be achieved, however, “only if we break with business as usual.” Through these eight special competitions, we encourage all SAGE teams to create business and social ventures that address the MDGs. Our philosophy here is that social entrepreneurs must be as resolute and

focused in the area of human development as free market entrepreneurs and capitalists are in the area of wealth development.

1. One award will be given for each of the eight goals to a SAGE team participating in the SAGE World Cup competition; the team must have successfully developed and launched a business and/or social venture that best meets the targeted MDG Goal.
2. SAGE World Cup judges will select the top award in each category.
3. The award for each category is as follows: *\$300 for the first place team, \$200 for the second place team, and \$100 for third place team.*
4. The prize money must be used by the winning teams to defray the expenses associated with attending the international competition and/or be invested in their business ventures.
5. The two winning teams will also receive certificates to be displayed in their schools.
6. The two winning teams will be featured on the web sites maintained by SAGE. A press release announcing their selection and describing their MDG ventures will also be sent to other print and electronic publications.

Judges will base their decisions on the following criteria:

1. Did the team clearly indicate which MDG they are targeting by their project/activity/venture? (10 points)
2. Did the project have a clear statement of goals and objectives before they were undertaken? (20 points)
3. How creative and innovative was the project? (20 points)
4. How sustainable is the project? (20) *
5. How did the SAGE team measure social impact? (20 points)
6. How well did the students utilize their media outlets to create awareness of this activity and the importance of their intended message(s)? (10 points)

To learn more about the MDGs, and also to see examples of the kinds of projects that youth are doing to address the MDGs, please download “Only With Your Voice: MDG Youth Action Guide” at http://www.millenniumcampaign.org/atf/cf/%7BD15FF017-0467-419B-823E-D6659E0CCD39%7D/EN_ACTION_GUIDE.PDF.

This guide was created by young people, and they have offered it to anyone who wants to make the world a better place or link up with movements already happening in their country.