



**We have tried to answer/anticipate as many questions as possible in this letter. Please feel free to ask any questions that aren't covered here.**



### 2018 SAGE WORLD CUP PROGRAM

Southern Sun Elangeni  
 83/91 Snell Parade  
 Durban 4056  
 +27 31 362 1300  
[www.tsogosun.com](http://www.tsogosun.com)

All guests (official and unofficial) are responsible for booking their own airfare to and from Durban, South Africa.

### Tentative Agenda for the 2018 SAGE World Cup Competition in Durban, South Africa:

- This is the *tentative* agenda for the 16th Annual SAGE World Cup:

<b>Thursday, 09 August</b>	
ALL DAY	Arrival of International Teams; Check into Rooms; Unpack
19:00–20:00	Dinner
20:00–22h00	<b>Welcome Ceremony</b>
<b>Friday, 10 August</b>	
06:00–08:00	Breakfast
07:00–09:00	VIP Guest Press conference
09:30–17:00	Cultural Excursion with Lunch: African Safari
18:30–19:30	Dinner
20:00–22:00	Cultural Evening
<b>Saturday, 11 August</b>	
06:00–08:00	Breakfast
08:30–09:30	Judge's Briefing
	<b>SEMI-FINAL ROUND (SEB &amp; SRB leagues)</b>

09:35–10:10	Presentation 1 (SEB & SRB leagues)
10:10–10:45	Presentation 2 (SEB & SRB leagues)
10:45–10:55	Break
10:55–11:30	Presentation 3 (SEB & SRB leagues)
11:30–12:05	Presentation 4 (SEB & SRB leagues)
13:00–14:00	Lunch & Announcement of Finalists
	<b>FINAL ROUND (SEB &amp; SRB leagues)</b>
14:00–14:35	Presentation 1 (SEB & SRB leagues)
14:35–15:10	Presentation 2 (SEB & SRB leagues)
15:10–15:20	Break
15:20–15:55	Presentation 3 (SEB & SRB leagues)
15:55–16:30	Presentation 4 (SEB & SRB leagues)
16:30–17:00	Judge’s Deliberation – Final Scoring
17:30–18:30	Dinner
19:00–22:00	Outing: A special night out!
<b>Sunday, 12 August</b>	
06:00–08:00	Breakfast
09:00–13:00	World Trade Exhibition
13:00–14:00	Lunch
14:00–18:00	Free time to shop, enjoy the sun and ocean.
19:00–23:00	<b>GALA DINNER &amp; AWARDS CEREMONY</b>
<b>Monday, 13 August</b>	
06:00–08:00	Breakfast
08:00–09:30	National Coordinator Meeting
Noon	SAGE World Cup Ends
Depart	Fly home

### **Short description of various events on the 2018 SAGE World Cup Program:**

- **Thursday, 09 August 2018**
  - Arrival: Delegations arrive at hotel, check in with SAGE South Africa Staff, check into rooms at front desk, unpack and relax, go on informal excursions if you feel up to it.  
(Any delegations arriving earlier than Thursday will be on their own for the beginning of their stay.)
  - Dinner: All delegates eat dinner.
  - Welcome Ceremony: The Welcome ceremony by the hosts for the delegates. Dinner and Welcome “The African Way”. Go through the world cup itinerary then we can all go to sleep. The cultural evening will be on the 10<sup>th</sup>, seeing that the last international flight lands at 22h00, it is a risk to host such on the arrival night.
- **Friday, 10 August 2018**
  - Breakfast & VIP guest conference: All delegates eat breakfast

- Press Conference: The panel will be: Sage Global CEO & COO, Sage SA, Sage Continental Coordinator: Africa & Our SA Sponsors & Government officials. We also ask Country coordinators to join in as audience. All the Media personnel from different countries also to join in to cover the event.
- Excursion with lunch: African Safari. Lunch will occur midday. Sunscreen is the most NB and hats & sunglasses as the sun is very hot, summer clothes for this one. Also umbrellas in case it rains or drizzle...it happens a lot in Durban
- Dinner: All delegates eat dinner.
- Cultural Evening: The countries presentations show. 5 min each country. Then the leagues draws take place, then we go to sleep. **Please wear traditional attire from your country.**
- *League Drawing: League time slot drawings for the Semi-Final leagues. At the conclusion of the drawing, all delegates will head back to their room.*
- *During Dinner, Drop Off labelled Thumb Drives to Creative Director: Competing countries will give a 5-minute presentation (dance or song only) showcasing their country and its culture. You will only be allotted a maximum of 5 minutes, in order to keep the event on schedule. Please give any PPTs/music on a labelled flash drive with your cultural day presentation to Christian Neiswonger, SAGE World Cup Creative Director, and bring a laptop if needed.*
- **Saturday, 11 August 2018**
  - Breakfast: All delegates eat breakfast.
  - Judge's Briefing: The judge's briefing will start at 08:30 sharp. After judges are briefed on scoring, protocol, etc., league coordinators will be introduced and will escort judges and observers to their designated rooms where the Semi-Final rounds will take place.
  - SEB & SRB Semi-Final Round: There will be up to 4 SEB leagues and up to 4 SRB leagues, with up to 4 teams competing in each league. There will be 4 presentation time slots for each league, with a 10-minute break in between the first 2 presentations and the last 2 presentations. At the end of the presentations, judges will score each league with a 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> place rank. All score sheets will be collected and tallied immediately following the Semi-Final Round, and the winners of each league will be announced at lunch.
  - Lunch: All delegates eat lunch & announcement of results of semi-final round.
  - Final Round: There will be 1 SRB league and 1 SEB league, with up to 4 teams competing in each league. There will be 4 presentation time slots for each league, with a 10-minute break in between the first 2 presentations and the last 2 presentations. At the end of the presentations, judges will score each league with a 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> place rank. All score sheets will be collected and tallied immediately following the Final Round, and the winners will be announced at the Gala Dinner on 12 August.
  - Dinner: All delegates eat dinner.
  - Cultural Outing: A special night out for the delegates! **Semi-formal dress code.** (We have couple of options, we yet to finalise the best one)

• **Sunday, 12 August 2018**

- Breakfast: All delegates eat breakfast.
- World Trade Exhibition/Countries Cultural Day: Each country will be assigned a table to set up country booths (bring country flag, items to represent your country's culture, etc.); once your country's booth is set up feel free to visit other country's booths (please make sure one representative is manning your booth at all times). This is a time for you to mix and mingle with other members of other SAGE teams from countries all over the world. Competing countries will give a 5-minute presentation (dance or song) showcasing their country and its culture. **Please wear traditional attire from your country.**
- Lunch: All delegates eat lunch
- Free Time: Enjoy various activities at your own expense
- Gala Dinner & Awards Ceremony: All delegates eat dinner and results announced and awards presented to winners of SDG competitions and the World Cup Champion is announced. Rob Best to Emcee. **Black Tie Formal dress code.**

• **Monday, 13 August 2018**

- Breakfast: All delegates eat breakfast.
- National Coordinators meeting: National and Country Coordinators attend meeting.
- 2018 SAGE World Cup concludes
- Depart for Home





## PRIZES AND SPECIAL AWARDS

### **A. Grossman Family SAGE World Cup Awards for Best Social Enterprise Business (SEB) and Best Socially Responsible Business (SRB)**

*The Grossman Family (Ken Grossman and Katie Gonser of Chico, CA) has established three special awards to be presented at the International SAGE competition each year.*

SAGE World Cup judges will select the top three awards. The awards will be as follows:

- USD \$2,000 for the first-place team
- USD \$1,000 for the second-place team
- USD \$ 500 for the third-place team

### **B. SAGE International Awards for Best Social Enterprises Addressing the UN Sustainable Development Goals (SDGs)**

*The SAGE Global Home Office has established seventeen special awards to be presented at the SAGE World Cup competition in 2018 (sponsored by the Ken Grossman Family of Chico, CA).*

- One award will be given for each of the seventeen 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 SDG Goal.
- Members of the SAGE staff will select the top award in each category.
- The award for each category is \$100 USD per SDG.
- 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.

- The winning teams will also receive commemorative plaques to be displayed in their schools
- The winning teams will be featured on the web sites maintained by SAGE.

***Judges will base their decisions on the following criteria:***

- Did the team clearly indicate which SDG they are targeting by their project/activity/venture? (10 points)
- Did the project have a clear statement of goals and objectives before they were undertaken? (20 points)
- How creative and innovative was the project? (20 points)
- How sustainable is the project? (20)
- How did the SAGE team measure social impact? (20 points)
- 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)

The categories are:

• Goal 1: End poverty in all its forms everywhere
• Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture
• Goal 3: Ensure healthy lives and promote well-being for all at all ages
• Goal 4: Ensure inclusive and quality education for all and promote lifelong learning
• Goal 5: Achieve gender equality and empower all women and girls
• Goal 6: Ensure access to water and sanitation for all
• Goal 7: Ensure access to affordable, reliable, sustainable and modern energy for all
• Goal 8: Promote inclusive and sustainable economic growth, employment and decent work for all
• Goal 9: Build resilient infrastructure, promote sustainable industrialization and foster innovation
• Goal 10: Reduce inequality within and among countries
• Goal 11: Make cities inclusive, safe, resilient and sustainable
• Goal 12: Ensure sustainable consumption and production patterns
• Goal 13: Take urgent action to combat climate change and its impacts
• Goal 14: Conserve and sustainably use the oceans, seas and marine resources
• Goal 15: Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss
• Goal 16: Promote just, peaceful and inclusive societies
• Goal 17: Revitalize the global partnership for sustainable development

**\*\*TO ENTER A SUBMISSION FOR THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS AWARDS, PLEASE TURN IN YOUR ONE-PAGE SUBMISSIONS TO CAROL FURTADO BEFORE TUESDAY, 31 JULY AT 12:00, California, USA time, via email.**

Turn in an electronic version of your submission to Carol by e-mail at:  
[carolafurtado@yahoo.com](mailto:carolafurtado@yahoo.com)



## COSTS AND LOGISTICS

### **Payment for All Delegates**

- If a country has two teams competing (one SRB and one SEB), the country may have up to 12 “official delegates” (i.e., 3 youth entrepreneurs for the Socially-Responsible Business (SRB) category and 3 youth entrepreneurs for the Social Enterprise Business Category (SEB); one SEB teacher, one SRB teacher, one national coordinator, two accredited judges, and 1 media person). **Maximum: 6 hotel rooms per country per night for countries with two delegations.**
- If a country has one team competing (one SRB or one SEB), the country may have up to 6 “official delegates” (i.e., 3 representatives for the Socially-Responsible Business (SRB) category and 1 SRB teacher, or 3 representatives for the Social Enterprise Business Category (SEB) and 1 SEB teacher; one national coordinator and 1 accredited judge). **Maximum: 3 rooms per country for countries with one delegation.**
- Teams may not bring more than one teacher per competing team or more than two judges as official delegates if bringing two teams (however, they may substitute additional SAGE students for judges or if bringing two teams, the media person may be substituted for a SAGE student). Any delegate who is not part of the official delegation will become an unofficial, PAYING delegate.
- SAGE Global will determine if a judge meets the criteria of an accredited judge. See criteria below.
- Unofficial delegates are **welcome**, but will be charged a fee of \$2,000 USD for a single room, \$1,600 USD for a double. **Funds must be wired to SAGE Global prior to the event.** *This fee entitles the delegate to meals, admission to all SAGE events, and SAGE outings. Unofficial delegates may serve as judges as long as they meet the accredited judge criteria. See criteria below.*



- Meals and lodging will be provided for **one person from “observing” countries**. These solo guests may be paired with another conference attendee of the same gender in lodging accommodations or if they wish a single room **will pay a premium of \$400 USD**.
- **There will be no pro-rations.**
- Team **registration** for the SAGE World Cup must be sent to the SAGE GLOBAL **before July 7, 12 noon, California, USA time ([carolafurtado@yahoo.com](mailto:carolafurtado@yahoo.com))**
- Forms of payment and other payment information will be given to you by the SAGE Global Staff when they send the summary invoice to the Country Coordinator.
- Any additional questions regarding payment/additional fees owed, please contact Carol Furtado, SAGE Senior Vice President at: [carolafurtado@yahoo.com](mailto:carolafurtado@yahoo.com).
- Logistics: Regarding time, attendees are responsible to be present for departures to offsite venues, transfers to the airport, etc. If a guest is not present at the time of departure, they will need to make their own arrangements or forego the activity.

### **Additional Nights**

- If your delegation chooses to arrive before or stay after the event AND you wish to stay at the World Cup hotel, you will need **book directly with the hotel** rates range from (\$200- 750) USD per night.
- **Incidentals**
- SAGE Global and SAGE South Africa will not be responsible for **ANY** incidentals which can be charged to your hotel room (i.e. long distance phone calls, room service, movies/games ordered through the television, consumption of water bottles, etc.). If you would like to be able to charge any of these services to your room, you will be required to provide your personal credit card information upon check-in, and you will be individually charged for all incidentals acquired during your stay at the hotel.

### **Meals and Snacks**

- SAGE will provide:
  - Dinner on Thursday, 09 August
  - Breakfast, lunch & dinner on Friday, 10 August
  - Breakfast, lunch & dinner on Saturday, 11 August
  - Breakfast, lunch & dinner on Sunday, 12 August
  - Breakfast on Monday, 13 August
- You are responsible for the cost of any other meals/snacks your entire delegation may have before, during, and/or after the event.

### **Ground Transport**

- All participants will be provided transportation to and from the airport to the hotel by SAGE South Africa, only for the cup dates, if you are arriving before 09 August or departing after 13 August you will need to make your own arrangements

- Transportation will be provided for Scheduled Outings. Regarding time, attendees are responsible to be present for departures to offsite venues, transfers to the airport going home, etc. If a guest is not present at the time of departure, they will need to make their own arrangements or forego the activity.

### **Alternate Lodging**

- If you are looking for alternative lodging options for any persons from your delegation, please inform us about it and note that you are responsible for your own arrangements and are also responsible for arranging transportation to/from any World Cup events and Airport, but in any case you have to pay the unofficial delegate fee as there are no prorations.

### **Presentation Equipment**

SAGE SOUTH AFRICA will provide one large projection screen, video projectors, sound systems, extension cord, and an equipment stand or cart to hold your team's laptop and visual projection system. Teams must bring their own laptops. Every effort will be made by the host to supply the video projectors, but each team is responsible for ensuring that they have their own laptop.





### ACCREDITED JUDGES

Criteria for Accredited Judges  
SAGE World Cup 2018

**For the 2018 SAGE World Cup, each country is encouraged to bring up to two accredited judges as part of their country delegations.**

An accredited judge must be one of the following:

- Business Professionals/Entrepreneur (for-profit & non-profit)
  - Employed person with minimum of 5 years of experience in a management, leadership or decision making position
  - Self-employed person with minimum of 3 years in operation
  - Historic combination of the two above is acceptable
- SAGE Sponsoring Companies
  - Business or person within a business who provides financial support to SAGE
  - Any donor business who provides \$5,000-\$9,999 in funding will receive an invitation for one judge's seat
  - Any donor who provides more than \$10,000 will receive an invitation for two judges seats
- SAGE Alumnus Who Has Graduated University
  - Must be currently employed (self-employment is acceptable)
- Education Professionals
  - University business professors
    - E.g., Entrepreneurship, Bus. Admin., Marketing, Accounting, Bus. Law, Bus. Ethics, Org. Comm., etc.
  - University employees with education-related management responsibilities
    - E.g., President, Vice President, Dean, Chancellor, Director of Entrepreneurship

- Government Professionals (or their representatives)
  - Minimum 2 years of experience in an elected office
  - Must currently hold an elected position
- Exceptions
  - Exceptions may be made, but approval is at the sole discretion of the SAGE Global Executive Team

All accredited judges must:

- present a Government issued passport from the country they will represent when judging.
- be able to read, write and speak in the English language. National Coordinators are required to vouch for judges to be able to meet this requirement.
- SAGE Global reserves the right to audit and determine an accredited judge's ability to read, write and speak in the English language, and may remove a judge from competition for inability to communicate in the English language.

Assuming 20 countries compete, and each country brings an average of two accredited judges, this means that SAGEGLOBAL will recruit a diverse panel of 40 accredited judges.

What is a BIO: A short introduction high-lighting your business, government or education career.

Please submit the bio of your accredited judges before 7 Jul, 12:00 PST California, USA time and please no more than 1 paragraph.

### CULTURAL NIGHT

Each country will be allotted 5 minutes for a presentation if that country has a team competing in the SAGE World Cup. This means your whole country, (SRB & SEB combined), can do one presentation together and will get 5 minutes of stage time.

We are expecting high ranking government officials at this cultural night. All presentations need to be a song or dance performance. The Creative Directors will require a rehearsal/technical run to ensure the program will be crisp and entertaining. The SAGE South Africa Creative Director & SAGE World Cup Creative Director are authorized to cancel any song or dance performance that is deemed unsuitable for VIP government guests or attendees of young age.

We are anticipating 30 participating countries this year, at 5 minutes each, that is 2.5 hours of cultural presentations. (Please give any PPTs/music you may need for your presentation to Christian Neiswonger at the Welcome Dinner, SAGE World Cup Creative Director and bring a laptop/speakers if needed). Observing countries will not be able present on cultural night, observing countries *may* have time to speak briefly at the Gala Dinner.



**HEALTH**

**Health**

- If you are dependent on any medication, bring a supply and a spare prescription. (The SAGE South Africa Staff will be able to direct you to a nearby drugstore/pharmacy if needed, or a hospital in case of emergency.)

**Registration**

**Checklist due by 7 July, 12:00 California, USA time**

All items below submitted to [carolafurtado@yahoo.com](mailto:carolafurtado@yahoo.com)

- ✓ Filled out registration questionnaire
- ✓ Scanned, legible copies of attendees passports
- ✓ Bio(s) for your accredited judges
- ✓ Press Release about your business(es)
- ✓ Photos for the press releases

**Registration**

**Checklist due by 7 July, 12:00 California, USA time**

All items below submitted to [carolafurtado@yahoo.com](mailto:carolafurtado@yahoo.com)

- ✓ To pay via credit card, use PayPal account: [cdeberg@sageglobal.org](mailto:cdeberg@sageglobal.org)
- ✓ To pay via wire or electronic funds transfer use: International Routing # (also known as the SWIFT #): W F B I U S 6 S
- ✓ SAGE Global Account #9500176160 Wells Fargo Bank, 355 Memorial Way, Chico, CA 95926-3922

**Competing in Sustainable Development Goals Competition  
Due THURSDAY, 31 July at 12:00 California, USA Time**

- ✓ Send in SDG competition submissions electronically to: [carolafurtado@yahoo.com](mailto:carolafurtado@yahoo.com)
- ✓ See sample of 1 page submission

**Checklist for South Africa – Looking Ahead**

- ✓ Bring thumb drive with cultural night presentation
- ✓ Bring thumb drive with competition presentation
- ✓ Bring at least **50 copies** of your annual report
- ✓ Bring your presentation gear: The SAGE host will provide one large projection screen and two extension cords, and an equipment stand or cart to hold your team's laptop and visual projection system. Teams must bring their own laptops. Every effort will be made by the host to supply the video projectors, but each team is responsible for ensuring that they have their own laptop and video projector. Costs to rent equipment, on site, are the responsibility of the SAGE team, not the SAGE host.
- ✓ Bring a flag of your country
- ✓ Bring materials for cultural night
- ✓ Dress Code for certain events – Traditional clothing for Cultural Evening and World Trade Exhibition, Semi-Formal for Special Night Out, and Black Tie Formal for Gala Awards.

**KEEP IN CONTACT!**

**SAGE SOUTH AFRICA  
National Coordinator**

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