



IMPACT JOURNEY PARTICIPATION CONDITIONS

Framework

The ambition of Fundação Amélia de Mello (FAM), Grupo José de Mello, and Grupo Sovena to promote a new generation of young impact entrepreneurs, equipped with the tools to develop future businesses, aligns with the social mission of the Santa Casa da Misericórdia de Lisboa (SCML) and the innovation of Casa do Impacto (CI). This ecosystem driven by Casa do Impacto has the conditions to stimulate the creation of synergies among partners, support the creation and development of innovative projects, and provide young people with the necessary knowledge to understand the opportunities of entrepreneurship and innovation.

Impact Journey is an initiative designed by FAM and developed in conjunction with CI from SCML, involving companies from the José de Mello Group and its subsidiaries (Bondalti, Brisa, CUF, José de Mello Residências e Serviços, and Ravasqueira) and the Sovena Group, including Nutrifarms. It brings young people closer to the opportunities in the impact world, understanding the entrepreneurial process, promoting innovation, and developing solutions related to the United Nations' Sustainable Development Goals.

Through access to the capacity-building process, entrepreneurship scholarships, visits to the national and international ecosystem, and access to CI's offerings, we will open the doors to the impact world, equipping young entrepreneurs with knowledge and tools to develop their projects, fostering initiative, reducing risk aversion, and focusing on the creation of innovative and sustainable business ideas.

We aim to deepen our impact by providing young people (future entrepreneurs) and their projects with the knowledge and tools to develop their ideas in this sector, with access to financing, the support of the CI team, and the involvement of the companies that are part of the ecosystem of the José de Mello Group, the Sovena Group, and FAM, which have significant impact and expertise in various sectors of activity.

1. Objectives

1.1. The Impact Journey initiative aims to:

1.1.1. Stimulate the spirit of innovation and entrepreneurship among young impact entrepreneurs.

1.1.2. Create and adapt products and services in four verticals: Agri-food, Water, Education, and Prevention, and Lifestyles.

1.1.3. Support projects in the ideation and testing phase through capacity-building, access to a specialized network, and financial and non-financial prizes.

1.2. The Impact Journey initiative intends to activate the inherent expertise within the involved organizations and transfer it to capable, motivated, and innovative young individuals for the improvement, creation, and development of impactful products or services for society.

2. Scope

2.1 The Impact Journey initiative aims to find solutions that address the following challenges: Agri-food, Water, Education, and Prevention, and Lifestyles.

2.1.1. Agri-food

The agri-food sector is, undeniably, of utmost importance to the national economy, ensuring the population's subsistence and playing a fundamental role as an employer.

The agri-food sector includes all activities related to the transformation of raw materials into food products, including agriculture, forestry, the food industry, and its distribution.

Optimizing the sector in all its aspects is therefore essential, creating benefits for all and ultimately providing products that are not only expected to meet consumers' needs but also required to be of high quality and increasingly adhere to sustainable best practices.

We are looking for business ideas based on products, processes, services, or technologies focused on optimizing agribusiness activities in a conscious and sustainable manner, particularly in the following sub-themes:

- Sustainable Production and Processes
- Reduction of Environmental and Social Impact
- Development of new products or services

2.1.2. Water

In the context of the current climate emergency and resource preservation, we are looking for business ideas that meet the new requirements for conscious water usage, which can be implemented in agricultural or industrial activities, as well as in domestic use.

We are looking for business ideas based on products, processes, services, or technologies that contribute to the optimization and efficiency of water distribution, consumption, and treatment, considering the following themes:

- Resource rationalization
- Efficient consumption
- Reduction of loss
- Reuse

2.1.3. Education

The education sector plays a fundamental role in building values and developing critical thinking that contributes to the transformation of society and the education of future generations.

Accelerated digital transformation, growing inequalities, pandemics, global warming, and biodiversity loss are some of the most pressing challenges we face today, and our current educational system lacks the capacity to respond.

We are looking for business ideas based on new pedagogical models, products, processes, services, or technologies that promote education and help younger generations respond to future challenges in two aspects:

- Innovative pedagogy
- Appropriate skills
- Collaborative work approaches

2.1.4. Prevention and Lifestyles

The promotion of healthy lifestyles, encompassing overall well-being and quality of life, encourages preventive behaviors and is essential in combating chronic and infectious diseases.

Non-communicable chronic diseases such as obesity, diabetes, and cardiovascular diseases contribute to a high mortality rate worldwide. It is known that the development and increasing prevalence of these diseases are associated with unhealthy lifestyles, which can be prevented, for example, through the adoption of a healthy diet, increased physical activity, improved sleep quality, and anxiety management.

We are looking for business ideas based on new models of care, products, processes, services, or technologies that promote disease prevention and the adoption of healthy lifestyles, focusing on three axes:

- Health Promotion
- Diagnosis and Prevention
- Behavioral Modification

3. Recipients

3.1. The Impact Journey initiative is open to applications from:

3.1.1. Regarding the project:

3.1.1.1. Projects in the ideation or testing phase, or startups established no more than two years ago.

3.1.1.2. Projects in the activity areas corresponding to the program's axes listed in paragraph 1.1.2. and developed in paragraph 2.

3.2. Regarding the entrepreneurs:

3.2.1. Portuguese or foreign entrepreneurs who intend to implement the project in Portuguese territory.

3.2.2. Teams consisting of 2 (two) to 3 (three) members.

3.2.3. Impactful young entrepreneurs aged between 18 (eighteen) and 30 (thirty) years.

4. Program Phases

4.1. The program is divided into 3 (three) phases:

4.1.1. Call for Applications and Submission Phase - from June 14th, 2023, to September 24th, 2023;

4.1.2. Project Capacity Building Phase - from October 9th to October 20th, 2023;

4.1.2.1 The Capacity Building phase lasts for 10 (ten) days and involves up to 12 (twelve) selected projects (up to 36 (thirty-six) entrepreneurs);

4.1.2.2. It includes training sessions, specialized mentoring, masterclasses, events, and activities, totaling approximately 40 hours, provided by Casa do Impacto and mentoring by the training team;

4.1.2.3. Mandatory attendance for all sessions is required;

4.1.2.4. Capacity Building takes place in a hybrid format: training, events, and activities are conducted in a mandatory in-person/remote format. Masterclasses and specialized mentoring will be conducted remotely;

4.1.2.5. Its objective is to enhance the business model and sustainability of the projects and to enable the newly formed teams to work together through a continuous training period.

4.1.2.6. At the end of the Capacity Building phase, teams will be required to make a presentation - pitch - before a panel of judges composed of members of the teams from the participating organizations. The event will be held in person at Casa do Impacto on October 25, 2023. Financial and non-financial prizes will be awarded to the top three winners.

4.1.3. Incubation Phase - Starting from November 1st, 2023, for a period of 1 (one) year.

4.1.3.1 Each of the 3 (three) winning teams will have the opportunity to benefit from the physical or virtual incubation program provided by CI, with access to a maximum of 3 (three) *flex-desk* spaces in one of the coworking spaces at the Convento de São Pedro de Alcântara. This benefit also includes access to the CI's mentoring program, communication through the CI network, special conditions for products and services from CI partner organizations, access to exclusive community events and training, meeting rooms, facilities of the space, and free space for events;

4.1.3.2. As part of the incubation period, the winners will be awarded an *Inspiring Journey* to London in partnership with the London School of Economics (LSE). The international *Inspiring Journey* with LSE includes engagement with London's impact ecosystem: field visits, presentations, meetings, and training sessions in partnership focused on impact themes, emotional management and self-awareness, and communication with a strong inspirational component.

5. Applications

5.1. Applications must be submitted through the website <http://mais.scml.pt/casadoimpacto/> by completing and submitting the application form and uploading a video with a maximum duration of three minutes ("pitch") describing the innovative solution.

5.2. Only applications submitted through the electronic form available on the website, which meet the requirements in terms of recipients and type of solution presented, and that address the previously presented challenge, will be accepted.

5.3. Once the application form is submitted, it is not possible to make changes.

5.4. Applications are open from June 14th, 2023, to September 24th, 2023.

5.5. In the application form, the candidate declares to have full knowledge of and agree to comply with this regulation, including the confidentiality terms stipulated in paragraph 10.

6. Evaluation and Selection of Applications

6.1. The received applications are considered and pre-selected by a jury composed of members from CI da SCML and the organizations mentioned above.

6.2. The jury selects up to 12 applications and announces the results by September 29, 2023, through publication on the contest website at <http://mais.scml.pt/casadoimpacto/> and by email via casadoimpacto@scml.pt.

7. Selection Criteria

The selection process involves 2 moments: selection of a maximum of 12 projects for the capacity-building phase and selection of 3 projects for the incubation phase.

7.1. For the capacity-building phase, applications are evaluated based on the following criteria:

7.1.1. Applicability of the solution to the challenge;

7.1.2. Impact on the target audience of the solution's implementation;

7.1.3. Degree of replicability of the solution;

7.1.4. Degree of innovation of the solution;

7.1.5. Technological feasibility of the solution;

7.1.6. Suitability of the candidates' profile and involvement in implementing the solution.

7.2. The jury values and weighs the projects based on the elements presented in the applications (form and video) according to the following selection criteria:

CRITERIA	VALUATION	WEIGHTING
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Applicability of the solution to the challenge	1 a 5	20%
Impact on the target audience of the solution's implementation	1 a 5	20%
Degree of replicability of the solution	1 a 5	15%
Degree of innovation of the solution	1 a 5	20%
Technological feasibility of the solution	1 a 5	15%
Suitability of the candidates' profile and involvement in implementing the solution.	1 a 5	10%

7.3. For the selection of projects for the Incubation phase, the jury will assign a final score calculated according to the following weighting:

7.3.1. Evaluation of the application/participation elements according to the criteria presented in sections 7.1 and 7.2: 60%;

7.3.2. Pitch: 40%.

8. Prizes

8.1. Each of the three winning projects will receive a monetary prize of €5,000.00 (five thousand Euros);

8.2. Each winning project will be granted 1 (one) year of free incubation at Casa do Impacto, with a flex-desk arrangement, with a limit of 3 (three) spots per project;

8.3. Each winning project will receive an Alpha Pack for the 2023 edition of Web Summit in Lisbon;

8.4. Each winning project, with a limit of 3 (three) team members, will also be awarded an Inspiring Journey to London, United Kingdom, in partnership with the London School of Economics (LSE), including travel, accommodation, dedicated events, and training sessions.

9. Intellectual Property and Image Rights

9.1. The intellectual property rights of the submitted solutions belong to the candidate, who declares and guarantees to be the author of the project submitted and that it does not infringe upon the intellectual property rights of third parties.

9.2. Without prejudice to the above, candidates grant the Impact Journey initiative organization, directly or through Bondalti, Brisa, CUF, José de Mello Residências e Serviços, Ravasqueira, and Grupo Sovena e Nutrifarms, permission to use audio and video recordings, photographs, and dissemination rights of initiatives related to the program, through radio, television, and the internet, of all candidate proofs and/or parallel events related to the contest, without any payment being due to the candidates for this purpose.

9.3. The organization cannot be held responsible for any infringement of intellectual and industrial property rights, misuse, or plagiarism by another candidate or entities external to the organization.

10. Confidentiality

The parties undertake to maintain confidentiality regarding the content of all information to which they have access during the Impact Journey initiative, particularly regarding all data that may affect intellectual property rights, even after its completion, except to the extent strictly necessary for the execution of the initiative and for its promotion and dissemination.

11. Personal data privacy and protection

11.1 Participation in the program implies the express acceptance of the conditions of this regulation and knowledge of the following:

- a) During the application phase and throughout the contest, personal data of participants is collected and stored in advance, particularly (1) full name; (2) citizen card number; (3) tax identification number; (4) address; and (5) telephone number;
- b) Personal data will be collected and processed by the organization solely for the purposes of organizing, managing, and concluding the contest, in accordance with this Regulation and the General Data Protection Regulation (GDPR);
- c) Providing personal data is necessary and mandatory for the processing of the contest, determination of winners, and prize delivery;

d) Winners acknowledge and accept that the collection of their personal data is necessary and mandatory for the operationalization of prize delivery, as well as other effects resulting from that operation;

e) Participants' personal data is stored by the organization in an electronic file for a period of 120 days, counted from the closing date of the applications.

f) The collected information is processed in an encrypted manner and managed using security measures. The organization ensures the security and confidentiality of the processing, in accordance with the GDPR, as well as the exercise of the right to information, access, rectification, or erasure, as well as the right to data portability and the right to restrict or object to the processing of their data.

11.2 In accordance with applicable law, the data subject may exercise the following rights at any time: access, rectification, erasure, restriction of processing, data portability, or objection, by sending an email to casadoimpacto@scml.pt or dadospessoais@scml.pt. Likewise, the data subject may withdraw their consent for the processing of data for the indicated purpose, without prejudice to the processing carried out until that date based on the previously given consent. If the data subject believes that their rights have not been respected, they have the right to lodge a complaint with the National Data Protection Commission, located at Av. D. Carlos I, 134, 1º, 1200-651 Lisbon, Portugal, or through the website www.cnpd.pt.

12. Final Provisions

12.1 The evaluation and selection of applications carried out by the jury within the scope of this Impact Journey initiative contest are binding and final, and there is no possibility of recourse against the decisions made.

12.2 The organization cannot be held responsible for the cancellation, postponement, or alteration of the Impact Journey initiative contest due to unforeseen circumstances or force majeure.

12.3 Matters not covered in these participation conditions will be duly analyzed and defined by Casa do Impacto as the organizing entity of the Impact Journey initiative contest.

12.4 The organization reserves the right to modify these participation conditions at any time, for which purpose a revised version will be published on the website of the Impact Journey initiative contest, available at <http://mais.scml.pt/casadoimpacto/>.

12.5 Participation in the Impact Journey initiative contest implies, on the part of the candidates, full acceptance of these participation conditions and the waiver of any claims or appeals, whether judicial or of any other nature, regarding any decisions of the organizing entity.