



The Carol and Lawrence
ZICKLIN CENTER
for Business Ethics Research

Building Capacity to Combat COVID-19 in Africa: Ideas and Innovations from Young Entrepreneurs

Guidelines for Full Proposals¹

The Zicklin Center for Business Ethics Research at the Wharton School, University of Pennsylvania and its many partners are issuing a call for proposals for a new initiative: Building Capacity to Combat COVID-19 in Africa: Ideas and Innovations from Young Entrepreneurs.

Background

The Zicklin Center is launching this Initiative under its pillar: BUSINESS DEVELOPMENT & INNOVATION and in collaboration with Wharton's Global Social Impact students club and several other partners. The Initiative is supported by many partnerships, including global and local networks formed around the Ideas for Action (I4A) Initiative (<https://ideas4action.org/>).

The initiative is open to students and young professionals (ages 18 to 35 years old) from around the world interested in offering innovative ideas for an effective private and public sector response to the COVID-19 pandemic in countries throughout Africa.

The objective of this initiative is to encourage capacity building ideas and innovations from young entrepreneurs, within diverse teams, supported by senior decision-makers and experts in international development, academia, and the private sector. All proposals will be reviewed

¹ These guidelines are based on the Ideas for Action Initiative guidelines (<https://ideas4action.org/>). Teams can also "resubmit" their COVID-19 related proposals for the I4A competition 2020. For additional details on the I4A Initiative, please see this link to a short video <https://vimeo.com/193787217/cb70e79d6a>

(available in

Facebook: https://www.facebook.com/ideas4action?view_public_for=1550087675237501 (Links to an external site.) (Links to an external site.)

and offered feedback. The teams will also receive support from a dedicated startup accelerator at the Wharton School, and benefit from unique networking opportunities with other young business leaders.

Policy Making and Community Based Projects

We encourage proposals that address four broad issues:

1. Policy Making: Proposals should offer innovations in improving government and other policy making entities responses to the COVID-19. Fragility, weak institutions, and underdeveloped public health systems undermine the effective response to COVID-19. How can we build capacity for good governance, compliance, transparency, accountability, and responsibility in COVID -19 responses? How should we support entrepreneurship in government and health care institutions so that “locally nurtured” ideas get support from the leading authorities? How should we support idea generation from the middle ranks and front lines of organizations? Given today’s rapid pace of change in health care systems, public-private partnerships are of critical importance. How should we encourage public-private partnerships to generate successful health care innovations?

2. Start-up: How should we expand the activities of existing start-ups or new ones to address COVID-19 challenges in Africa.

3. Technology and Big Data: How should we best utilize technology, AI, blockchain, and big data in the search for innovative responses to the COVID-19?

4. Community-Based Projects: Substantial experience and capacity already addresses critical health care issues in poor communities, not only in Philadelphia but also other large metropolitan areas in the United States. How should we incorporate these lessons in addressing the challenges raised by COVID-19 in Africa.

Capturing Best Practices and Knowledge Exchange

Although the Initiative is focused on Africa, we would like to invite you to share your local knowledge, particularly community based best practices, which may be beneficial for the implementation of proposals in Africa. Of course, we are mindful of the limitations of North to South knowledge exchanges; some of the best practices from countries in Africa could be equally relevant elsewhere, including underdeveloped communities in developed countries.

Team Support

Networking: Diverse Teams

By utilizing our networks, including nearly 20,000 alumni participants in the I4A Initiative, we are well positioned to facilitate the creation of diverse teams, in terms of location, expertise, and cultural background. Please send a note to Dr. Djordjija Petkoski (petkoski@wharton.upenn.edu) if you would like to share your initial ideas through our networks, so that we can facilitate access to potential new team members, including local or global entrepreneurs. Also, see Appendix 1 for guidelines on how to present the summary of your idea.

Capacity Development and Access to Knowledge

Based on our longstanding experience with the I4A Initiative, we will utilize different modalities to support capacity development and access to knowledge, both in person and online. This will include resources available at the University of Pennsylvania and other partners, across a wide range of knowledge sources, including Knowledge@Wharton (<https://knowledge.wharton.upenn.edu/>), guest lectures, and locally supported Ideation workshops.

Mentors/Advisers

To support your ideas, we will connect teams with those who work in the field and have years of business, policymaking, and development experience. This will include access to a mentor or advisor, either at University of Pennsylvania, or at other institutions across the world, who can serve as a sounding board, and also provide referrals to other individuals that each team member may reach out to.

Promoting Your Work

In addition to providing substantive feedback from our accelerator and experts, opportunities to get new team members, and access to knowledge, we will feature your work at the Zicklin Center at Wharton and the I4A's websites, thus providing additional opportunities to attract strategic partners and investors.

We want you to join this conversation. We want you to change the world!

Registration and Submission

Eligibility: Youth between the ages 18 and 35 from around the world are invited to participate.

Team Composition and Registration: This is a team initiative. Teams must consist of two to five members and may be formed across different schools, institutions, companies, countries, nationalities, etc. Please register your teams on our website prior to submitting your proposal. You will then receive access to resources and research materials that will help you develop your idea. In addition, you will receive all relevant updates and information on the competition and upcoming events.

Deadline:

September 15, 2020. The proposals will be reviewed and offered feedback on a first come, first serve base, starting from the moment we will receive the proposal. Please access the submission portal through the link on the Ideas for Action website at <https://ideas4action.org>

Once again, if you need our support in identifying new team members and finalizing your ideas, please contact us by sending the summary of your idea to petkoski@wharton.upenn.edu) by June 20th. You may also submit it directly to “Request team members” on the submission portal by June 20.

Proposals Attributes

We encourage the teams when developing the projects to take in consideration the following attributes:

- **Significance:** proposals should be specific enough to capture the complexities and nuances of the idea while, at the same time, revealing how the idea will impact a large number of people and/or businesses and countries.
- **Originality and creativity:** teams should present a solution that is original and creative; submissions should present ideas that are not fully captured by the international development research and literature.
- **Feasibility:** teams should include a brief “roadmap to adoption” that explains the feasibility of the solution and addresses any obvious challenges and roadblocks; all submissions should be actionable and measurable; they should have a theoretical

grounding but also be practical--rather than just theoretical. Teams are encouraged to tie their submissions to a particular country or a group of countries in Africa.

- **Clarity:** teams should present their idea in a clear and concise manner.

Beyond Single Project: Leadership in Shaping the Local Ecosystem - Strengthening and Creating Markets

This is your leadership moment - an opportunity to demonstrate leadership not only through proposing specific, innovative projects but to get actively involved in managing the initiative locally.

Send us ideas on how to best utilize your local presence to shape the external ecosystem and strengthen and create markets, thus making them more supportive to scaling up and implementing the projects. What are the best ways to improve governance, compliance, transparency, accountability, and responsibility in the local ecosystem?

Submission Requirements

The application portal will ask for the following:

1. Title and team name
2. Short abstract (1000 characters)
3. Explanation of problem and context (2000 characters)
4. Explanation of your solution (5000 characters)
 - Why is it relevant?
 - What is new about it?
 - By whom, what, how, and when would it be implemented?
 - What is the expected impact?
5. Are there similar examples? If so, where and how? Please elaborate. (1000 characters)
6. What are challenges you might face and how can they be addressed? (1000 characters)

7. Each team will be allowed to submit charts/graphs/pictures via a link to a Google Data Studio or Tableau Public page. This is, however, NOT a requirement for the application.

Formatting guidelines:

- All appropriate information must be cited.
- The submission should be sent in English.

Submissions that do not meet the format requirements listed above will not be reviewed.

Appendix 1

Guidelines on How to Prepare the Summary Note of Your Idea

In the case that you need our assistance in identifying additional team member(s), please share with us your Summary Note. The Summary Note, up to two pages in length (12-point type, doubled spaced, up to 1000 words) should have four section: (1) The Need; (2) How You will Address the Need; (3) How You will Measure Impact; and (4) The Profile of a Team Member(s) you are looking for. This should be a **DRAFT**, one that “captures” your preliminary idea and is sufficiently clear to generate interest from potential, new team member(s).

Please send the Summary Note to petkoski@wharton.upenn.edu and submit it directly to “Request team members” on the submission portal.