



UNLEASH

UNLEASH Innovation Lab

Shenzhen, 6-13 November 2019

Executive Summary

UNLEASH is a global initiative aiming to create the world's largest innovation lab for the UN Sustainable Development Goals (SDGs). Every year leading up to 2030, UNLEASH will gather 1,000 of the world's brightest young talents to problem-solve, innovate and collaborate in teams to develop new solutions to global challenges.

In less than two years, UNLEASH has gathered 2,000 talents from 143 countries, developed 173 tangible solutions to the SDG's, partnered with +300 organizations, and been recognized as one of the world's most influential sustainability brands. Participating talents have described UNLEASH as a unique development and impact opportunity, with 98% of surveyed participants saying that they would recommend peers to apply to UNLEASH.

UNLEASH 2019 will take place in Shenzhen, China. Applications open on www.unleash.org on 18 March and close on 18 April.



Our vision

Build the world's leading platform for innovative, scalable solutions to the UN Sustainable Development Goals.

Our mission

Accelerate breakthrough solutions for the Sustainable Development Goals by engaging young talents in problem-solving and by providing the support needed for bringing the best ideas to life.

What is UNLEASH?

UNLEASH is a global initiative that brings together young leaders, experts, and entrepreneurs annually. Each year, they will be tasked with developing innovative and practical solutions to help reach the SDGs.





What makes UNLEASH unique?

1

WE SOURCE 1,000 GLOBAL TOP TALENTS ANUALLY

...by working together with trusted partners from all around the world to identify and select dedicated individuals with big ideas.



2

WE DEVELOP NEW IDEAS TO TACKLE THE SDGS

...through a rigorous ideation process facilitated by hundreds of trained design, content and business experts.

3

WE ACCELERATE IDEAS INTO REAL SOLUTIONS AND BUILD CAPACITY AMONG TALENTS BETWEEN EVENTS

...by providing training programs, networks, channels of support, including a venture fund, technology and incubation partners.



4

WE BUILD A GLOBAL COMMUNITY FOR INNOVATION

...for the SDGs with around 14,000 talents and experts and hundreds of companies through an online forum for further development and implementation of ideas.

5

WE ESTABLISH A RECURRING GLOBAL EVENT

...hosted by a new country every year integrating cultural perspectives and local themes into event design.



In just two years, UNLEASH has achieved significant results



~2,000 talents from **143 countries** have been inspired and equipped to become global leaders



+200 talent partners have nominated top performers



370 tangible solutions have been developed to help reach the SDGs



50 inspirational speakers have participated in the opening- and award ceremonies



250+ experts, mentors, investors & facilitators have supported the innovation process



+40,000,000 people have been reached via social media during the events



300+ new partners have been engaged in the sustainability movement



UNLEASH has been recognized as one of the **most influential sustainability brands** by Analytica – ranking alongside Greenpeace and the Bill & Melinda Gates Foundation

In 2019, UNLEASH will take place in Shenzhen from November 6-13, and consist of three phases



ARRIVAL & OPENING

Upon talents' arrival in Shenzhen, UNLEASH kicks-off with an opening ceremony to welcome and inspire talents, introduce core partners, explore the city, build relations, and form teams.



INNOVATION PROCESS

Talents break into different thematic areas and districts to co-create solutions in teams supported by innovation process facilitators and subject matter experts.



PITCHING & CLOSING

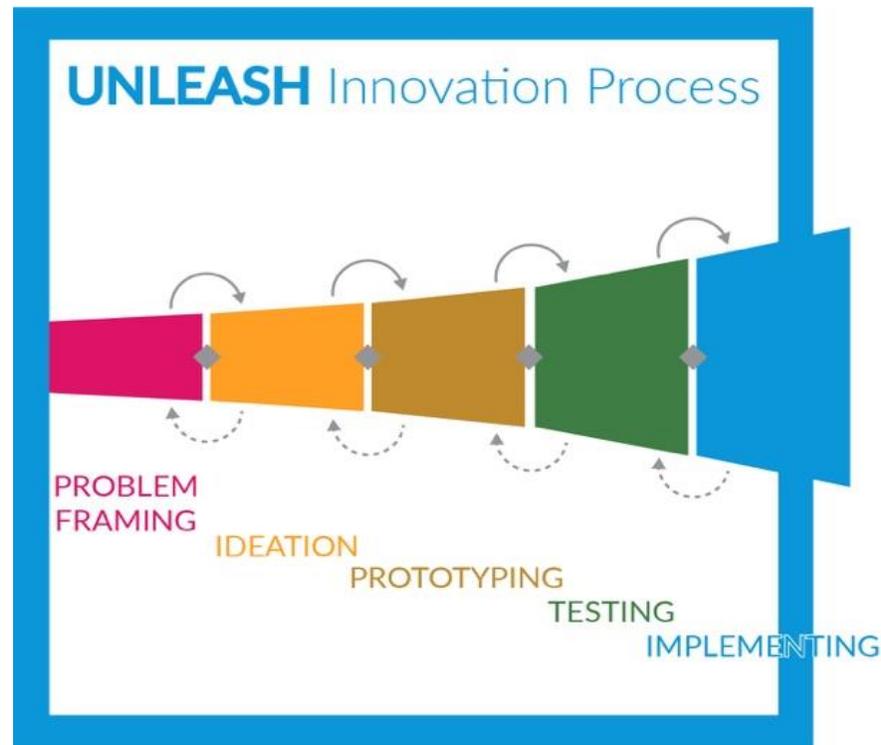
Talents pitch their ideas in front of peers and jury, and winning solutions are showcased at an awards show, featuring key notes by VIPs and partners.

For a recap of UNLEASH 2018, watch our video [here](#)

What will the innovation process consist of?

The UNLEASH Innovation Process leads teams through five phases to develop their ideas. Teams start in the Problem Framing phase, where they use their insights into global SDG challenges to form detailed problem framings before moving on to ideation and conceptualizing their solutions.

UNLEASH's SDG Innovation Lab focuses primarily on Phases 1 to 4, while Phase 5 is a focus after the event.



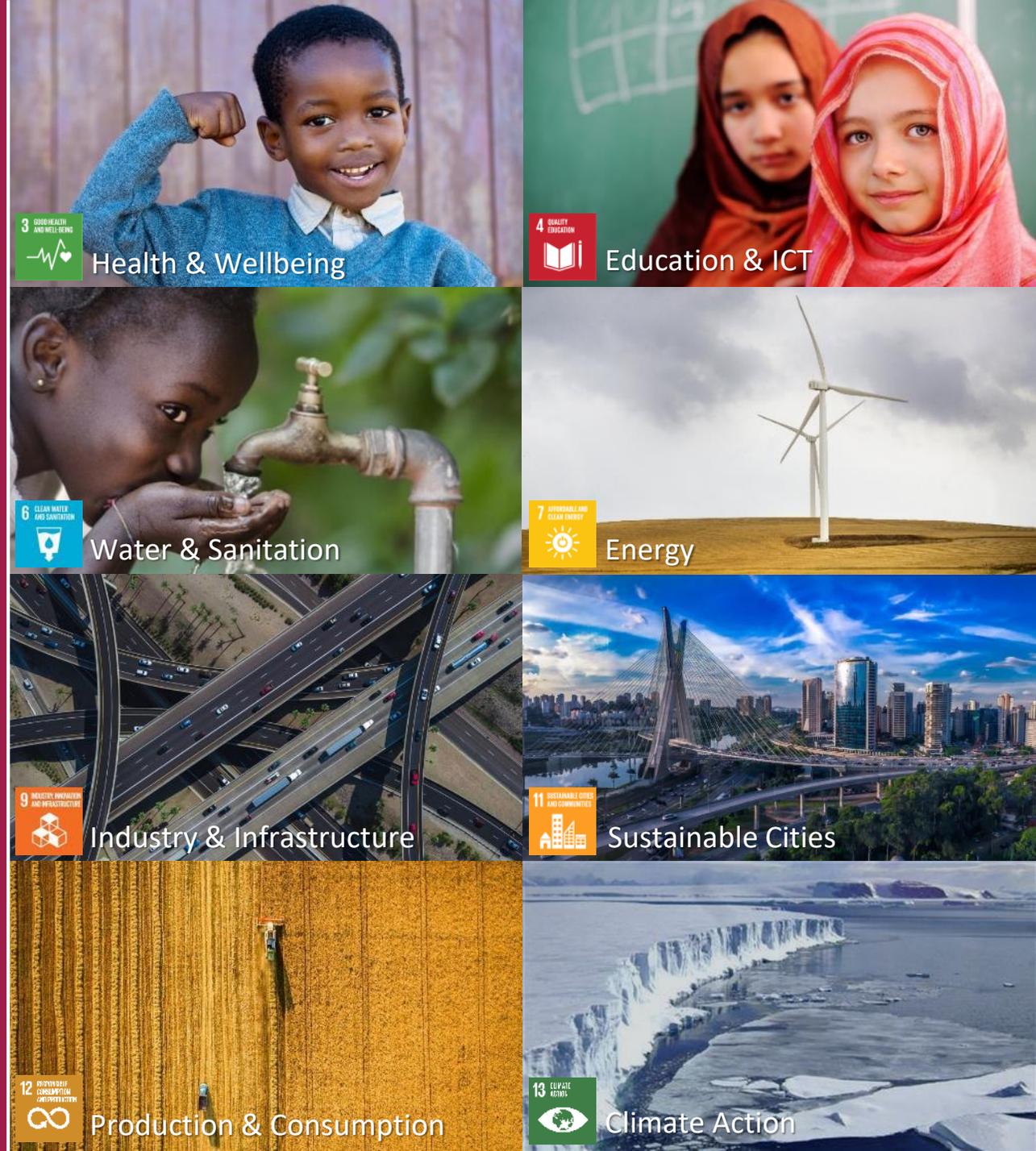
1. **Problem Framing:** Exploring insights and frictions in global challenges and framing a problem based on actionable insights.
2. **Ideation:** Conceptualizing solutions that address the problem framing, meet the needs of the users, and fit into the needed role in the ecosystem.
3. **Prototyping:** Creating quick physical representations of the idea with minimal effort so the idea can then be presented to potential users and stakeholders for feedback.
4. **Testing:** Having users and stakeholders experience the solution in order to gather feedback, answer questions, and test assumptions. This leads to learning, adapting and iterating to refine the solution.
5. **Implementing:** Taking the steps needed to go to market or launch the solution, thus creating positive impact.

In Shenzhen, talents will create solutions within 8 themes



In Shenzhen, UNLEASH talents will work to develop solutions within selected SDG themes. When applying for UNLEASH Innovation Lab, we will ask you to select your preferred SDG theme to work with in Shenzhen.

On the right are our tentative themes for UNLEASH 2019 in Shenzhen.

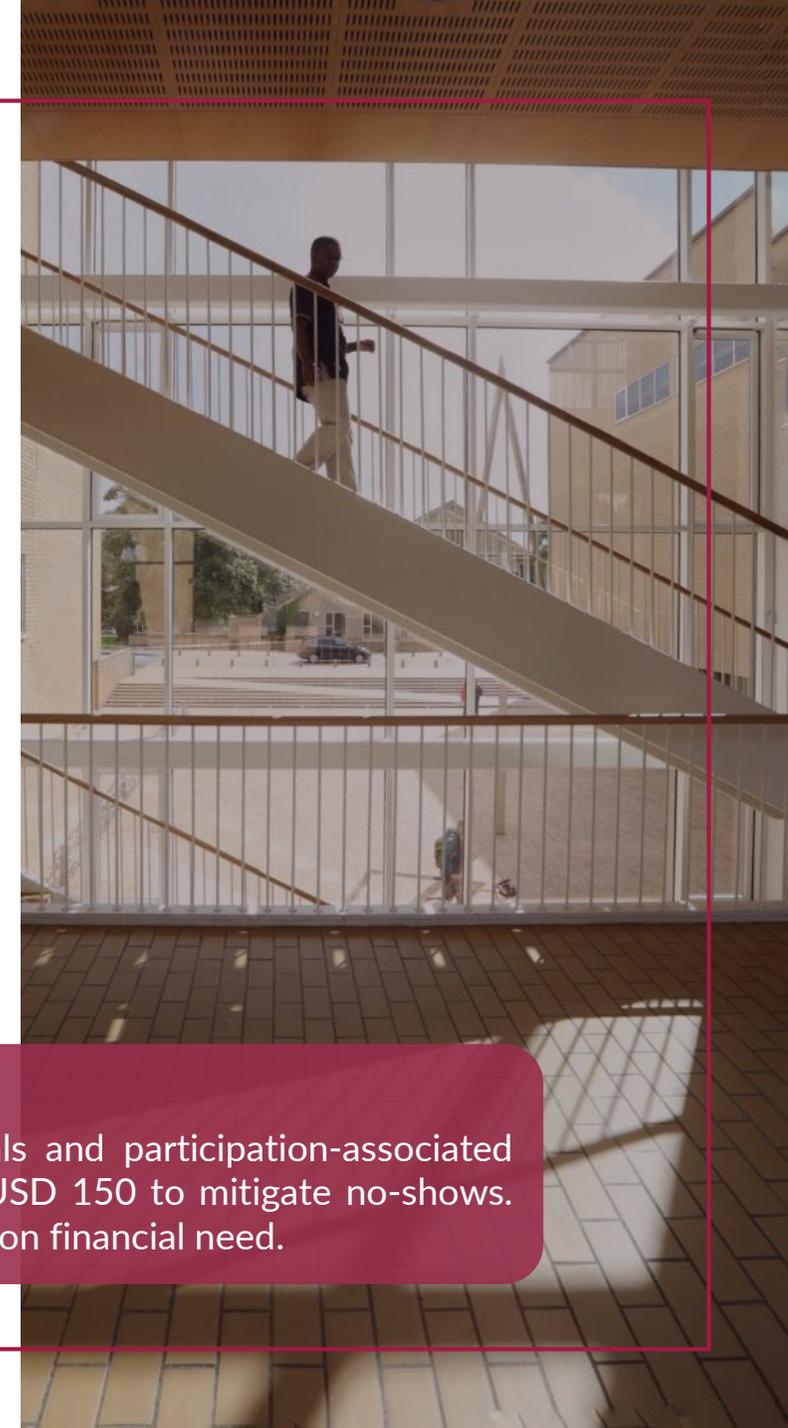


Why should you participate in UNLEASH?

- **Learn useful innovation tools and skills for developing SDG solutions.** Talents leave the program equipped with new tools within innovation, sustainability, team work, and new business development, which you can apply towards your own projects
- **Become part of a global network committed to social impact.** Talents build strong, lasting networks with peers and organizations from around the world, including investors, foundations, research institutions and UN-agencies, any of whom can help you pivot and scale ideas.
- **Co-create ideas and scale solutions.** UNLEASH offers an opportunity to collaborate with other talents on an idea that is applicable and beneficial in multiple contexts – making UNLEASH a breeding ground for new partnerships and idea scalation.
- **Get a unique cultural experience.** UNLEASH's setting provides a unique opportunity to experience Shenzhen as a rapidly growing hub for technology and sustainability.

Participation in UNLEASH is *free*.

UNLEASH covers talent airfare to and from Shenzhen as well as all accommodation, meals and participation-associated expenses (e.g. entrance fees) throughout the event. Talents only pay a participation fee of USD 150 to mitigate no-shows. Scholarships covering the participation fee are available to a select number of applicants based on financial need.





**APPLYING FOR
UNLEASH 2019**

What kind of talents does UNLEASH look for?

The selected top talents, who are typically between 20-35 years, come from diverse work, academic, gender, and geographical backgrounds.

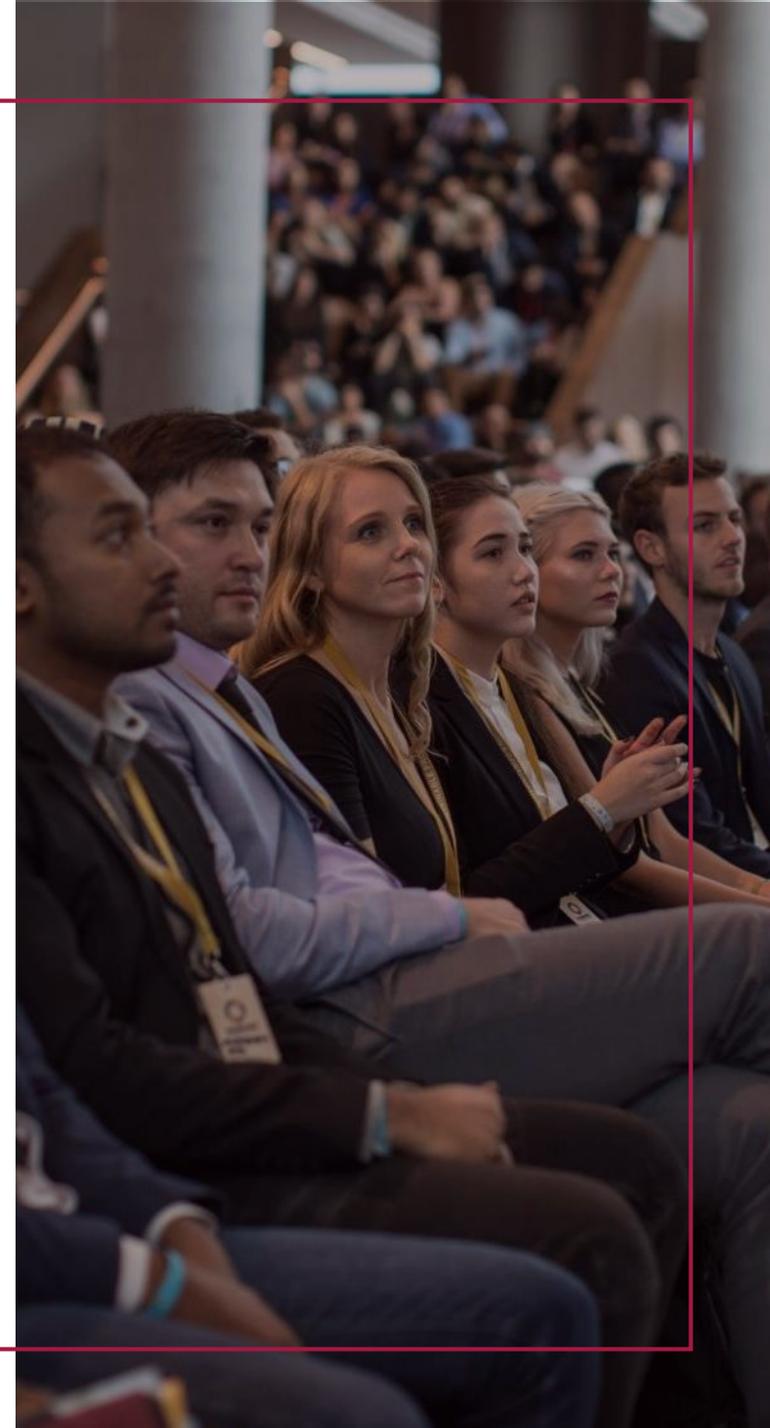
1. General criteria (*talents must fulfill all of the following*)

- Demonstrated passion and commitment to solving the world's pressing challenges
- Possession of a creative and innovative mindset
- Willingness to engage in co-creation with peers and experts*
- High proficiency in English with the ability to engage in complex discussions
- *Bonus*: Direct experience with working in a development context, e.g. via field work

2. Talent profiles (*talents must fulfill one of the following*)

- *Entrepreneurs*: Previously launched/or considered launching start-ups, organizations, or campaigns at a very early stage (both non- and for-profit)
- *Intrapreneurs*: Improved or changed entities, e.g. through R&D, business development, or organizational changes
- *Academia*: Acquired in-depth content knowledge, e.g. via a PhD position, post-doctoral position, research projects, or advanced master courses
- *Technical experts*: Possession of skills, tools, and know-how (e.g. in design, technology, etc.)

** UNLEASH is not an accelerator program for existing solutions. Talents who are committed to a single, existing idea are therefore not appropriate for UNLEASH*



How do I apply to become an UNLEASH talent?

1

Get nomination code

Are you being nominated by your organization or peer? Ask them for their nomination code and save it – you will need it for your application.

If you have no nomination code, *no worries*. Codes are not obligatory, so you can still apply.

2

Check out the application

Go to www.unleash.org on **18 March 2019** to create and see the application form. Start filling it out – you can always save and come back later!

Tip: Part of the application includes filming and sharing a video, so starting early is an advantage!

3

Submit your application

Submit your application by **18 April 2019 at the latest**, and preferably earlier to avoid last-minute submission issues.

Should you have questions about UNLEASH or the application, please read our [FAQ](#).

4

Wait to hear back

You will hear back from UNLEASH once all applications have been evaluated by mid-June at the latest (if all goes to plan)!

If accepted, you will be asked to confirm your spot and submit additional info for logistical onboarding (including travel and visa preparation).

Stay updated by checking www.unleash.org and following us on social media!

What do previous participants say about us?

Previous talent participants describe UNLEASH as a unique experience that has had a strong, positive impact on their work:

“Without any doubt, UNLEASH is the best time and experience in my life. I don’t think I can come up with a word to express my feeling and appreciation.”

Hama Osman
UNLEASH 2017 talent, Iraq

”Before UNLEASH (...), I had no idea how to frame a problem and find a solution (...) I am happy that only 2 months after UNLEASH, we are working towards launching our first pilot in one of the slums in Kenya.”

Joyce Klu
UNLEASH 2018 talent, Kenya

“I joined UNLEASH to meet likeminded people and learn more about the SDGs. To my surprise, I ended up learning more about my own potential (...) Nowadays, I am successfully integrating the knowledge and ideas gained during UNLEASH in my research work and policy recommendations.”

Eliza Mandieva
UNLEASH 2018 talent, Germany



98.3% of surveyed talent participants would recommend others to participate in a future UNLEASH event.

From UNLEASH’s 2018 post-event evaluation report

Previous talents have come from many different walks of life



UTKARSH AMITABH, MICROSOFT

Utkarsh is one of 50 World Economic Global Shapers representing the community of over 7,000 at Davos. His work at Microsoft focuses on digitally transforming public sector organizations. Last year, he partnered with three state governments in India to use big data and machine intelligence and reduce school dropout rates.



CLARA B. ARANDA-JAN, RESEARCHER, CAMBRIDGE UNIVERISTY

Clara has a PhD in design management and a background in public health and biomedical engineering. She has experience using multidisciplinary approaches to create conscientious engineering solutions. Clara has developed a tool to measure the feasibility of medical devices' production through consultancy work at WHO.



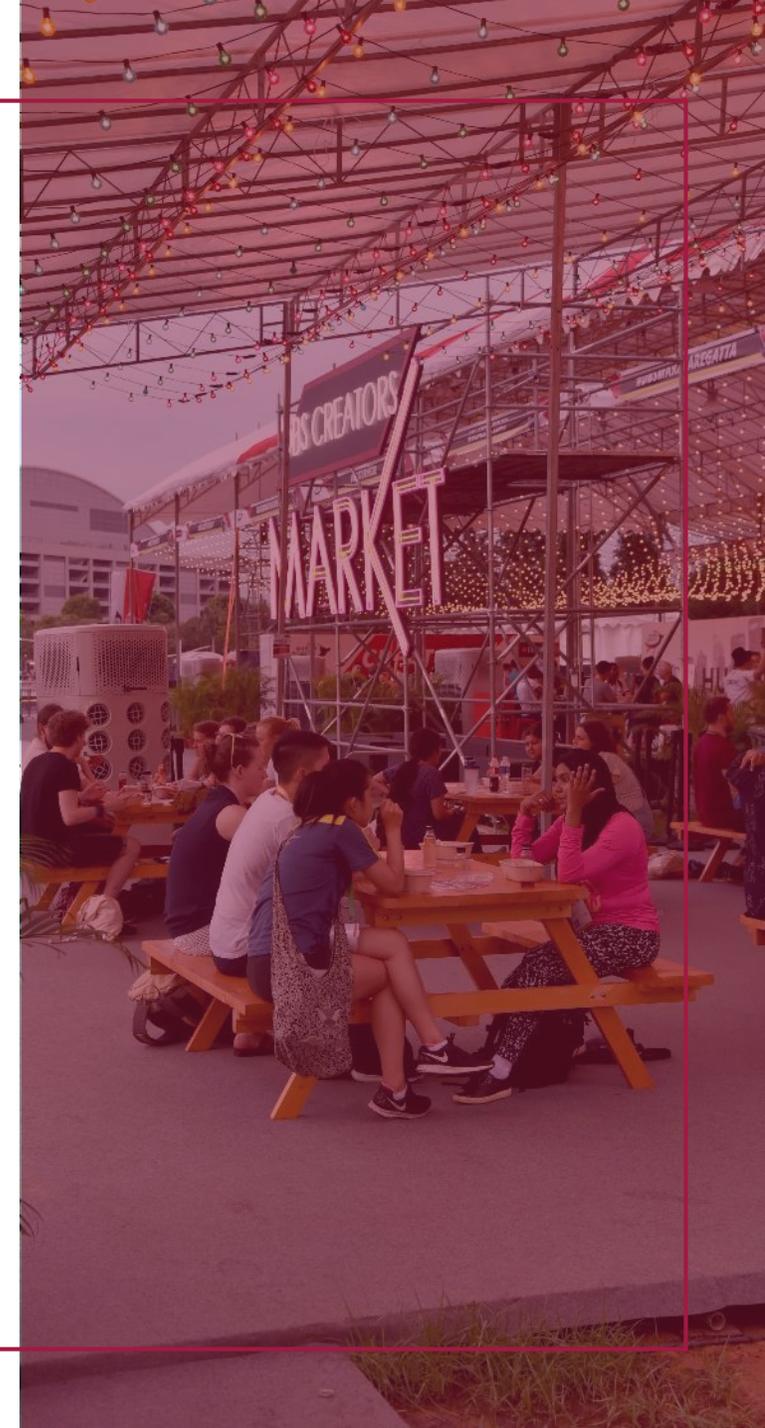
FIDAH KARIMOVA, WATER ENVIRONMENT AND REUSE FOUNDATION

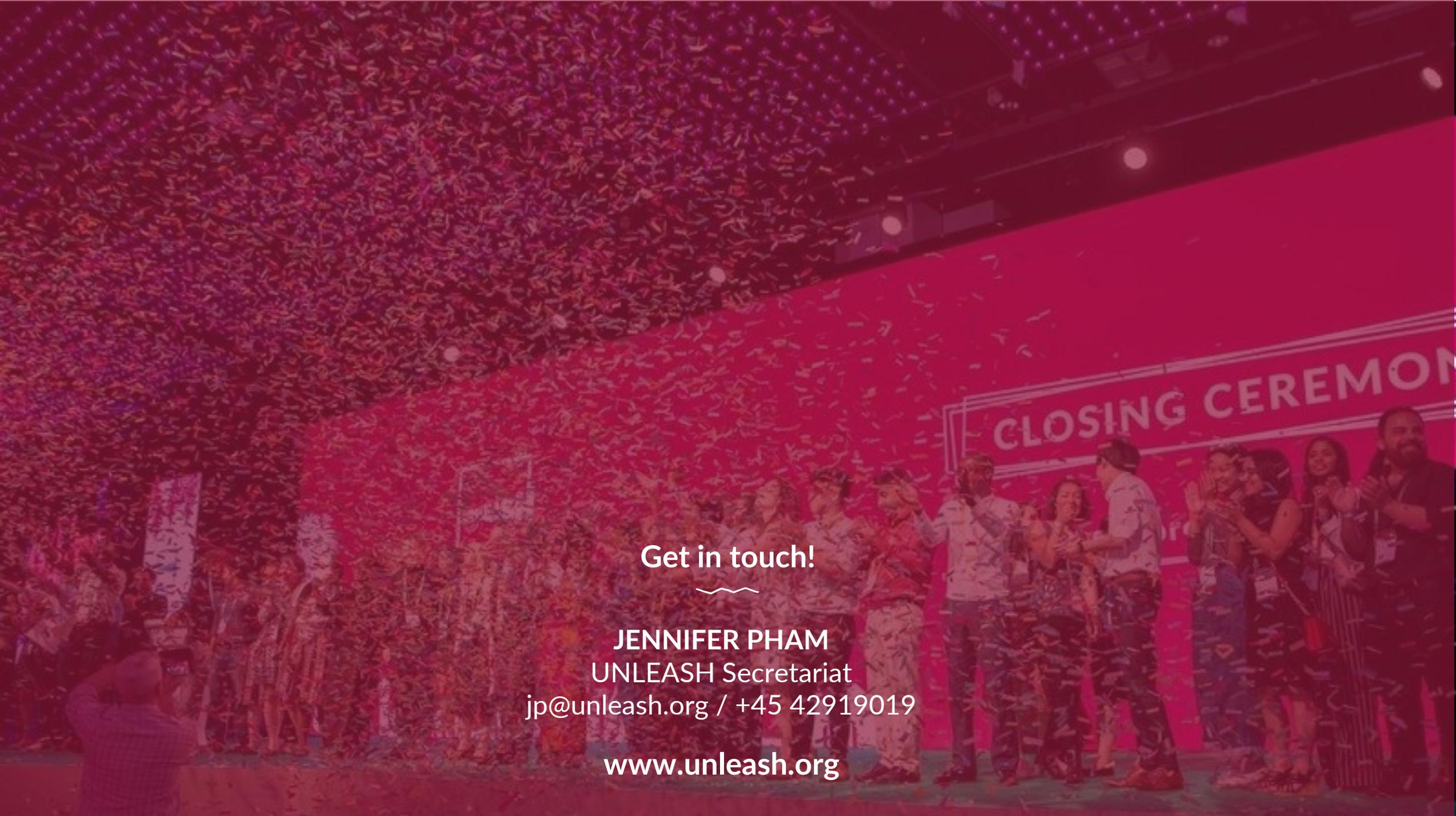
Fidah is technical water expert with training from Maryland University College and Delft University College. She works at the Water Environment and Reuse Foundation (WE&RF). In addition, she has created a mobile app called The Water Tracker that tracks the amount of water a person uses throughout their life.



HAMA OSMAN, ENTREPRENEUR

Living in Kurdistan-Iraq, Hama has witnessed three wars in his life and is convinced that the best way to change people's mindset is through education. During UNLEASH, Hama worked on a solution to verify and aggregate MOOCs in partnership with employment entities. After UNLEASH, Hama was invited to speak at the Annual Business Summit of the Confederation of Danish Industry.





Get in touch!



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