



UNLEASH

# UNLEASH Innovation Lab

Shenzhen, 6-13 November 2019

Presentation for Applicants

## Talents are invited to join UNLEASH 2019 in Shenzhen, China



UNLEASH Innovation Lab gathers 1,000 of the world's brightest young people each year to co-create solutions to help reach the Sustainable Development Goals (SDGs). In 2019, UNLEASH is taking place in the Chinese city **Shenzhen from November 6 to 13.**

UNLEASH Talents come from diverse professional, academic, social and geographical backgrounds. In less than two years, UNLEASH has gathered 2,000 talents from 143 countries, developed 173 solutions to the SDGs, partnered with +300 organizations, and been recognized as one of the world's most influential sustainability brands.

**As a Danida alumni, your participation will be fully sponsored.  
Apply via [unleash.org/2019-extension](https://unleash.org/2019-extension) by May 31<sup>st</sup>, 2019.**



## Our vision

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

## Our mission

Accelerate breakthrough solutions for the SDGs 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.



In Shenzhen, UNLEASH will take place on November 6<sup>th</sup>-13<sup>th</sup>  
and consist of three main parts:



### OPENING

November 6, 2019

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



### INNOVATION PROCESS

November 7-11, 2019

Talents break into different thematic areas and districts in to co-create solutions in teams supported by experts, facilitators and investors.



### PITCHING & CLOSING

November 12-13, 2019


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](#).





## 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 and research activities.

 **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.

 **Work with ambitious peers to take ideas from start to finish.** 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 in one of the fastest-moving cities.** UNLEASH's 2019-setting provides a unique opportunity to experience Shenzhen, a rapidly growing hub for innovation, technology and green transition.

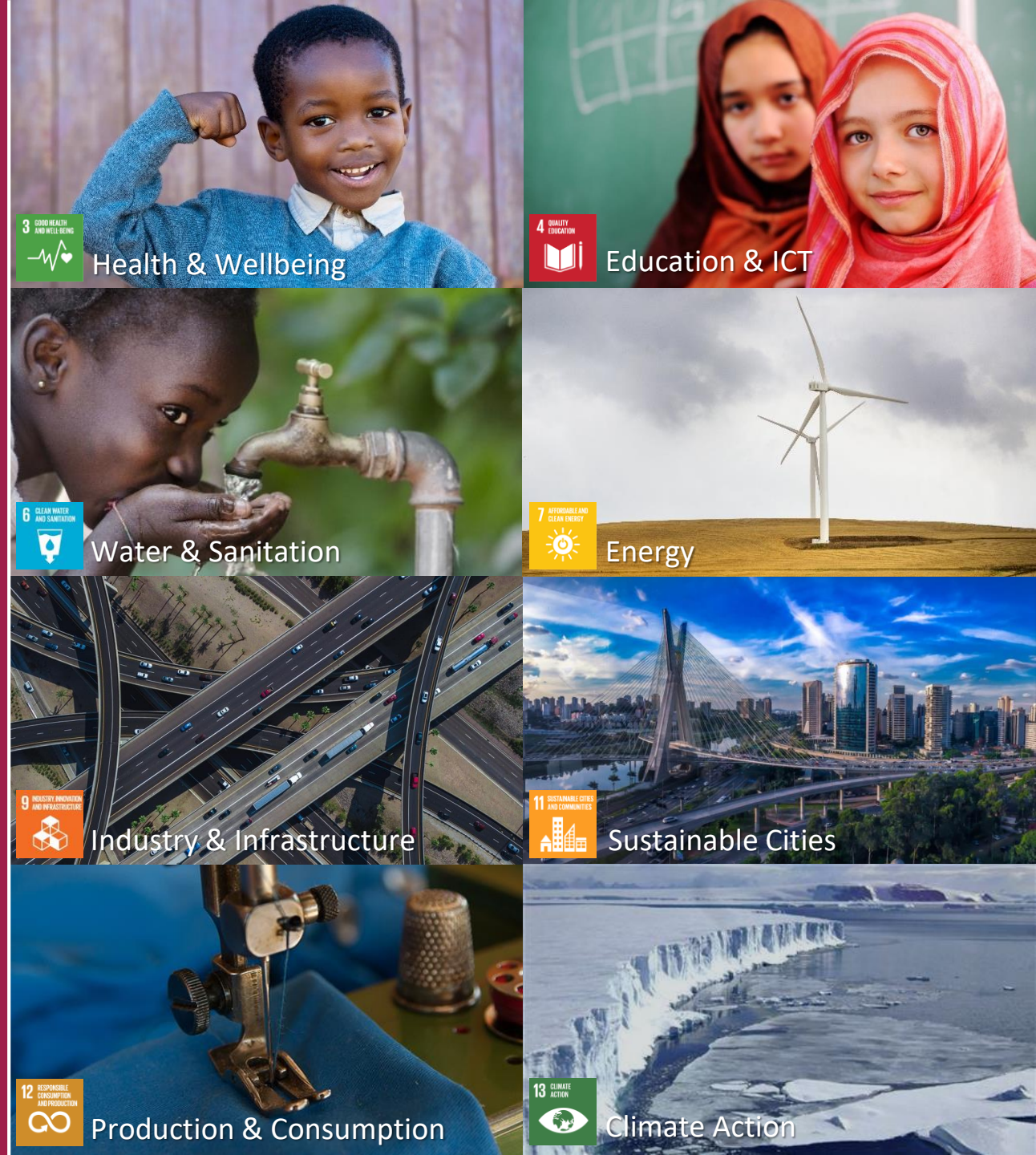
# In Shenzhen, eight SDG themes will be in focus



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.

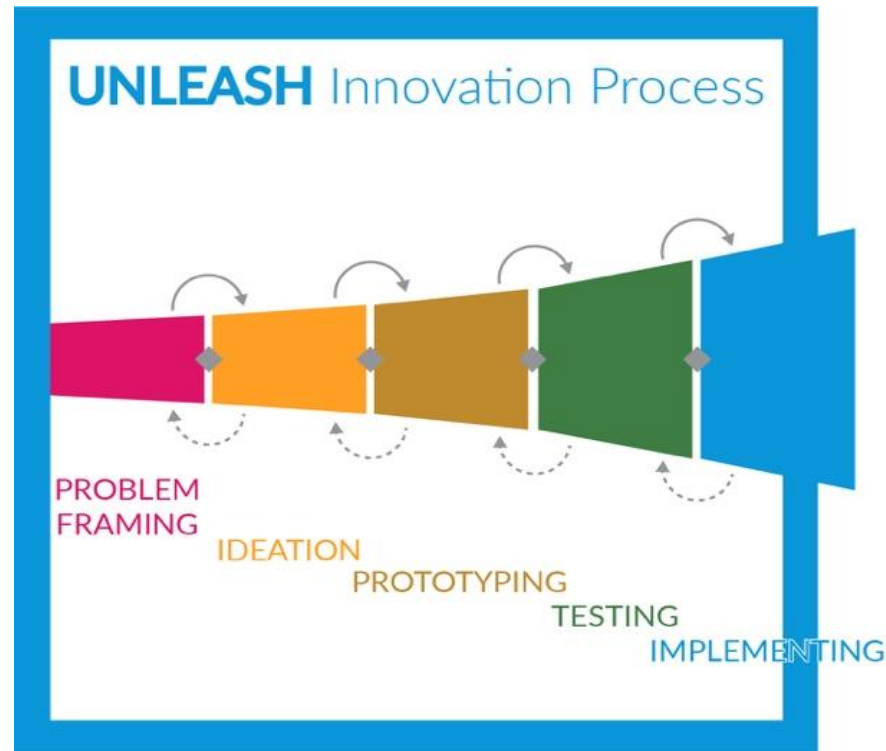
To the right is an example of the eight SDG themes for UNLEASH 2019 in Shenzhen.



# 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.

# Who can apply for UNLEASH?



## 1. General criteria

- 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

## 2. Guiding age range

- The guiding age range for UNLEASH talents is **20-35 years**. If you fall outside of this age range, and you are not more than 40 years, you are still very welcome to apply for the program, given that you are aware and accept that you might get to work with much younger peers.



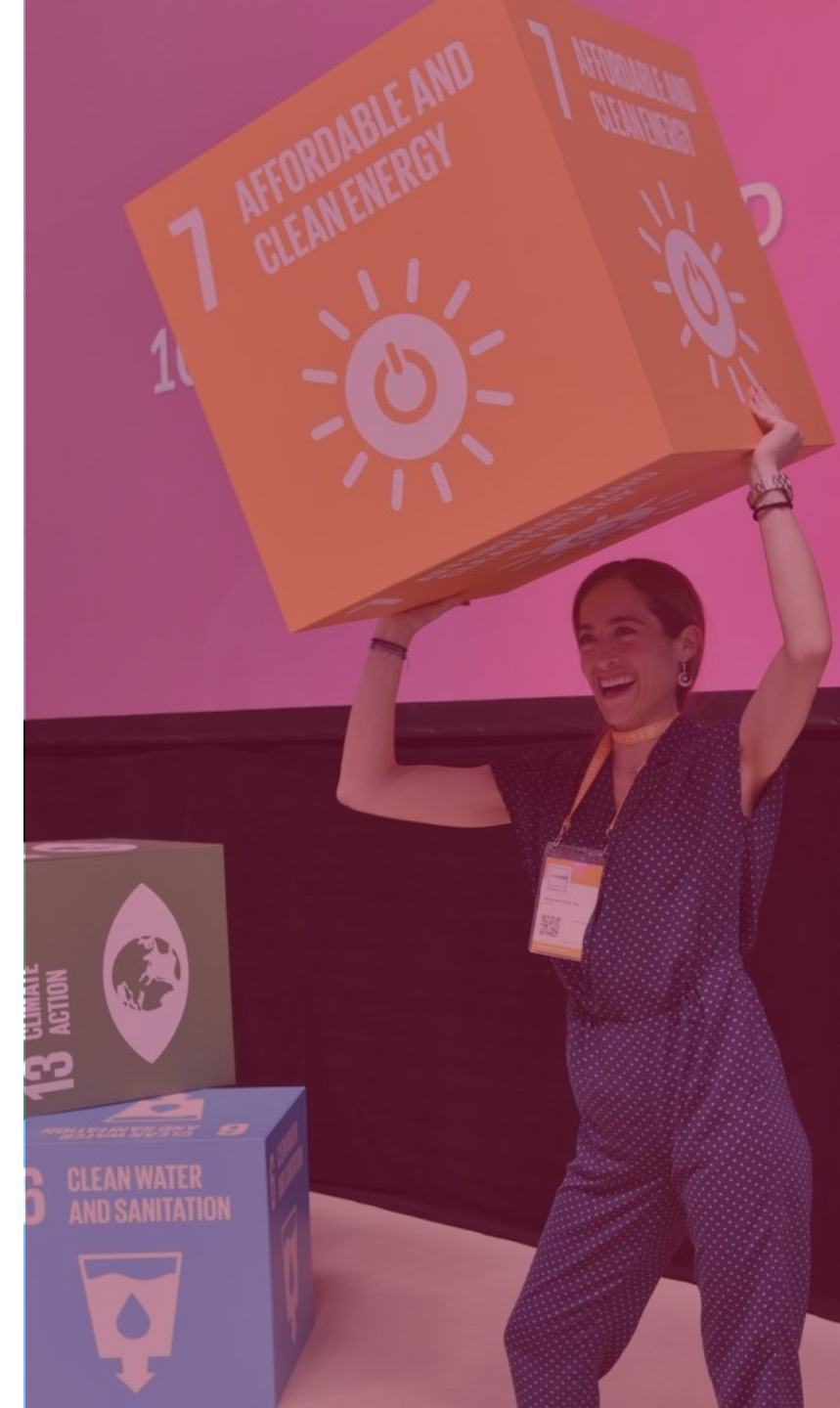


## Applying is simple and consists of 3 steps:



- 1** Fill in the application form with your personal motivation and sustainability insights via [unleash.org/2019-extension](https://unleash.org/2019-extension) before **May 31st**. Remember to state your nomination code: **ST-DA-0003**. Please also indicate the **name** of your Danida-financed study programme/course and the **year** of completing your studies.
- 2** Await the decision from the evaluation process. You can expect to hear back by the end of June.
- 3** If selected to participate, the UNLEASH Secretariat will reach out to coordinate around the practicalities such as visa, flight booking, etc.

**Visit [www.unleash.org](https://www.unleash.org) to sign up!**  
**#UNLEASH2019**



## 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.”

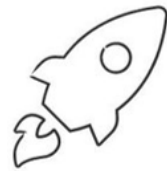
**Hama Osman**  
UNLEASH 2017, Iraq

“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, 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, 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



**Get in touch!**

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