

# **Nestlé Creating Shared Value [CSV] Prize**

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## **Official Rules**

## 1. SCOPE OF THE CSV PRIZE

The Nestlé Creating Shared Value Prize, run in partnership with Ashoka, aims to source, recognize and support leading innovations or programs in the areas of **Water, Nutrition and Rural Development, that:**

- Is beyond ‘proof of concept’ and has conducted a successful pilot
- Has the potential to grow on a broad-scale or replicate in a new community or context
- Has social or environmental impact, through either improving access to nutrition, improving rural development, or having a significant impact on water management or access to clean water.
- Shows strong financial sustainability and /or viable business model.

Fields of achievement include, but are not limited to: agriculture including plant and animal husbandry; management of natural resources; food science and technology; food fortification; nutrition education; water management and distribution; water & sanitation, etc.

The CSV Prize will be awarded to those who submit the best Application as determined by the Nestlé Creating Shared Value Council in accordance with these Official Rules.

Winning applications will show strength in the following areas:

- Innovation
- Environmental Impact
- Social Impact
- Scalability
- Financial Sustainability
- Organizational Leadership
- Potential for Creating Shared Value

## 2. ELIGIBILITY CRITERIA

### 2.1. Entities

Entities eligible for the CSV Prize are social, private or hybrid enterprises as well as non-governmental organisations (NGOs). Applications from local, grassroots organizations are preferred over applications from international, large-scale organizations.

Teams of individuals, employees of Nestlé S.A., their parent companies, affiliates and subsidiaries, joint ventures, participating advertising and promotion agencies (and members of their immediate family, defined as parents, children, siblings and spouse, regardless of where they reside, and/or those living in the same household) are not eligible.

The aforementioned employees (and members of their immediate family as defined in the paragraph before) will not be eligible neither if they participate through an

organisation that they have founded or where they hold a major participation or management position.

## 2.2. Countries

The Nestlé Creating Shared Value Prize is open to applicants globally. Entities may reside in any country in the world, with impact in any country, so long as they benefit underserved parts of the community.

## 2.3. Language

Applications must be in English, French, Spanish, or Portuguese. Applications that are in any other language will not be considered. If successful, shortlisted applicants must supply further information in English only.

## 2.4. Further restrictions

- Applications that seek to use the Nestlé Prize money to provide financial support to third parties will not be considered eligible. Prize money must be used for the applicant organization or programme only.
- Applications covering programmes that are already financed or supported by Nestlé S.A., affiliates, subsidiaries, joint ventures are not eligible.
- Applications covering programmes that have been awarded the CSV Prize in former nomination periods are not eligible for the CSV Prize again.

## 3. HOW TO ENTER

- Applicants will be asked to submit a short initial application form at the CSV Prize website.
- You may submit an initial application online anytime between **August 28<sup>th</sup> 2017 at 11.00 GMT and October 30<sup>th</sup> 2017 at 23.00 GMT EST**. No applications after this date will be accepted. At any time before this deadline, you are able to revise your application and to re-submit it.
- Applicants successfully selected to participate in Phase 2 will be asked to provide further information. Applicants will be informed on December 1st 2017 and will have until December 30th 2017 to submit additional information.
- One application per programme is allowed. In the event that more than one application is received with the same or nearly identical submission, only the first such application received will be eligible.
- All applications to the Creating Shared Value Prize must be made through the online application form. Oral or email communications will not be accepted and not taken into account during the selection process.
- All costs related to the submission of the application are to be borne by the applicants. Upon submission of the application form, the applicant attests that all information submitted is truthful and correct.

For more information on the Terms and Conditions of applying through the Ashoka Changemakers OpenIdeo platform, click here > [WEBSITE](#)

## 4. JUDGING OF THE CSV PRIZE

The judging of the CSV Prize splits into three phases, the generalist screening (phase 1), the specialist screening (phase 2), and the final judgement (phase 3). The judging will be performed by a cohort of generalist screeners (appointed by Ashoka and Nestlé) for phase 1, by three expert screening committees (comprised of two internal and two external experts) for phase 2 and by the CSV Council for phase 3:

**Phase 1 – Generalist screening:** Ashoka and Nestlé will convene a cohort of generalist screeners to review all applications and score based on the application criteria, shortlisting a list of 50 top tier applications. All applicants will receive their feedback via the Ashoka Changemakers OpenIdeo platform. These top tier applicants will be invited to provide further information to complement their application forms.

**Phase 2 – Specialist screening:** Three expert screening committees (for water, nutrition and rural development) will select a shortlist of up to ten finalists, based on the evaluation criteria set out below.

The three screening committees are comprised of two Nestlé or Ashoka staff experts (at least one Nestlé expert) and two fair-minded and knowledgeable external individuals in the three areas of focus of the Prize.

**Phase 3 – Final judgement:** The Creating Shared Value Council makes a final decision on the Winner on the recommendation of a sub-committee, consisting of two or more members of the CSV Council, which meets and advises prior to the regular CSV Council meeting. The ten shortlisted candidates might be invited to present their proposal to members of the CSV Council. A dedicated bootcamp will be organised by Nestlé and Ashoka prior to the selection to help the finalists prepare for their final pitch.

The Creating Shared Value Council reserve the right to award the Prize to more than one Winner or not to award any Prize, if in their sole and absolute discretion, they do not receive a sufficient number of eligible or qualified applicants for the CSV Prize. Decisions of the Creating Shared Value Council are final and binding. The Winner will be notified by email or postal mail, at Nestlé's discretion.

**Upon notification, the Winner agrees to keep this information strictly confidential until the announcement of the CSV Prize Winner is made public by Nestlé S.A.** Nestlé S.A. reserves the right to disqualify the application in the event that the Winner breaches the confidentiality obligation as set out before.

## 5. EVALUATION CRITERIA

### 5.1. Overall Evaluation Criteria

- **Innovation**

The initiative or programme must represent an innovative approach to the problem it seeks to address. Innovation may result from the use of new

methods, new models, new technologies, or application of old methods, models or technologies in a new, innovative way.

- **Environmental impact**  
The programme must have proven its worth on a pilot or small-scale basis. The environmental impact of this initiative or programme must be measurable, quantifiable, or otherwise demonstrated.
- **Social impact**  
The programme must have proven its worth on a pilot or small-scale basis. The social impact of this initiative or programme must be measurable, quantifiable, or otherwise demonstrated.
- **Potential for scaling up and/or replication**  
The initiative or programme should be feasible on a broad-scale basis and/or replicable to other social, cultural or geographical settings.
- **Programme financial viability**  
The initiative or programme must be built on a sound and viable business model, and / or show realistic and long term plans for financial sustainability, and must have the potential to continue beyond the CSV Prize funding.
- **Organisational Leadership**  
The initiative or programme and its leaders will also be judged on their ability to incorporate and leverage an investment by Nestlé to assist in the development of the programme and its promotion to assist in its adoption by other communities and its continued growth and viability. They must show leadership to influence the field in which they work.
- **Potential for Creating Shared Value**  
The programme should create value for all stakeholders, thereby exemplifying the concept of Creating Shared Value.

## **5.2. Specific evaluation criteria**

In phase 2, the programmes will also be judged on its potential either in bringing improved nutrition to populations suffering from nutritional problems, improving the access to and management of water, or improving the lives of farmers and rural communities.

## **6. SELECTION PROCESS AND TIMELINE**

The CSV Prize timeline is as follows:

- 28 August 2017 – 30 October 2017: Application Window
- 31 October 2017 – 30 November 2017: Application Screening and Shortlisting (phase 1)
- 1 December 2017 – 20 December 2017: Application refinement



- 21 December – 31 January 2018: Review by Screening Committees (phase 2)
- February – March 2018: Review by Creating Shared Value Council (phase 3)
- March 2018: Public announcement of the Nestlé CSV Prize Winner 2018

Nestlé reserves the right to request additional information once the Nomination Form has been received and prior to the awarding of the CSV Prize.

In addition, prior to and following the awarding of the Prize, Nestlé may schedule on-site inspections to verify information in the Nomination Form as well as conduct interviews with the leadership of the organization and others who have provided letters of recommendations or other communications of support.

## **7. THE CREATING SHARED VALUE PRIZE**

### **Prizes and Benefits**

#### **All applicants receive:**

- Application evaluation from the Ashoka and Nestle screening committee, as well as independent peers through the Ashoka Changemakers Feedback and Review process.

#### **Semi-finalists receive (50 top-tier applications under phase 1):**

In addition of the above:

- Detailed Feedback from the expert Screening Committee
- Participation in an online CSV Prize Networking Group

#### **Finalists receive (retained applications under phase 2):**

In addition of the above:

- All Finalists will receive a travel grant to attend the CSV Forum in Brazil in March 2018, where they will pitch their ideas to the Nestle Creating Shared Value Council
- Participation in an innovator Bootcamp with the opportunity to work with Ashoka and Nestle to refine their project proposals and pitches.
- Finalists will be featured through CSV Prize media activities.

#### **Winners receive:**

All of the above, plus:

- Up to CHF 400,000 cash prize
- A place on the Creating Shared Value Accelerator Programme (see article 9 below).

#### **Terms of Cash Prize**

Nestlé will commit to the Prize Winner an investment of up to CHF 400,000 for a specified period of time to assist in the scaling up of the awarded programme.

The Creating Shared Value Council may decide to award the Prize to more than one, but a maximum of three, Winners. The value of each CSV Prize for each Winner would then depend on its various merits and needs and defined at the sole discretion of

the Creating Shared Value Council, but a minimum of CHF 50,000 per Winner. The total value for all Winners will not exceed CHF 400,000.

The investment may be a one-time grant or it may be awarded on a multi-year basis in increments to be determined by the Nestlé Chairman and CEO upon the recommendation of the Creating Shared Value Council.

The receipt of the CSV Prize Money may be subject to different taxes, such as income tax, social security, and indirect taxes, depending on the Winner's country of tax residence and the country where the programme takes place. It is the Winner's responsibility to comply with all applicable laws, including tax laws. In this respect, CSV Prize Money are granted as gross amount, and any tax is due by the Winner, except if the applicable law explicitly provides for the liability of the donor. The CSV Prize money will be awarded in Swiss Francs. All costs associated with currency exchange will be borne by the Winner.

### **8. Ashoka Fellowship**

Ashoka will select from the pool of the applications for the CSV Prize a new Ashoka Fellow. The new Ashoka Fellow will be granted a stipend sponsored by Nestlé with the value of CHF 100,000. The rules set up by Ashoka for the Ashoka Fellow Venture process apply > WEBSITE.

### **9. Accelerator Programme**

Following the CSV Prize competition, an accelerator programme will be organised to help organisations scale up. The accelerator programme includes a 4-6 months training and strategic coaching and a 2-3 full-days workshop. Participation for the Accelerator Programme is upon invitation. Winners and non-winners from previous and the current prize competition may be invited to attend. Nestlé and Ashoka reserve the right to focus the Accelerator Programme on a specific topic (eg. water, nutrition, rural development).

### **10. USE OF PRIZE AND AUDITING**

The Prize Winner agrees upon receipt of the prize money to use the funds exclusively to support the furtherance of the winning applicant and the purpose for which it has received the Prize. The Prize money cannot be used to pay for fundraising activities. The Prize Winner also agrees to periodic oversight of the disbursement of the CSV Prize by Nestlé S.A. assigned third parties. Following the awarding of the Prize, Nestlé reserves the right to review documentation of the disbursements of the money paid to the winning applicant.

Nominees agree to regular and appropriate monitoring and evaluations as well as progress reports as may be required by Nestlé.

### **11. AWARD CEREMONY OF THE CREATING SHARED VALUE PRIZE**

The Prize Finalists are required to participate in the award ceremony and in the Creating Shared Value Forum.

## **12. CONDITIONS OF PARTICIPATION**

Prizes are awarded without warranty of any kind from Nestlé, express or implied, without limitation, except where this would be contrary to federal, state, provincial, or local laws or regulations. Submission of application for this CSV Prize deems that applicants agree to be bound by the terms of these Official Rules and by the decisions of Nestlé, which are final and binding on all matters pertaining to this CSV Prize.

Return of any prize/prize notification may result in disqualification and selection of an alternate winner. Any potential winner who cannot be contacted within 15 days of attempted first notification will forfeit his/her prize.

Ownership of and all intellectual and industrial property rights in and to the application shall remain with the participant.

To the extent permitted by law, applicants agree to hold Nestlé S.A., its subsidiaries, agents, directors, officers, employees, representatives and assigns harmless from any injury or damage caused or claimed to be caused by participation in the CSV Prize and/or use or acceptance of any CSV Prize awarded, except to the extent that any death or personal injury is caused by the negligence of Nestlé S.A. Nestlé S.A. is not responsible for any typographical or other error in the printing of the offer, administration of the CSV Prize or in the announcement of the CSV Prize. A participant may be prohibited from participating in this CSV Prize if, in Nestlé S.A.'s sole discretion, it reasonably believes that the participant has attempted to undermine the legitimate operation of this CSV Prize by cheating, deception, or other unfair playing practices or annoys, abuses, threatens or harasses any other participants, Nestlé S.A. or associated agencies. In the event a winner/potential winner's employer has a policy, which prohibits the awarding of a prize to an employee, the CSV Prize will be forfeited and an alternate winner will be selected.

Applicants certify that their application is original and that they are the sole and exclusive owner and right holder of the submitted application and/or that they have the right to submit the application for the CSV Prize. Each applicant agrees not to submit any Nomination Form that (1) infringes any 3rd party proprietary, intellectual property, industrial property, personal rights or other rights, including without limitation, copyright, trademark, patent, trade secret or confidentiality obligation; or (2) otherwise violates applicable law in any countries in the world. To the maximum extent permitted by law, each applicant indemnifies and agrees to keep indemnified Nestlé S.A., its subsidiaries, agents, directors, officers, employees, representatives and assigns harmless at all times from and against any liability, claims, demands, losses, damages, costs and expenses resulting from any act, default or omission of the applicant and/or a breach of any warranty set forth herein. To the maximum extent permitted by law, each participant indemnifies and agrees to keep indemnified Nestlé S.A., its subsidiaries, agents, directors, officers, employees, representatives and assigns harmless at all times from and against any liability, actions, claims, demands, losses, damages, costs and expenses for or in respect of which Nestlé S.A. will or may become liable by reason of or related or incidental to any act, default or omission by a participant under these Official Rules including without limitation resulting from or in relation to any breach, non-observance, act or omission whether negligent or otherwise, pursuant to these official rules by a participant.



### **13. PROMOTIONAL RIGHTS**

The CSV Prize Winner shall agree to reasonable promotional efforts to further the cause of the Nestlé Creating Shared Value Prize, as well as the use of the programme to illustrate and promote the Nestlé Creating Shared Value Prize in any medium such as, but not limited to, radio, press, television, internet, etc. To this effect, the CSV Prize Winner agrees to take part to interviews, photo shooting sessions, making of video clips and other promotional activities required to achieve this objective. The CSV Prize Winner further grants, assigns and transfers to Nestlé S.A. all rights of every nature relating to the reproduction, distribution, use and communication of the promotional materials developed in connection with the promotion to further the cause of the Nestlé Creating Shared Value Prize, and waives any and all rights that she/he/it may have with respect thereto pursuant to any statute of law. The ownership of any promotional material created shall be vested in Nestlé S.A. and the CSV Prize Winner agrees to release Nestlé S.A. and its representatives from any liability in connection therewith.

### **14. RIGHTS OF REVOCATION**

Nestlé reserves the right to revoke the CSV Prize if it determines that the money and administration of the CSV Prize have not been in accordance with the Official Rules of the CSV Prize or in the spirit of Creating Shared Value.

### **15. PRIVACY**

Upon submitting the project proposal, applicants agree that Nestlé can publish information provided through the application forms. However, Nestlé will not publish sensitive information, such as contact details or financial data.

### **16. GOVERNING LAW AND JURISDICTION**

The Official Rules are subject to change; any change will be published on [www.nestle.com](http://www.nestle.com).

The rules and administration of the Nestlé Creating Shared Value Prize will be governed by the laws of Switzerland.

**NO RECOURSE TO JUDICIAL OR OTHER PROCEDURES:** To the extent permitted by law, the rights to litigate, to seek injunctive relief or to make any other recourse to judicial or any other procedure in regard to the judgment of the jury for the CSV Prize are hereby excluded, and any participant expressly waives any and all such rights.