

CALLING ALL WBS STUDENTS!

# YOUR BRIGHT IDEA THEIR BRIGHT FUTURE

RECKITT BENCKISER  
WITS BUSINESS SCHOOL

**INNOVATION COMPETITION**



## HOW TO APPLY

### Background

Your proposals will be judged against strict criteria designed to ensure that the winning project is able to withstand the complex set of challenges which this scenario presents. Your group will have to be creative and innovative in proposing solutions as the behaviour of women and young girls in South Africa, when it comes to HIV/AIDS prevention presents complicated cultural and societal hurdles to the uptake of safer sex practices.

**In your proposal please respond to each of the points listed in this brief.**

**You may present your proposal via any medium or in any format you believe appropriate.**

#### 1. Team composition

- Background information on your team or yourself if applying as an individual.
- **Maximum 1 page.**

#### 2. Context

- Explain your understanding of the socio-economic and political context of the region relevant to the project and your proposal.
- **Maximum 2 pages.**

#### 3. Research into target group

- Explain in detail the relevant economic and social circumstances of young people especially **young girls** insofar as they concern your proposal.
- Provide detailed descriptions of data relevant for the project such as HIV infection and prevention, complex societal pressures, teenage pregnancies, unwanted abortions, poverty trends, health challenges, access and level of condoms usage, access to information and sexual health education, etc.
- Provide evidence to prove that you have engaged with the target group or detailing how you intend to engage with the group?
- **Maximum 3 pages.**

#### 4. Description of the solution

- Describe the solution your proposal provides responding specifically to the project objectives listed in this document.

### OUR KEY PROJECT OBJECTIVES ARE:

#### 1. To identify how we can deliver Education & Behaviour change which:

- a. engages with and is respectful of cultural and religious beliefs.
- b. addresses some of the real health risks to youth today.
- c. recognises the need to enhance the economic empowerment of women and young girls as part of this Education & Behaviour change programme.

#### 2. To identify how we can strengthen demand for and supply of quality condoms. Your proposal must indicate how it would contribute to breaking down the current barriers to effective condom provision, access and use.

Please remember to make the planned impact and feasibility clear in the solutions section of your proposal.

#### Ask yourself:

- What are the needs, issues, challenges and gaps we are seeking to address?
- How do we intend to put the solutions we propose into effect?  
Please list and discuss the specific activities that you will undertake to address the specific needs of your target group.
- What will be different about our approach to sexual education so that it guarantees meaningful and sustainable behavioural change and improvements in access, provision and use of condoms.
- How do we plan on dealing with social, religious and cultural barriers (taboos and stigma) which affect your target group?

#### Your solution(s) must clearly outline how you will address the following:

- **Scalability:**  
How your idea can be scaled and applied – township, country, sub-Saharan Africa.
- **Sustainability:**  
How your ideas would be economically sustainable.
- **Efficiency and effectiveness:**  
How will your solution be able to effect genuine behaviour change and impact?
- **Minimum 4 pages.**

#### 5. Theory of change

- Explain how you see change happening using your solution.  
Feel free to use pictures, graphs and chats to describe how you see these changes happening.
- **Minimum 2 pages.**

## 6. Results and impact

- Explain the results you wish to see actualised.
- Explain how your solution will lead to behavioural changes and improvement in the use, access and provision of condoms?
- Explain how your solution will contribute to the economic empowerment of women and young girls
- Identify the key target indicators and outline how you will measure success.
- **Maximum 4 pages.**

## 7. Budget

- Please provide a budget covering the activities and billable expenses related to the development and operationalization of your solution. This includes personal costs such as travel, equipment etc.
- Bearing in mind that this is seed capital, explain how you propose to close the funding gap as well as how you will manage the risk without compromising your solution(s). In other words what is your sustainability plan?
- **Maximum 2 pages.**

## 8. Capability profile

- Describe your capabilities, e.g. human resources, experience, comparable advantage, systems, etc.
- Identify the capability gaps you have currently, and how you will address them.
- What partnerships are you hoping to establish in order to achieve the changes above?
- **Maximum 1 page.**

## CHECKLIST: DOES YOUR APPLICATION INCLUDE THE FOLLOWING?

### Proposal Section:

### Number of pages:

Proposal Section:	Number of pages:	
1. Team Composition	max 1	<input type="checkbox"/>
2. Context	max 2	<input type="checkbox"/>
3. Research into target group	max 3	<input type="checkbox"/>
4. Description of the solution	min 4	<input type="checkbox"/>
5. Theory of change	min 2	<input type="checkbox"/>
6. Results and impact	max 4	<input type="checkbox"/>
7. Budget	max 2	<input type="checkbox"/>
8. Capability profile	max 1	<input type="checkbox"/>

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