


# CHALLENGING Plastic Waste

European  
Social Innovation  
Competition 2019

Communication Package



Launched in memory of social innovation pioneer Diogo Vasconcelos, the European Social Innovation Competition is a challenge prize run by the European Commission across all EU member states and Horizon 2020 associated countries. Now in its 7th year, the Competition acts as a beacon for social innovators in Europe, employing a proven methodology for supporting early-stage ideas and facilitating a network of radical innovators shaping society for the better.

Each year the Competition is based around a different issue. **This year's theme is: "Challenging Plastic Waste"**.

# Contents

- Basic guidelines
- Communication materials
- Key Messaging
- Competition milestones
- Social media materials and suggested posts
- Other assets

# Basic guidelines

- Competition hashtag: **#diogochallenge** / other key hashtag: **#socinn**
- On social media, the “European Social Innovation Competition” is referred to as “the #diogochallenge”. When talking about this year’s Competition, we say “the 2019 #diogochallenge”
- The theme of the 2019 Competition Challenging Plastic Waste
- Following the launch, all communication materials will be switched to the 2019 visual identity (as used in these guidelines)
- Materials are easily accessible via links in these guidelines

# Basic guidelines

Relevant Twitter handles: [EUSIC main channel](#): @EUSocialInnov, [DG GROW](#) @EU\_Growth

Relevant Instagram handle: [European Commission](#) europeancommission

Relevant Facebook handle: [DG GROW](#) @EU.Growth

Relevant LinkedIn handle: [LinkedIn page](#)

# Basic guidelines

To aid with all communication activities, Scholz & Friends has prepared shareable materials. For each visual, we have created different formats, appropriate for posts on Twitter, LinkedIn, Instagram and Facebook.

For each visual, we have suggested texts for the posts. Please feel free to adapt these according to your organisation's style guide. We would however encourage you to keep the #diogochallenge hashtag. Finally, please do not post any of the visuals on the subsequent pages before the suggested date.

The images are free to be re-used by anyone (licensed under creative commons).



# Communication materials

To access the **social media visuals**, please click [here](#) and choose the appropriate format.

# Key messaging - the Competition

- The European Social Innovation Competition is a challenge prize run by the European Commission and partners, across all EU Member States and Horizon 2020 countries. The Competition acts as a beacon for social innovation in Europe.
- Each year it tackles a different issue and awards projects that represent innovative solutions.
- The European Social Innovation Competition supports early-stage ideas and facilitates a network of radical innovators who are shaping society for the better.
- Since 2013, the Competition has awarded cash prizes to 21 social innovation projects and provided training to a generation of social innovators from across the EU and Horizon 2020 countries.



# Key messaging - the participants

- The Competition is open to social innovators, entrepreneurs, students, designers, businesses and anyone else who wants to help tackle this year's theme: Challenging Plastic Waste. All you need is an idea.
- If selected, social innovators receive technical assistance in developing their projects. They will also have the opportunity to take part in the Social Innovation Academy, a three day residential event at which 30 Semi-Finalists receive coaching from experts and can network and exchange ideas with each other.
- In total, 200,000 EUR will be awarded in prize money - three winners are each awarded 50,000 EUR in prize money. In addition one semi-finalist from the previous year who has showed the most impact with their project over the last 12 months will receive the Impact Prize of 50,000 EUR.

# Competition milestones

- **28 February : Launch Event (Ljubljana)**

Each year the Competition is based around a different issue. This year, the focus is: Challenging Plastic Waste. The announcement will take place at an event in Ljubljana

- **16 - 18 July : Social Innovation Academy (Turin)**

A three day residential event at which 30 Semi-Finalists receive coaching from experts and can network and exchange ideas with each other.

- **October : Awards Ceremony (Brussels)**

10 Finalists are given an opportunity to promote their project by pitching live on stage at our prestigious Awards Ceremony. At the Ceremony, 200,000 EUR in prize money will be awarded.

# Social media materials and suggested posts



Youtube link: <https://youtu.be/azCnclwp7cw>

The #diogochallenge is an #EUCommission initiative that helps social innovators turn their big idea into a reality. In 2019 we are Challenging #PlasticWaste - Find out how you can take part here: [www.eusic.challenges.org](http://www.eusic.challenges.org) #socin #socent @EU\_Growth <https://youtu.be/azCnclwp7cw>

# Social media materials and suggested posts

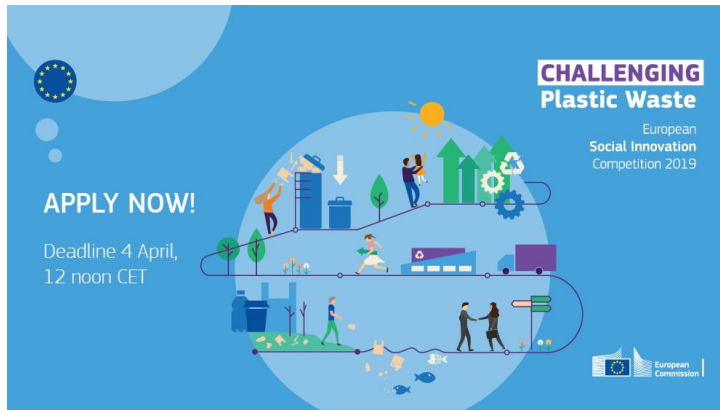


[Image for Twitter](#)

Got an idea to solve the #PlasticWaste problem? Get your application in by 4 April and join us on our journey. Successful applicants will receive training and be in with a chance of winning the €50K award.

Find out more about the #diogochallenge on <https://www.eusic.challenges.org>

# Social media materials and suggested posts



[Image for Twitter](#)

Plastic waste is filling our oceans, environment & our bodies. If you have a #socinn idea to turn the tide on the problem, you could be awarded €50K. Apply for the #diogochallenge here: <https://www.eusic.challenges.org>

# Social media materials and suggested posts



[Image for Twitter](#)

The #diogochallenge fosters innovative & creative ideas and helps turn them into real solutions.

- ✓ Receive training
- ✓ Join a network
- ✓ A chance at winning a €50K award

Submit your #socinn idea to challenge plastic waste now! <https://www.eusic.challenges.org>  
#socin #socent @EU\_Growth

# Social media materials and suggested posts



[Image for Twitter](#)

The deadline for the 2019 #diogochallenge is 4 April.  
Have you submitted your application yet?  
Apply here: <https://www.eusic.challenges.org>

# Social media materials and suggested posts



[Image for Twitter](#)

The application deadline for the 2019 #diogochallenge is 4 April. If you've got an idea to challenge #plasticwaste - now is your chance to make it a reality! Apply here: <https://www.eusic.challenges.org>



# Social media materials and suggested posts



[Image for Twitter](#)

It doesn't take long to apply for the #diogochallenge - but you've only got until 4 April to do so. The online form is simple - take a look here: <https://www.eusic.challenges.org>

# Social media materials and suggested posts



[Image for Twitter](#)

What are your plans today? Why not make Challenging #PlasticWaste one of them? You can finish the application in minutes... and tomorrow it will be too late!

Apply here: <https://www.eusic.challenges.org>



# Other Assets

[Press release materials](#)

[Main visual](#)

[Web banner](#)

[Example newsletter text](#)

[Rules of Contest](#)