

Talent Nomination: Guidelines and Process

This document outlines the selection criteria for talents eligible to participate in UNLEASH 2019 and provides talent partners with an overview of the process and deadlines for nominating talents.

What is UNLEASH?

UNLEASH is a global non-profit initiative aiming to address the Sustainable Development Goals (SDGs) by bringing together 1,000 young talents each year until 2030 to innovate and collaborate on new solutions to the world's most pressing challenges. UNLEASH 2019 will take place in Shenzhen, China, and is currently looking to source international and local talents who meet the below criteria.

What talents are we looking for?

UNLEASH accepts top talents aged 20-35, who demonstrate a high level of motivation and qualification according to the following criteria:

1. Demonstrated **passion and commitment** to solving some of the world's pressing challenges
2. Possession of a creative and **innovative mindset**
3. Willingness to **engage in co-creation** with peers and experts
4. High proficiency in **English** with the ability to engage in complex discussions

Furthermore, talents should match at least 1 of 4 distinct profiles:

- **Entrepreneurs:** Recently 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-doc position, research projects, or advanced master courses.
- **Technical experts:** Possession of skills, tools and know-how (e.g. within engineering, design, technology, crafting and finance) enabling development of physical or software-based solutions.

What talents are we not looking for?

UNLEASH is *not* an accelerator program. As such, applicants will not qualify for UNLEASH if they have:

- Launched the idea that they are applying with as a start-up that they are working on full-time in a paid capacity.
- Have generated significant revenue (e.g. from customers, users) or raised a large amount in funding (e.g. from grants, investors) for their most recent idea.
- Have multiple full-time paid employees working on their most recent idea.

How do you, as a partner, nominate talents?

The selection process is simple and consists of three steps:

1. **Sign up to become a talent partner:** Submit the form at www.unleash.org/talent-partner. Partners will receive a package of shareable materials as well as a unique nomination code.

- 2. Select top candidates:** Initiate an internal process to identify and select the agreed number of talents within your organization. For examples of how past partners have nominated talents, please see below.
- 3. Nominees submit applications:** All candidates must submit an application via www.unleash.org, using their unique nomination code. Applicants will be asked to describe their relevant experience, personal motivation, thematic preferences, as well as a *unique insight* on an existing social or sustainability-related problem. Applications will open on **18 March 2019** and close on **18 April 2019**. All applicants will be informed of their application status by end of June 2019.

Please note that nominated talents are **not guaranteed participation** in UNLEASH. All applicants will be subjected to a merit-based assessment process. However, in recognition of the judgment made by our trusted nomination partners, nominated applicants will be exempted from the first round of screening (of two rounds).

How have past partners selected their top talents?

Depending on the size and nature of your organization, you may initiate an internal selection process based on any (or none) of the following examples:

- 1. Posting a call within your organization**
Post an organization-wide call for applications, select your top talents, and nominate them to be talents for UNLEASH. As an example, *Carlsberg Group* developed an internal application process in which they received almost 100 motivational videos from interested staff across the world, from which they chose the best.
- 2. Cherry-picking from individual organizational units**
Ask each organizational unit (e.g. country offices or departments) to cherry-pick and nominate their best talent(s). As an example, *Vestas Wind System A/S* allowed regional managers to select their top talents, thereby ensuring that the opportunity and learning outcomes were distributed throughout the organization.
- 3. Nominating talents from partner organizations and networks**
Share a call for applications within your organization's wider network, and act as an intermediary for external applicants. As an example, *CIVICUS* shared the call with its global alliance of civil society organizations, receiving over 500 nominations from around the world, from which they chose the most innovative talents.

What do nominated talents commit to?

Once accepted to UNLEASH, talents commit to:

- Attending the entire 8-day UNLEASH 2019 program, taking place from **6-13 November 2019** in Shenzhen, China.
- Working in a team to co-create ideas and solutions within selected SDG-themes. This includes developing insights in collaboration with others, and pivoting, modifying, and changing ideas when necessary.
- Striving to find ways to continue contributing their talents towards the SDGs after their participation in UNLEASH 2019 has ended, e.g. by contributing to solving social or sustainability-related issues in their local communities.
- Paying a one-time participation fee of US\$ 150 to attend UNLEASH. With this fee, UNLEASH covers talent travel to and from Shenzhen, accommodation, meals, and local transport during the program, and all other program-related costs. Please note that a limited number of scholarships will be provided based on financial need.