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CAMPAIGN OVERVIEW

CauseTech.net: Succeed Where There's a Need

The CMO Council and the BPI Network have teamed with UNICEF's Global Innovation Center to launch CauseTech, a new private sector initiative to crowdsource breakthrough ideas, inventions, products, and emerging technologies that can advance the work done by UNICEF worldwide.

Dubbed "Succeed Where There's a Need," the campaign promotes social entrepreneurship and aims to aggregate the world's best and brightest youth, innovators, technologists, IT professionals, product developers, researchers, entrepreneurs, academics and post-graduate students in a global open innovation ecosystem.

The aim is tap into collective thinking and input to identify, adapt and deploy inventive technology solutions that can help UNICEF scale its efforts to meet the ever-growing needs of the poorest and most vulnerable and excluded children across 190 countries.

A dedicated community site (CauseTech.Net), will host curated challenges and contests developed by UNICEF Innovation Labs located in 10 countries. Using the tagline, "Your Brilliance Can Make a Difference," the website provides dedicated ideation resources that will guide the community on their ideation journey, profiles technology innovations that will serve to inspire members as they look to address global challenges, and highlights challenge winners to demonstrate how their technology has been scaled to affect positive social change across the globe.

Registered community members can also access CauseTech's integrated ideation platform, powered by IdeaScale. The platform will enable participants to share their own ideas, innovations, and technologies. Members can also vote and discuss refinements to "inspirations that overcome limitations." They can form groups, access experts, and connect with other inspired minds that can help take their idea to the next level. The gamification tool recognizes top contributors as well as subject matter experts. Our industry experts have the ability to interact and provide feedback and advice, as well as interact with community members through personalized messages through the platform.

The CauseTech platform's crowdsourcing technique not only allows the best ideas to bubble up to the top, but also provides a channel for innovators to address audiences they may never have had the opportunity to reach. Through our dedicated partnerships with impact investors, incubators, research centers, and technology hubs, innovators can ensure that their idea can truly Succeed Where There's a Need.

The platform will allow for ongoing open ideation around specific themes that are of keen interest to UNICEF, including real-time information, access to information, youth engagement, access to clean water, alternative energy, education, proper nutrition, and health care. At the same time, the platform will host timed contests. These contests will be curated and run by UNICEF Innovation Lab teams to target a specific issue within a specific region. Winning ideas will be tested in the field with the goal of applying and scaling the technologies across regions to make a truly global impact.

At the end of each challenge cycle, contest winners will be chosen based upon community opinions as well as pre-determined criteria from a panel of administrators, UNICEF team members, and key experts. Those top ideas will be featured, tested in the field, and added to the UNICEF innovation portfolio, from which UNICEF selects innovations to implement and scale across regions.

Whether through open ideation or through the campaign contests, CauseTech's ideation platform adds value to innovators by providing the opportunity to expand upon and improve their ideas. This is done by incorporating feedback from other community members, forming groups with key actors that can act as strategic partners, and interacting with subject matter experts.

From access to clean water and disease prevention, to engaging young people, education and real-time information, millions of people around the world are in desperate need of innovative technologies and products that fulfill their basic human needs. We challenge our community to address the most pressing needs and truly Succeed Where There's a Need.

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