



Competitions create incentives and encourage involvement

Advisory Service

The challenge

From the Nobel Peace Prize to the German Environmental Award and the young scientist of the year competition 'Jugend forscht', modern societies often use competitions as a way of generating innovative ideas and enthusiasm for social developments at all levels. International cooperation projects pursue social objectives that can only succeed if the individuals and institutions targeted take the initiative and become involved. One of the challenges involved is keeping interest alive over a longer period in shaping a viable society in which people want to live.

How can institutions create incentives for people to acquire new knowledge and develop new capacities? How, for instance, can they encourage young people to get to grips with the issues that will shape our future? How can they encourage people to become involved and to follow good examples? How can citizens identify 'good practices' and roll these out? How can publicity be used to encourage people to support change processes? Where is the creativity, and where are the innovative approaches we need for development?

Our approach

Competitions spark interest, motivate people, trigger responses, and have an impact in the public sphere. They demonstrate how people rise to challenges, and contribute to devising solutions. Competitions are a promising way of raising awareness about social concerns and of supporting change processes. They can hone profiles, offer a platform for networking and alliance building, and can help enhance the reputation of the individuals and institutions involved in the competition among the public at large.

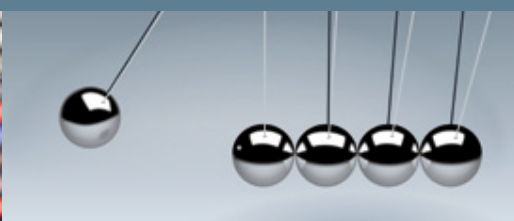
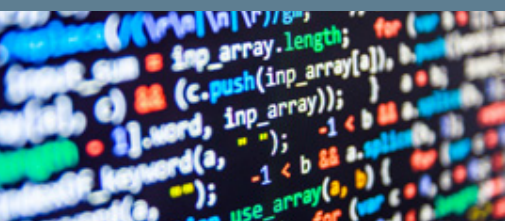
If they are to achieve this, however, competitions must be organised with a clear goal. They must be professionally designed, devised in an appropriate format, and be

excellently prepared and implemented. Depending on the concern to be addressed, competitions can take a number of different forms and can be held at different intervals. They can be a one-off event to focus attention on a specific topic, or can become regular events, helping to mainstream the topic in the public consciousness and support change processes in the long term. Competitions can invite entries from individuals or groups, and can have quite different scopes – local, regional, national or international. And of course, they can use a wide variety of media.

Our services

GIZ supports and advises international cooperation projects in the professional planning and implementation of competitions; our service package includes:

- » Needs analysis: we analyse the environment in which the competition is to take place, and gauge its potential and scope.
- » Competition design: we draft an invitation to submit entries and any supporting materials. We lay out the rules, entry categories, criteria for judging entries, and prize structure.
- » Back-up concept: we draw up proposals to publicise the competition and attract technical partners, sponsors and media partners.
- » Implementation of the competition: we provide tried and tested recommendations for announcing the competition, managing entries, jury procedures and organising the award ceremony.
- » Quality assurance: we define quality criteria and standards for the competition and draw up proposals for its evaluation.
- » Evaluation and recommendations: we evaluate results and identify innovation potential. We propose ways in which the new ideas and actors identified thanks to the competition can be used.



Your benefits

With respect to development and sustainability issues in particular, competitions are an interesting option. A competition rewards initiative, publicises ideas that are worth copying, and awakens slumbering potential. A competition can build bridges between school and the working world, between research and practice, between generations or between other stakeholders.

Competitions are suitable in any sector. They communicate knowledge and capacities. They help change attitudes and thus pave the way for behavioural changes.

Competitions are a way of providing effective, high-profile support for social concerns, especially if well-known patrons, high-ranking competition judges or politically and socially important institutions or actors can be encouraged to become involved as partners.

GIZ has a very detailed understanding of the countries and systems in which we work. We are in a position to judge the importance of a competition within the respective context and we can attract the support needed to hold it. Our mandate sets us clearly apart from commercial organisers of competitions, who often pursue their own business interests rather than the social or education-policy interests of the country.

A practical example

A competition for schools is an interesting way of widely publicising socially relevant topics and subjects. This sort of competition offers the chance to strengthen role models and the school's standing as a pioneer of social learning processes. Not only does it enrich classroom teaching, it also fosters school development, since success in a school competition rewards pupils, teachers and head teachers alike. One central challenge facing schools is how to equip

young people to find their way in a globalised world. An international, online-based school competition can enable children and young people to work together on global issues, and to learn to get to grips with global diversity and a wide spectrum of different perspectives. In response to an initiative of the German Federal President, and on behalf of the Federal Ministry for Economic Cooperation and Development (BMZ), GIZ has established the German President's School Award Scheme on Development Education. It is a regular two-yearly nationwide competition that addresses all primary and secondary schools. It aims to help schools integrate sustainable development topics into their lessons and into school life.

In other fields too, Germany has a wealth of experience with competitions, which GIZ can harness for international cooperation projects. At municipal level competitions like 'Unser Dorf hat Zukunft' (Our village has a future), which is held annually, can reward civic engagement. In the fields of science and business, the young scientist of the year 'Jugend forscht' and the young entrepreneur of the year 'Jugend gründet' competitions encourage joint learning and research and innovative business ideas. All competitions can be used as platforms for dialogue and stakeholder alliances. Businesses find it interesting to become involved in competitions and to invest in the education and training of young people, or in supporting civic engagement, as a way of demonstrating their corporate social responsibility. Cooperation with NGOs in the context of a competition ensures civil society support for the venture.

Imprint

Edited by:
Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH

Registered offices
Bonn and Eschborn

Dag-Hammarskjöld-Weg 1 - 5
65760 Eschborn, Germany
T +49 61 96 79-0
F +49 61 96 79-11 15

E info@giz.de
I www.giz.de

Responsible/Contact:
Anja Frings
Health, Education, Social Development

E anja.frings@giz.de
T +49 228 4460-3455

Photo credits:
Front page: Rawpixel.com/Shutterstock.com
Back page (f.l.t.r.): McLek/Shutterstock.com; CC0 Public Domain; [iStock.com/Christopher Futcher](http://iStock.com/Christopher_Futcher)

GIZ is responsible for the content of this publication.

Eschborn 2017