

# Sodexo Stop Hunger Foundation - Incubator Challenge

## Background

Kickstart your Enactus year with an incredible opportunity to gain valuable funding and mentoring for your project. Sodexo believe that Quality of Life begins when an individual's basic needs are met. As the number of individuals living in poverty continues to rise in the UK and Ireland, the inequality gap worsens too, with disadvantaged people being at greater risk than ever of facing food insecurity. Therefore, the Sodexo Stop Hunger Foundation are wanting to support your project ideas to alleviate food insecurity and/or empower women.

Stop Hunger is a Sodexo initiative active in over 40 countries around the world and was created in 1996 by US Sodexo colleagues who witnessed children going to school hungry. In the UK & Ireland, we work with national and local charities to donate time, skills and money to tackle food insecurity and its root causes, and help empower women – who represent the biggest opportunity in eliminating hunger. Thanks to the financial support of Sodexo, 100% of the donations made to Stop Hunger go directly to financing activities and sustainable solutions for disadvantaged communities to exit food insecurity.

## The Brief

The Competition is designed for both new and existing projects giving you a solid foundation to develop projects that tackle food insecurity and/or empower women as well as giving you the tools to refine your existing projects. Sodexo is offering you the chance to pitch to the Stop Hunger Foundation's Trustees and members of Sodexo's wider business for the opportunity to obtain valuable funding to accelerate the impact of your projects. The Sodexo Stop Hunger Foundation is looking for projects that focus on the following criteria:

*"Projects that use entrepreneurial action to empower people to **improve their livelihoods** in an **economically, socially and environmentally sustainable way.**"*

The panel of judges will judge your projects according to the following criterion:

- Support the Stop Hunger Foundation's mission to alleviate food insecurity and/or empower women,
- Entrepreneurial leadership,
- Clear positive impact on beneficiaries,
- Sustainable ideas which can be scaled up to maximise positive impact,

Every team invited to the pitch event will receive grant funding for their project as well as the opportunity to receive feedback and support from Sodexo to advance the project.

## Timeline:

Register here NOW to join the fight against food insecurity! - (<https://bit.ly/SodexoStopHungerIncubators>)

### **Stage 1: Ideation & Exploration (Virtual) - 3rd October 2022 2pm - 5pm**

- Complete the registration form: - **Deadline to register is 26th September at 12PM GMT**
- Attend a virtual session hosted by Sodexo and a charity partner exploring the issues of food insecurity and female empowerment. You will have the opportunity to explore these issues and develop a beneficiary-focused approach to your projects.

### **Stage 2: Project Incubation (Virtual) - 5th October 2022 2pm -4pm**

- Attend a virtual session and develop your project using an innovative design thinking process to maximize the creativity and impact of your projects.
- Working alongside volunteers from Sodexo you will develop your project throughout the session and a Top 5 will be selected to pitch in person at Sodexo's offices!

### **Stage 3: Sodexo Stop Hunger Pitch Event (In Person) - 13th October 1pm -5pm**

- Teams that progress to Stage 3 will be invited to pitch the Stop Hunger Foundation's Trustees & members of Sodexo's wider business at their offices: Sodexo HQ, One Southampton Row, London, WC1B 5HA
- You will be invited to present to the panel how your project supports Stop Hunger's mission, your plans to progress the project, and any challenges you are facing
- The pitch event is designed to provide feedback and advice to help you develop your projects further. The Stop Hunger Foundation will use this opportunity to decide how to allocate the available grant funding and how Sodexo can help the project scale-up and advance.

**Join us in the fight against food insecurity.**