



# MOVEMBER FOUNDATION SOCIAL INNOVATORS CHALLENGE

HOW WOULD YOU RESTORE AND STRENGTHEN MEN'S SOCIAL CONNECTIONS?

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(AUSTRALIA, CANADA, UNITED KINGDOM)

OCTOBER 14, 2015

## BACKGROUND

Social connection refers to any or all relationships that a man has, it could be a friend, family member, partner, colleague, etc. When we talk about improving social connections, we refer primarily to quality but also the quantity, of those connections.

Why does the Movember Foundation focus on men's health?

Gender is one of the strongest and most consistent predictors of health. For men, this is not good news. On average, across the world, men tend to have poorer health than their female counterparts and die 6 years earlier than women<sup>1</sup>. Men are significantly impacted by poor mental health and this is highlighted by the high rates of suicide amongst men; three quarters of suicides are by men<sup>2</sup>. This gender-based inequality in health has received little national, regional or global acknowledgement or attention from health policy-makers or health care providers.

Many seem to accept that men aren't good at taking action for their health. We don't. We believe that men will be engaged if you build programs and services that understand their needs; that utilise a "go to where men are" approach; and build on their strengths rather than focus on deficits. We're committed to looking at the issue of mental health through the male lens and ensuring that the programs we fund and support are tailored towards men.

We want to help men and boys to live happier, healthier, and longer lives. We are investing in ideas that help men build the relationships they want and need, so they can stay mentally and physically well.

## THE PROBLEM WE'RE TRYING TO SOLVE

People who are satisfied with their relationships and social connections are more likely to experience good mental health and wellbeing in general.<sup>3</sup>

A reduction in the quality of social connections can significantly impact on the mental and physical health of men, leading to social isolation or loneliness which have been identified as risk factors for suicide, depression and anxiety. Many men do not have good social connections. Forming strong, lasting and meaningful connections or relationships can be particularly challenging for men in cultures where emotional openness and vulnerability are seen as a weakness (or specifically as feminine traits to be ridiculed) and thus are discouraged and often conditioned out of boys during childhood. This makes it difficult to talk about and navigate through significant life events like relationship changes, workplace transitions - including unemployment - or a fatherhood journey.

Using donations from Movember, *beyondblue* conducted research into [men's social connectedness](#). This identified that when men enter their middle years they experience poor social connections and have low levels of social support. They are often faced with a number of situations that increase the likelihood of them feeling isolated or lonely, such as:

- competitive workplace cultures;
- lack of time for socialising due to work and family commitments; and
- transitions in their life stages that draw them away from existing friendships.

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<sup>1</sup> <http://www.who.int/bulletin/volumes/92/8/13-132795/en/>

<sup>2</sup> Based on National Registry data on Causes of Death from UK, USA, CAN, NZ and AUS

<sup>3</sup> <https://www.beyondblue.org.au/resources/research/research-projects/research-projects/men-s-social-connectedness>



Other research has shown that 18-24 year olds and those over 75 are two groups at higher risk of being lonely<sup>4</sup>. Hence, there is a need to focus on solutions that address poor social connections across a man's longer life journey.

Although a lack of social connections puts men at greater risk of experiencing poor health, men don't necessarily view it as important<sup>6</sup>. Real solutions aimed specifically at men that address poor social connections are limited; particularly those men in their middle years or younger. Few interventions target the life events that can make men vulnerable to social isolation or loneliness.

We know that:

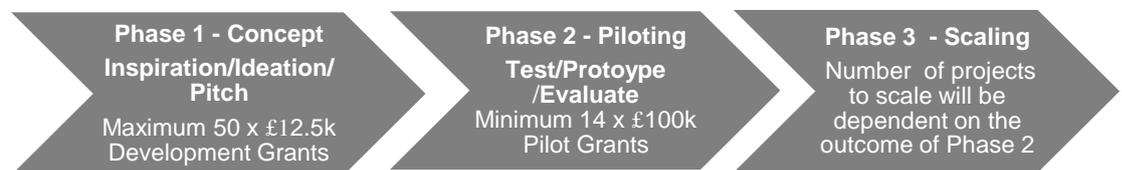
- The cultivation of healthy close relationships can increase individual resilience and act as a protective factor against suicide.<sup>5</sup>
- Friends and family can be a significant source of social, emotional and financial support, and can buffer against the impact of external stressors.<sup>6</sup>
- Traditional methods for engaging men about their health are often not effective and men often don't take action to improve their health.

#### OUR SOLUTION – AN INNOVATIVE FUNDING OPPORTUNITY:

Using funds raised through the 2014 Movember campaign and from *beyondblue* through past Movember donations, GBP £2.58 million is being invested in Australia, Canada and the United Kingdom over the next 2.5 years to support a multi-phased innovation program that looks to move ideas from **inspiration** to **testing** to **expansion** (nationally or internationally).

Phase 1 and 2 of the program will see the development, piloting and evaluation of innovative initiatives explicitly aimed at restoring and strengthening the social connections of men, particularly those who are at greater risk of becoming socially isolated.

At the end of Phase 2, continued investment will be forthcoming for those projects that show the greatest promise for 'scaling up' the expansion or transfer of innovative pilots to reach larger populations.



#### KEY DATES:

**Launch:** October 14, 2015

**Step 1 Deadline:** December 9, 2015

**Invitation to Pitch:** w/o January 25, 2016

The specific goals for this initiative are to:

- Engage men in healthier behavior patterns, build positive relationships, and increase levels of social connections.
- Build our knowledge/understanding of what works for which groups of men, in what contexts, to increase perceptions of social connection and decrease loneliness of men.
- Focus on health promotion including prevention of illness, social and environmental determinants that contribute to poor health decisions or outcomes.
- See promising/successful ideas supported to scale.

#### THE CHALLENGE:

The Movember Foundation is proud to challenge the creative and forward thinking people of Australia, Canada, and the UK to put forward innovative, outside the box concepts that could

<sup>4</sup> Victor And Yang, Loneliness Through The Life Cycle The Prevalence Of Loneliness Among Adults: A Case Study Of The United Kingdom, The Journal Of Psychology: Interdisciplinary And Applied, *Volume 146, Issue 1-2*, 2012

<sup>5</sup> WHO - Preventing suicide: A global imperative - [http://apps.who.int/iris/bitstream/10665/131056/1/9789241564779\\_eng.pdf](http://apps.who.int/iris/bitstream/10665/131056/1/9789241564779_eng.pdf)

<sup>6</sup> <https://www.beyondblue.org.au/resources/research/research-projects/research-projects/men-s-social-connectedness>



lead to gamechanging solutions that increase levels of social connections and feelings of belongingness for men.

The Foundation's poor mental health strategy identified key 'at risk' population groups including new fathers, unemployed men, divorced men and men of low socio economic status. While ideas aimed at providing solutions for at risk groups will be given priority, this opportunity is open to any solutions within the following target age groups:

Young Men	18-29
Men in Middle Years	30-64
Older Men	65 and over

#### **YOUR IDEA:**

**Innovative ideas or projects need to be grounded in the real world, be developed from the male perspective and must be co-developed with men from the target population.**

Projects should consider the role of key influencers in men's lives, especially those who have some influence over men's health and taking action (e.g., partners, friends and family).

Project ideas should provide new solutions to generating, prototyping/testing and scaling innovative initiatives that have the potential to restore and strengthen the social connections of men. Solutions can move beyond international borders to include any of the three participating countries (Australia, Canada or the United Kingdom) and be developed collaboratively.

#### **What is an Innovation?**

Innovations are new ideas, products, services, partnerships that offer fresh approaches which ultimately disrupt, change or replace existing behaviours. Successful examples of innovation are based on learning from what is already known or exists and building upon it, rather than reinventing the wheel. In the context of this opportunity, applicants can adapt, build upon current programs or products and use these as an inspiration for a creative idea to solve the problem of poor social connections amongst men.

This definition does not exclude the submission of completely novel ideas but also allows for the pivoting or repositioning of great workable ideas to a new purpose. An example of pivoting an existing idea would be [Spur Project's](#) social connections campaign. This took '[Fck up nights](#)' from a global vehicle for entrepreneurs to publically share business failure stories and twisted it to be more relevant to the broader population, focusing on sharing and meeting new people as a way to strengthen social connections and improve mental health.

#### **What we will not fund**

A few examples of what we will not consider for funding are:

- research positions/scholarships for Universities or Research Institutes,
- awareness & education activities that do not specify a clear link to a behaviour change for men,
- a research project without a clear objective to address problems of social isolation or loneliness resulting from poor social connection,
- ideas that are not being tested in the real world,
- ideas or solutions not aligned with the intent of this call and the goals of the Challenge listed above,
- non-innovative variations on already existing programs (ie. top up funding for a program), or
- sole requests for infrastructure support.

#### **Eligibility**

The Movember Foundation recognizes that, in funding innovation, there is a necessary element of risk involved to achieve immediate impact. We anticipate that it is likely that these ideas/ projects may be led or initiated by organizations outside the health sector (e.g. community based organizations, independent businesses, etc.) It is hoped that this opportunity will encourage interest across a diverse population and build capacity in the entire area of male health by developing new avenues of investigation. The successful teams will be required to participate in a **Knowledge Community**<sup>7</sup>, to promote knowledge exchange, sharing of project information and learnings and build capacity.

<sup>7</sup> A group of people within an initiative who engage in knowledge-sharing activities in support of a common interest.



To be eligible for this funding opportunity, applicants must be based in any one of three participating countries: Australia, Canada or the United Kingdom and by the end of Phase 1, able to demonstrate financial viability, sustainability and internal governance procedures/structures<sup>8</sup>. Proposed projects moving on to Phase 2 (the pilot phase) will need to reflect a collaborative team that includes men from the targeted population, and be grounded in the real world.

Ideas should encompass practical, scalable projects that have the potential to have an actual impact on changing men's behaviour. Funding can be used to support the creation of a program or service; or the prototype, validation and demonstration of a product, service or technology in real world conditions.

## APPLICATION PROCESS

### PHASE 1 – Inspiration & Ideation Challenge

**Launch:** October 14, 2015    **Deadline:** December 9, 2015    **Invitation to Pitch:** w/o January 25, 2016

**\*Note that email submissions will not be accepted for either step of the process.**

Applying to PHASE 1 – INSPIRATION & IDEATION, will be a two-step process:

Step 1: Online registration via submission of an Inspiration Statement, and  
Step 2: Invitation to selected applicants to pitch their idea.

The most creative and innovative ideas will be invited to pitch their idea in Step 2. A maximum of 50 grants valued at up to £12,500 will be awarded internationally under Phase 1 of this opportunity and will be subject to the applicant entering into a short-form funding agreement with the Movember Foundation that will determine payment dates, amounts, use of funds, intellectual property rights, publicity & communications and other requirements. Funds will be provided to research, engage the targetted population, design an initiative and create a plan that can potentially be piloted through Phase 2.

The Movember Foundation values creative and disruptive thinking. Therefore, top ideas in each participating country will be globally recognized in a Movember way.

### How do I apply?

Step 1: Ask yourself: "Does this idea have the potential to make men more socially connected/ improve men's social connectedness?"

Register online at <https://socialconnection.fluidreview.com/> and submit an Inspiration Statement (maximum 500 words) which clearly describes the following:

- Your inspiration for this Challenge;
- Who your target group would include;
- Your proposed solution to help men in your target group build relationships to increase their level of social connection in an innovative and disruptive way;
- A brief description of your vision for the project including and beyond the testing of the idea,
- Project Lead (and potential partners if known at this stage);
- Project title.

### Step 2 – The Pitch

**Deadline:** March 4, 2016

**Notices of Decision:** April 2016

**Project Initiation:** May 1, 2016

Step 2: If your Inspiration Statement is selected to move to Step 2, you will be invited to pitch your idea. Pitches will be in the form of a multi-page whitepaper and short video and will only be considered upon receipt of a signed copy of the short-form Movember Foundation funding agreement. The short-form agreement will be provided with the invitation to pitch your idea.

**Highly produced videos are not required.** The Movember Foundation is focused on the generation and sharing of a well communicated innovative idea rather than its mode of delivery.

<sup>8</sup> The Movember Foundation will undertake confirmation of this condition as part of the due diligence process following a successful outcome in Step 2 of the review process. Please see the Terms and Conditions for details on required information.



The following points will need to be addressed in the pitch:

- a) Multi-page whitepaper (max 3 pages with minimum 12pt font and 1 inch/2.5cm margins) that includes:
  - Project Title;
  - Project Lead(s) and/or Organisation;
  - A fuller description of the targeted sub-population of men;
  - Why there is a need for the project;
  - How/Why the proposal is innovative;
  - A brief description of your vision for the project including and beyond the testing of the idea;
  - If you think the project can leverage or further support the Movember brand in achieving the project goals and if so, how?
- b) A video (maximum 4 minutes) that describes
  - The proposed team;
  - The problem and how you could address this in an innovative and disruptive way;
  - How men from this population might be engaged in the process of developing an intervention that speaks to their needs. This should demonstrate commitment and involvement in the program design and development as well as your passion for the proposed project.
- c) A high level budget. This additional information will be entered directly into the online system as part of the application process.
- d) Review section 'Guidance on Submission' of this Background document for guidance on what costs will and won't be considered as well as the publicity requirements and performance measurements that you should be aware of.

#### How will the best ideas be chosen?

Step 1: Inspiration Statements<sup>9</sup> will be assessed by a panel convened specifically to evaluate submissions. The evaluation will be based on your inspiration, the innovativeness of the proposed idea, and the alignment to the stated intent of the funding opportunity.

Step 2: Submissions will be evaluated by a diverse panel of individuals that have been selected based on their expertise and fit to assess submitted projects. Applicants who have not signed the Movember Foundation short-form funding agreement will not be considered. Panel members will assess all submissions against the following evaluation criteria: passion, need for the project, definition of the target population, use or leverage of the Movember brand, the ability to scale with or without commercialisation or future funding and previous experience solving problems with innovation. Both passion and need will be heavily weighted in the decision for selecting projects.

#### PHASE 2: PILOTING IDEAS

**Plan Deadline:** October 28, 2016

**Notices of Decision:** December 2016

**Project Initiation:** March 1, 2017

Recognizing that ideas/projects may be led or initiated by organizations outside the health sector (e.g., community based organisations, independent businesses, etc.), the Movember Foundation is funding a research and development stage. This stage will build capacity and enable project leads to assemble the right team of people, research and engage their targeted population, design an initiative and create a plan that can potentially be piloted. Mentoring and feedback by members of the selection panel will be incorporated into the development process. Following the six-month development period, all Phase 1 project teams will be required to submit a project plan to test their idea that could include the following:

1. A report outlining what was learned from the research and the resulting recommendation for an innovative initiative including specific learning and performance goals for the project over the term of the pilot.
2. Identification of a specific target within the allowable age range based on the research findings.
3. The project design produced during the development stage (Proposed steps to design, prototype and test the recommended initiative).
4. Budget including justifications to deliver the project.

<sup>9</sup> Note: Due to the anticipated number of ideas to this step of the Challenge, we are not able to provide detailed feedback for unsuccessful submissions.



5. Plan indicating proposed steps to roll out the project on a larger scale (globally, nationally or regionally).
6. A Sustainability Plan (proposed plan to sustain the project beyond the two year pilot). This plan will need to include comment on whether ongoing project success will require commercialisation or further funding.
7. Description of the project team (Project lead and team’s expertise, roles and responsibilities).

**Review and assessment:**

Submitted plans will be used by the evaluation panel to determine which innovative interventions to recommend moving to Phase 2. Projects selected will be piloted over a two year period with an ultimate goal of proving the effectiveness of the initiative and will be subject to the applicant entering into Movember Foundation’s full form Men’s Health Partner funding agreement.

**Evaluation**

Evaluation plans will not be required with submissions. An external evaluator will be appointed to develop and implement an evaluation framework for the proposed initiatives. Evaluation will seek to measure the impact the initiative has on participant’s social connections (including perceptions of the quality of connections) and the corresponding impact it has on their mental health and wellbeing.

**PHASE 3: SCALING**  
**Business Case Submission Deadline:** February/March, 2019 (anticipated)

As a catalytic funder, the Movember Foundation has an expectation that projects develop a life of their own after the funding period has ended. However, through this initiative, scaling up is built into the program phases to reflect the view that supported projects are part of a long term investment strategy that follows a trajectory of inspiring new ideas and bringing these ‘to market’ for implementation on a larger scale. Building touch points throughout the process including early identification and engagement of potential partners and having teams share their vision for the future of the project at the ideation stage will assist planning for how project scaling will be approached. How projects are scaled or transferred to other markets will very much depend on what is delivered through the business cases. The Movember Foundation will work with project teams for a specified period to scale initiatives that have been identified for strong potential to succeed. This could include funding directly, advocating for governments to become involved, reaching out to private industry or transferring to an existing organization to scale.

Following the two-year piloting phase, all project teams will submit a fully scoped Business Case, with detailed output from the piloting of their idea. Required information could include the following:

- 1) Report on the outcome of the pilot project activities.
- 2) Prototype Market Testing Report, detailing the results of the prototype testing.
- 3) Social Impact Economic Analysis Report, detailing the potential social return on investment for the recommended initiative.
- 4) Initiative Scaling Plan, detailing how the recommended initiative can be delivered across the target community.
- 5) Resourcing and Sustainability Plan, detailing how funding will be secured or generated to finance expansion and ongoing operations.

**Review and assessment:**

Submitted business cases and the independent evaluation reports will be assessed to determine which initiatives show the most promise for continued investment.

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## **ABOUT THE MOVEMBER FOUNDATION**

The Movember Foundation is a global men's health charity. The Foundation raises funds that deliver innovative, breakthrough research and programs that allow men to live happier, healthier and longer lives. Committed to disrupting the status quo, millions have joined the movement, raising AUD\$682M and funding over 1,000 projects focusing on prostate cancer, testicular cancer, poor mental health and physical inactivity.

In addition to tackling key health issues faced by men, the Foundation is committed to encouraging men to stay healthy in all areas of their life, with a focus on men staying socially connected, becoming more open to discussing their health and significant moments in their lives.

## **GUIDANCE ON SUBMISSIONS**

### **1. COSTS**

#### **1.1 ELIGIBLE COSTS**

The following expenditures will be considered eligible for funding received through this opportunity:

- Direct project related costs including supplies, expenses, travel and equipment related to the proposed project.
- Relevant proportion of salaries of project officers, research assistants, coordinators, technicians, administrative staff, and other personnel.

#### **1.2 INELIGIBLE COSTS**

The following expenditures are not eligible expenses through this opportunity:

- Institutional//Organizational overhead costs including legal fees and insurance premiums.
- Capital Costs, including costs associated with construction, renovation or rental of offices, laboratories or other supporting facilities.
- Tuition and professional membership dues
- Secondary grants and awards issued by the award recipient.

### **2. COMMUNICATION REQUIREMENTS**

Funding recipients will be required to ensure appropriate acknowledgement of the Movember Foundation and partner organizations in all communication or publication related to this funding opportunity. In addition, recipients of project funding are also required to adhere to the Movember Foundation and partner organization's branding requirements as a condition of the project funding. Branding requirements will be communicated to successful recipients.

### **3. PERFORMANCE MEASUREMENT**

The Movember Foundation is committed to collecting and disseminating information on the impact of its investments in boys' and men's mental health. This outcome information is an important part of the Movember Foundation's accountability and transparency with its community (see previously funded program report cards for example: <http://ca.movember.com/report-cards>)

If a project is selected for Phase 2, the Project Leader(s) will be required to submit annual progress reports and an end of funding report 6 months following the end of the final year of the funding period. The format of the report will be made available to the successful project lead at the beginning of the funding period and can be updated as the project progresses.

In addition, the Project Leader(s) must contribute to the monitoring, review and evaluation of their project by participating in requested media events, evaluation studies, surveys, audits, and workshops as required for the purposes of collecting information to assess progress and results.



## TERMS & CONDITIONS

1. The Movember Foundation does not make any representation that it will, and disclaims any obligation to, proceed with or to commit to any particular future actions in relation to the subject matter of a project call, including without limitation: a) accepting any application or shortlist any applicant; and b) considering, not considering, accepting or rejecting any application.
2. The Movember Foundation reserves the right, at its sole discretion, to initiate another selection process, enter into negotiations with a person or persons who have not been invited to submit a full application or to cancel the project.
3. Applicants must pay their own costs and expenses incurred in preparing and submitting an application.
4. To the extent permitted by law, the Movember Foundation excludes all liability for any loss, costs (including legal expenses) or damages, suffered or incurred by an applicant or any person, arising out of the applicant's participation in the application process.
5. The Applicant warrants that it has no actual or potential conflict of interest in relation to its participation in the application process or its delivery of the Project other than that it has disclosed in the application.
6. No legal or other obligation arises between an Applicant and the Movember Foundation in relation to the outcome of the application process, unless and until the Movember Foundation executes a contract with the applicants.
7. The Movember Foundation is not obliged to a) accept any application or b) enter into any contract with any applicant or c) give reasons for not considering or accepting or rejecting all or any part of any application, or for cancelling the application process. The Movember Foundation may, at its sole discretion, consider for acceptance a response that does not comply with the requirements of this request for applications.
8. With the exception of information that is otherwise in the public domain or required to be disclosed by law, all documents, materials, administrative details and discussions forming part of the review and evaluation process are to be treated as strictly confidential (**Confidential Information**) and Movember is not obliged to disclose any Confidential Information to the Applicant.
9. The Applicant grants the Movember Foundation, a non-exclusive license to use for the purpose of this application process, any information, processes, sketches, video, calculations, drawings, or other data or information submitted with or included in, the response submitted by the Applicant.
10. Each Applicant agrees to indemnify the Movember Foundation against third party claims arising out of any use of any proprietary information submitted with or included in, the application.
11. Should the Applicant find any material discrepancy, error or omission in this call for applications, the Applicant must immediately notify the Movember Foundation in writing of the nature of the discrepancy, error or omission.
12. The Applicant and team members of the project acknowledge that their details, including any personal details may be disclosed to third parties, including reviewers, for the purposes of this application process and any related purposes.
13. The Movember Foundation reserves the right to fund lower rated projects based on specific areas of interest in the requested themes.

### 2.1 VARIATIONS

The Movember Foundation may vary the requirements set out in this call for applications and seek further information from the Applicants. Applicants shall supply this information on reasonable request.

### 2.2 THE MOVEMBER FOUNDATION'S RIGHTS

The Movember Foundation reserves the right to subject the Applicant to a "due diligence" enquiry, which may comprise of:

1. Verifying whether the represented resources and skills are actually available;
2. Assessing experience and integrity; and
3. A copy of two year's audited financial statements of the Applicant.



The Movember Foundation, at its sole discretion, reserves the right to depart from any method of evaluation set out in this call for proposals.

### 2.3 RELIANCE ON INFORMATION

The Movember Foundation will rely on information provided by, or on behalf of the Applicants at all stages of the application process. In providing information, Applicants represent to the Movember Foundation that the information is complete and accurate in all material respects, that it is not misleading and that in preparing the information, reasonable skill and care has been exercised by the Applicant and its personnel and acknowledges that the Movember Foundation may rely on that information.

### 2.4 PUBLICITY

Applicants are not to make any public statement in relation to the application process, their response, or their participation in the application process, or contract negotiation process without The Movember Foundation's prior written consent.

### 2.5 Step 1: ONLINE REGISTRATION – DUE 5:00 PM (EST) DECEMBER 9, 2015

All applicants are required to register electronically via the online application system <https://socialconnection.fluidreview.com/> by 5:00 PM (EST) DECEMBER 9, 2015 and submit an Inspiration Statement reflecting the requested information outlined earlier in this document. **Emailed submissions will not be accepted.**

### 2.6 Step 2: PROJECT PITCH – DUE 5:00 PM (EST) MARCH 4, 2016

By 5:00 pm (EST) MARCH 4, 2016, invited applicants are required to submit their pitch, as outlined earlier. Pitches must be submitted electronically via the online system <https://socialconnection.fluidreview.com/>. **Emailed submissions will not be accepted.**

### 3. MORE INFORMATION – Question & Answer FORUM

A question and answer forum will be utilised in support of this funding opportunity. Questions and answers will be posted in an open channel and can be accessed at <http://ookook.ca/movembersocialconnections/>.

### 4. CONTACT INFORMATION

For further information on this project funding opportunity, please contact: Ivy Lim-Carter at [socialconnections@movember.com](mailto:socialconnections@movember.com).