

# BeChangeMaker 2024 Official Rules

## Overview

The BeChangeMaker (BCM) is a joint project funded, initiated, and implemented by WorldSkills International and the HP Foundation. The BCM is a series of social entrepreneurial skill training projects that enable youth with skills and great ideas to explore their career potential as social entrepreneur. The participants are made up of young people who are between 18 to 35 years old and are receiving or have finished general or vocational education and training. **The team leader of each team confirms that all team members have read and accepted these Official Rules by submitting the application form to WorldSkills International.**

## Eligibility

To be eligible to enter the BCM, the participants must:

- be from 18 to 35 years old,
- be receiving general or vocational education and training or have finished general or vocational education and training at the time of participation,
- join the BCM alone or with a maximum of four other participants as a team (total team size is five persons maximum),
- be responsible for ensuring that their participation in the BCM complies with any policies of their corporations, agencies, institutions, schools, or colleges where they are employed or trained. WorldSkills International and the HP Foundation are not responsible for any disputes arising between participants and their employers, schools, or colleges.

## Participation

### Prepare your application

Applications can only be accepted if the following criteria are met:

- Form a team (maximum of five people) with members whose ages are between 18 and 35 years old.
- Choose a team leader who is the main contact and responsible for submitting the application on behalf of the team.
- Each team member is required to create an account on HP LIFE by following this link: <http://www.life-global.org/?s=/go/ws> for accessing free courses offered by HP LIFE before the application is submitted. The chosen team leader must confirm that all team members have created an account. All email addresses used for the accounts must be provided in the online application form.
- Introduce your team and share your social challenge in a one-minute video. Upload the video to YouTube as unlisted and include the link in your online application form.
- Go to <https://bechangemaker.worldskills.org/> to fill out and submit your application before 25 May – the application should be submitted by the team leader.
- The final selection of the top 30 teams to join BeChangeMaker 2024 will be announced on 31 May.

## Timeline

The participants must complete their learning on HP LIFE, submit their assignments, join coaching sessions and progress presentations, as well as participate in the pitch competitions based on the following timeline once they have been selected to join the programme:

- 3 June: Attend programme kick-off and orientation
- 4-17 June: Follow the HP LIFE courses and join the dedicated coaching/mentoring
- 17 June: Progress session 1: team introductions
- 17 June–1 July: Follow the HP LIFE courses and join the dedicated coaching/mentoring
- 1 July: Progress session 2: acceleration ideas
- 1–15 July: Follow the HP LIFE courses and join the dedicated coaching/mentoring
- 15 July: Progress session 3: pitch hacks
- 16 July, 17 July: Join online Pitch 1 based on your assigned group (teams will be divided into two groups to deliver their pitches). The top 15 teams will be selected to move on to the next stage.
- 17-29 July: Follow the HP LIFE courses and join the dedicated coaching/mentoring
- 29 July: Progress session 4: pitch practice
- 31 July: Online pitch 2. The top five teams will be selected to join the online final pitch.
- 1 August-10 September: Intensive coaching, mentorship, and premium services for the top five teams
- 10-15 September: Final pitch at WorldSkills Lyon 2024

## Team elimination

- 30 teams will be selected to officially join the BCM.
- 15 teams will be eliminated after the first online pitch.
- 10 teams will be eliminated after the second online pitch

## Feedback

At the end of each stage and during the post-project monitoring, the participants are to be interviewed and surveyed for collecting feedback on issues such as learning experience, performance, lessons learned, and other areas which help improve the project and create a baseline for measuring the impact of the BCM.

The participants are to send photos and updates on teams' collaboration during the BCM for WorldSkills International and the HP Foundation to promote the development and progress to the target audience.

## Language

Though the courses on HP LIFE are offered in seven different languages, the other learning components and activities of the BCM, such as webinars, coaching, and online pitch competitions, are held in English. All documents created and submitted as part of the BCM must be written in English too. Therefore, the participants of the BCM must be able to understand instructions in English with one or two team members who are fluent in English to present their ideas in a clear and concise manner.

## Requirements of ideas and solutions

During the process and upon completion of ideation and creation of solutions, the works produced by the participants must meet the following requirements:

- The works must not be derogatory, offensive, threatening, defamatory, disparaging, libellous or contain any content that is inappropriate, indecent, sexual, profane, tortuous, slanderous, discriminatory in any way.

- The works must not contain content, materials, and any elements that are unlawful or otherwise in violation of or contrary to all applicable federal, provincial, territorial, local laws or regulations where the works are created.
- The works must be original, unpublished, and do not contain, incorporate or otherwise use any content, materials, or elements that are owned by a third party or entity.
- The works cannot have any content, elements, or materials that violate a third party's publicity, privacy, or intellectual property rights.
- If the participants use third party copyrighted materials, the participants must show the permission of use to WorldSkills International.

WorldSkills International and the HP Foundation reserve the right to disqualify participants, along with his/her team, whose works are not in compliance with these requirements.

## Judging

The participants will be evaluated based on their team performance by a panel of judges at the pitch competitions. The main judging criteria include, but not limited to the followings:

- **Relevance:** how relevant is your solution to the chosen social issue?
- **Innovation:** what is the core insight or innovation that differentiates your solution from other existing ones? What makes your solution/social venture idea unique?
- **Impact:** how will your solution improve lives? How many people will be affected if successful and to what extent? Is the solution rooted in research that identifies the scope of the social issue and the solution will help solve it?
- **Scalability:** if successful, how easily can your solution be replicated nationally, regionally, and globally? How will your solution be a model for other efforts?
- **Feasibility:** do you have a well-developed and realistic plan to implement your solution? Is your social venture financially sound?

The teams will be ranked based on their performance. The videos of online pitch competitions and team works will be posted on WorldSkills website for public voting and commenting. In case there is a tie the pitch competitions, the judge panel will make the final decision on which of the two (or more) teams will be eliminated.

## Award

The top five teams will each receive EUR 1,000 worth of customized post-programme training. Additionally, the top three teams will each receive EUR 2,000 cash award to further invest in their ideas.

## Expenses

There is no fee to join and participate in the BCM. However, WorldSkills International and the HP Foundation are not responsible for any costs occurred due to any activities or works initiated and originated from the participants during and after their participation in the BCM. For events and activities which are initiated by WorldSkills International and the HP Foundation as invitation to the participants, WorldSkills International and the HP Foundation will cover the associated costs.

## Privacy

Any information that is submitted by the participants to WorldSkills International will be treated in accordance with WorldSkills [Private Policy](#).

## Publicity and intellectual property rights

The participants agree and consent to WorldSkills International and the HP Foundation's use of the participants' profiles, comments, feedback, images – such as photographs and videos, all materials, content, and all elements of the created ideas and solutions for marketing, communication, and research purposes during and after the project without time and geographic limits.

The participants retain the ownership of all intellectual property rights in all materials created and submitted during and after the BCM.

## Taxes

All taxes imposed on awards are the sole responsibility of the winning participants – i.e. the top three teams. The participants must submit the tax documentation required by applicable law to the relevant tax authority, all as determined by applicable law, including, where relevant, the law of the participants' country of residence. The winning participants are responsible for ensuring that they comply with all the applicable tax laws and filing requirements. If the winning participants fail to comply with such laws, the award may be forfeited and WorldSkills International and the HP Foundation may, in their sole discretion, select alternative winning participants.

## Warranty and indemnity

The participants warrant that their works are original and that they have the ownership to grant all required licenses and rights. The participants agree the submitted works strictly follow the requirements stated in the official rules and indemnify WorldSkills International and the HP Foundation, including their staff, affiliates, and partners, at all times from and against any liability, claims, demands, losses, damages, costs, and expenses resulting from any act, default or omission of the participants and/or a breach of any warranty set forth herein.

**IN PARTNERSHIP WITH THE HP FOUNDATION**

