



## SUSTAINABLE DEVELOPMENT GOALS



## Approach

The Jury of the 7th Edition of the “*Novia Salcedo Awards for Excellence in the Professional Integration of Young People*”, which met in Bilbao on 21 April 2016 chaired by Mr Antonio Garrigues, suggested an in-depth review of the event after seven successful editions. This review was to include the most pressing problems affecting the world; for example, the integration and education of people suffering severe exclusion.

As a means of approaching the most serious problems of humanity we considered the **2030 Agenda**, adopted by the **UN General Assembly** in September 2015, as “*the best framework we have to promote the well-being of humanity and the ambitious project of ensuring peace and prosperity for all on a healthy planet*” (Antonio Guterres, Secretary General).

Novia Salcedo [has been familiar with this Agenda](#) since its origins and we are committed to achieving its goals, given our special consultative status in the *United Nations Economic and Social Council* and as an associated entity of this organisation’s *Department of Public Information*.

In addition to our career spanning almost 40 years at the service of improving the **employability** of young people, we now find ourselves in an even more challenging situation; an Agenda consisting of 17 goals and 169 targets that are interdependent and in which youth unemployment is specified and considered, together with gender equality, as one of the main accelerators.

Novia Salcedo considers that the challenge of providing all young people on the planet with decent employment will drive the economic and social transformation of individuals, businesses, organisations, and society. The NSF agrees with the view expressed in **Goal 8b** that states that, by 2030, there should be a situation of full employment, social protection, and decent work for all young people.

Within this context, we believe that the [8th Edition of the Novia Salcedo Awards](#) is an excellent opportunity to take a step forward and become an example regarding the 2030 Agenda and, more specifically, the Goals that are most directly related to young people and their employability, which are:

- **SDG 4.** Ensure inclusive and quality education for all and promote lifelong learning.
- **SDG 5.** Achieve gender equality and empower all women and girls.
- **SDG 8.** Promote inclusive and sustainable economic growth, employment and decent work for all.
- **SDG 10.** Reduce inequality within and among countries.

Finally, we cannot overlook the fact that, this year, we are celebrating the 70th anniversary of the [Universal Declaration of Human Rights](#). Articles 23, 25 and 26 of this Declaration, which refer to the right to work, to wages, to protection, and to human dignity, to an adequate standard of living or to education, tell us that the challenges and commitments identified are still valid.

To achieve these goals effectively, we need a new approach aimed at interdependently eradicating poverty in all its forms, combating inequality among countries, preserving the planet by creating sustainable, inclusive, and sustained economic growth, and developing social inclusion. Consequently, this will be the approach and the framework that will guide us during the **8th Edition of the Novia Salcedo Awards**.

## 1. General Rules

The Novia Salcedo Awards are given to individuals, businesses and institutions that contribute with their work, commitment, and merits to improve the employability prospects of young people within the framework of the Goals of the [2030 Agenda](#) for Sustainable Development and, more specifically, the following:

- **SDG 4.** Ensure inclusive and quality education for all and promote lifelong learning.
- **SDG 5.** Achieve gender equality and empower all women and girls.
- **SDG 8.** Promote inclusive and sustainable economic growth, employment and decent work for all.
- **SDG 10.** Reduce inequality within and among countries.

All *individuals, institutions, businesses and other organisations around the world* that are deemed worthy of deserving this recognition may apply, as well as all those who are invited by the Organising Committee.

Each candidacy will be submitted by an **influencer**, who will attach a letter of support.

The following Prizes will be awarded at this Eighth Edition:

### 1.1 *Novia Salcedo Award to an Individual*

This prize acknowledges the careers of people who have dedicated their lives to young people and, particularly, to their general, personal, and professional growth by promoting projects, raising awareness in society, implementing actions, etc. Activities that have not only become key assets for the young people involved but also for all society by contributing to the improvement of the employability of young people within the framework of the Sustainable Development Goals (SDG) mentioned above.

We shall reward personal careers, lines of work, professional careers, i.e. lives that are worthy of receiving recognition for the effort made in favour of the professional integration of young people. And if the Jury considers appropriate, an *“Ad Honorem” Prize* will be considered.

#### **ASSESSMENT CRITERIA**

The Jury will base the pre-selection process and its final decision on the following criteria:

##### **CREDIBILITY**

*One or more of these elements may be considered:*

1. The integrity and power of the person and of the activity connected with the development of young people.
2. Résumé and professional career.
3. Acknowledgements received and/or support provided.

#### **ALIGNMENT WITH THE VALUES SET OUT IN THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT GOALS**

*One or more of these elements may be considered:*

1. Cooperation.
2. Commitment to equality (“no-one will be left behind”).
3. Ethical and people-centred leadership seeking the development of others.
4. An entrepreneurial spirit (intrinsic motivation that transforms ideas into actions).

##### **SOCIAL IMPACT**

*One or more of these elements may be considered:*

1. Contribution to generating knowledge that can be transformed into valuable actions for society.
2. Ability to influence.
3. Social impact (detailing, if relevant, the social spheres of said impact).

## 2.2 *Novia Salcedo Award to a Youth*

This prize is for young people, *under the age of 35*, who have implemented an *innovative idea, a project and/or business* that contributes to improving the employability prospects of young people within the framework of the Sustainable Development Goals mentioned above.

### **ASSESSMENT CRITERIA**

The Jury will base the pre-selection process and its final decision on the following criteria:

#### **CREDIBILITY**

*One or more of these elements may be considered:*

- 1 The integrity and power of the activity connected with the development of young people.
- 2 Résumé and professional career.
- 3 Previous acknowledgements received and/or support provided.

#### **ALIGNMENT WITH THE VALUES SET OUT IN THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT GOALS**

*One or more of these elements may be considered:*

- 1 Cooperation.
- 2 Commitment to equality (“no-one will be left behind”).
- 3 Ethical and people-centred leadership seeking the development of others.
- 4 An entrepreneurial spirit (intrinsic motivation that transforms ideas into actions).

#### **SOCIAL IMPACT**

*One or more of these elements may be considered:*

- 1 Contribution to generating knowledge that can be transformed into valuable actions for society.
- 2 Ability to influence.
- 3 Social impact (detailing, if relevant, the social spheres of said impact).

### 2.3 *Novia Salcedo Award to a Big Business*

This prize is for businesses that **train and integrate** young people and contribute to improving their employability within the framework of the Sustainable Development Goals mentioned above.

Prizes will be awarded for the following:

- dual training projects.
- entrepreneurial projects.
- research projects that study or promote the employability of young people.
- youth integration initiatives.
- professional careers dedicated to the integration of disadvantaged and/or excluded groups.
- business design projects.
- awareness actions and campaigns aimed at promoting actions that lead to commitments by the various agents to promote youth employment within the framework of the 4 SDGs mentioned above.
- programmes that support youth integration.
- a corporate culture aimed at youth integration.
- any other good practice designed to “not leave anyone behind”.

#### **ASSESSMENT CRITERIA**

The Jury will base the pre-selection process and its final decision on the following criteria:

#### **ORGANISATIONAL CULTURE**

*One or more of these elements may be considered:*

- 1 Transparency (ease with which workers can access the information and knowledge about the organisation, the quality of the information shared, and their participation in preparing the information).
- 2 How the organisation produces and structures new knowledge and involves the workers.
- 3 Shared leadership (regarding goals, targets, strategies, indicators, and processes).

#### **SOUNDNESS OF THE PROPOSAL**

*One or more of these elements may be considered:*

1. A consistent approach.
2. Outstanding actions leading to the professional integration of young people.
3. Systems of participation and cooperation with stakeholders when designing and developing the proposal/activity.
4. Previous career and/or acknowledgements.

**ACTIVITY AND/OR RESULTS INDICATORS**

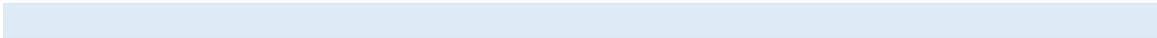
*One or more of these elements may be considered:*

1. Key activity and/or results indicators.
2. Sustained and/or growing trend over at least three years.

**INNOVATION**

*One or more of these elements may be considered:*

1. Level of response to the social need of youth employability.
2. Impact on the local economy and/or on the local social well-being.
3. Degree of scalability, growth potential of the proposal.
4. Innovative features of the proposal.



## 2.4 *Novia Salcedo Award to SMEs*

This prize will consider any enterprising initiatives aimed at integrating young people regarding issues included in the 2030 Agenda and that are linked to the following fields: digital transformation; women; green economy; circular economy; sustainable mobility; work-family balance; water; waste; etc. and that contribute to improving the employability of young people within the framework of the Sustainable Development Goals mentioned above.

### **ASSESSMENT CRITERIA**

The Jury will base the pre-selection process and its final decision on the following criteria:

#### **ORGANISATIONAL CULTURE**

*One or more of these elements may be considered:*

- 1 Transparency (ease with which workers can access the information and knowledge about the organisation, the quality of the information shared, and their participation in preparing the information).
- 2 How the organisation produces and structures new knowledge and involves the workers.
- 3 Shared leadership (regarding goals, targets, strategies, indicators, and processes).

#### **SOUNDNESS OF THE PROPOSAL**

*One or more of these elements may be considered:*

- 1 A consistent approach.
- 2 Outstanding actions leading to the professional integration of young people.
- 3 Systems of participation and cooperation with stakeholders when designing and developing the proposal/activity.
- 4 Previous career and/or acknowledgements.

#### **ACTIVITY AND/OR RESULTS INDICATORS**

*One or more of these elements may be considered:*

- 1 Key activity and/or results indicators.
- 2 Sustained and/or growing trend over at least three years.

#### **INNOVATION**

*One or more of these elements may be considered:*

- 1 Level of response to the social need of youth employability.
- 2 Impact on the local economy and/or on the local social well-being.
- 3 Degree of scalability, growth potential of the proposal.
- 4 Innovative features of the proposal.

## 2.5 *Novia Salcedo Award to Public Administrations and Corporations*

This prize is for public initiatives that contribute to improving the employability of young people within the framework of the Sustainable Development Goals mentioned above.

Prizes will be awarded for the following:

- Integration and/or employability policies.
- Employment and integration programmes.
- Research.

#### **ASSESSMENT CRITERIA**

The Jury will base the pre-selection process and its final decision on the following criteria:

##### **ORGANISATIONAL CULTURE**

*One or more of these elements may be considered:*

- 1 Transparency (ease with which workers can access the information and knowledge about the organisation, the quality of the information shared, and their participation in preparing the information).
- 2 How the organisation produces and structures new knowledge and involves the workers.
- 3 Shared leadership (regarding goals, targets, strategies, indicators, and processes).

##### **SOUNDNESS OF THE PROPOSAL**

*One or more of these elements may be considered:*

- 1 A consistent approach.
- 2 Outstanding actions leading to the professional integration of young people.
- 3 Systems of participation and cooperation with stakeholders when designing and developing the proposal/activity.
- 4 Previous career and/or acknowledgements.

##### **ACTIVITY AND/OR RESULTS INDICATORS**

*One or more of these elements may be considered:*

- 1 Key activity and/or results indicators.
- 2 Sustained and/or growing trend over at least three years.

## **INNOVATION**

*One or more of these elements may be considered:*

- 1 Level of response to the social need of youth employability.
- 2 Impact on the local economy and/or on the local social well-being.
- 3 Degree of scalability, growth potential of the proposal.
- 4 Innovative features of the proposal.

## 2.6 *Novia Salcedo Award to Institutions and/or Organisations*

This prize is for institutions and/or organisations whose purpose is to promote and develop the employability of young people within the framework of the Sustainable Development Goals mentioned above.

Prizes will be awarded for the following:

- entrepreneurial projects.
- inclusion projects.
- programmes that combat discrimination.
- youth integration initiatives.
- professional careers dedicated to the integration of disadvantaged and/or excluded groups.
- awareness-raising actions.
- awareness campaigns and communications.
- programmes that support youth integration.
- good practices that leave no-one behind, etc.

### **ASSESSMENT CRITERIA**

The Jury will base the pre-selection process and its final decision on the following criteria:

#### **ORGANISATIONAL CULTURE**

*One or more of these elements may be considered:*

- 1 Transparency (ease with which workers can access the information and knowledge about the organisation, the quality of the information shared, and their participation in preparing the information).
- 2 How the organisation produces and structures new knowledge and involves the workers.
- 3 Shared leadership (regarding goals, targets, strategies, indicators, and processes).

#### **SOUNDNESS OF THE PROPOSAL**

*One or more of these elements may be considered:*

- 1 A consistent approach.
- 2 Outstanding actions leading to the professional integration of young people.
- 3 Systems of participation and cooperation with stakeholders when designing and developing the proposal/activity.
- 4 Previous career and/or acknowledgements.

#### **ACTIVITY AND/OR RESULTS INDICATORS**

*One or more of these elements may be considered:*

- 1 Key activity and/or results indicators.
- 2 Sustained and/or growing trend over at least three years.

#### **INNOVATION**

*One or more of these elements may be considered:*

- 1 Level of response to the social need of youth employability.
- 2 Impact on the local economy and/or on the local social well-being.
- 3 Degree of scalability, growth potential of the proposal.
- 4 Innovative features of the proposal.

### **3. Applications**

Applications for the prizes will be formalized on-line by filling in the form provided on the Award website ([www.premionoviasalcedo.es](http://www.premionoviasalcedo.es)) and that must include the merits of each candidacy.

You may attach documents that provide relevant data and additional information on the candidacy, as well as any other supporting material.

Applications that do not meet the requirements stated above shall not be processed. In any case, the documents submitted shall not be returned nor will any correspondence be entered into regarding them. The winners shall agree to the prizes being posted on the website.

Once the applications have been received and the deadline for admission has been reached, 8 June 2018, the applications shall be subjected to a pre-selection process by the Organising Committee. Once this pre-selection process has been completed, the Committee will contact the pre-selected candidates to request further information if necessary and, then, the most relevant shall be submitted to the Jury, which will select the winners.

### **4. Jury**

The applications will be studied by an international and independent jury consisting of people of recognized standing and sensitivity regarding youth issues. Jury members will be appointed by the Award Organising Committee and announced before the day of the final ruling.

The Jury will meet during the second quarter of the year when they will announce their decisions. The prize-giving ceremony will take place at a later date that will be duly announced.

The jury, appointed by the Award Organising Committee, will include a chairperson, and a secretary, with voice and vote. At their first meeting, the secretary, appointed by the Novia Salcedo Foundation, with voice but without voting privileges, will declare the jury has been constituted. The chairperson will organise and direct the discussions and, if necessary, the voting sessions required; and the secretary shall interpret the current rules and take minutes of the sessions.

The prize will be awarded to the candidate that obtains the highest number of votes from the jury. In the event of a tie, the Chairperson's vote will break the tie. On the proposal of the Foundation and if the Jury agrees, an "*Ad Honorem*" Prize will be awarded.

## **5. Terms**

The prize may not be awarded posthumously, or to members of the Foundation.

The prize, which may be declared void, consists of a diploma and a reproduction of a sculpture (made in collaboration with the School of Fine Arts of the Basque University). To receive the prize, the legal representative of the winning entity or the winner must be present at the solemn prize-giving ceremony.

The winners, if so requested, shall participate in the events organised in connection with the prize giving ceremony.

The submission of applications for the awards implies the full acceptance of these terms, and of any decisions made by the Jury.