

AWARD
**GERAÇÃO DE
PROGRESSO**



REGULATION
2019 EDITION



Citi Foundation





REGULATION

"Geração de Progresso" Award 2019

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1. Presentation

"Geração de Progresso" Award (or just "Award"), is primarily intended to recognize and encourage non-governmental, non-profit social organizations in the state of São Paulo that focus on professional training for the market through education.

The Award is an initiative of Citi Foundation in operational partnership with Grupo Mais Unidos (hereinafter referred to as the "Organizer"), and will be finalized at the awards event to be held on on November 27, 2019 with the participation of up to 5 (five) finalist organizations, considering that only 02 (two) of them will be awarded.

The rules and procedures of the Award will be established by this regulation, and all participants must observe the contents of this document ("Regulation").

1.1. Award Objectives

The main objectives of the Award are:

- a) Accelerating the positive social impact of nonprofit social organizations to boost their quantitative and qualitative outcomes;
- b) Recognizing and highlighting initiatives that use efficient and innovative practices to promote professional capacity building through education, considering aspects related processes, methodologies, audience and outcomes;
- c) Strengthening the capacities of organizations to stimulate the continuity of the work done and thus expanding the scope of the projects promoted;
- d) Substantiating the work of organizations that promote activities involving CDE classes, young people from 14 to 34 years old and who adopt diversity policies in their actions.

In order to achieve these objectives, the awarded organizations will receive direct financial resources in the form of donations and capacity building hours for professionalization of the organization, as set forth in item 5. Financial resource will be divided equally between the 2 (two) winning organizations, totaling R\$ 75,000.00 (seventy five thousand) reais for each organization.

After the award, the Organizer will monitor and follow-up the development of the organizations and their impact, for analysis and evaluation of how the invested resource has impacted and increased the potential reach of the winning institutions.

2. Requirements for Participating Organizations

The Award is intended only for non-profit, non-governmental social organizations based in the state of São Paulo, which are proven to have projects and/or programs designed to promote professional development, with a focus on preparing young people for the market, preferably in classes C, D and E, admitting beneficiaries from 14 to 34 years old.



The requirements for application to the selection process are:

- a) Non-Governmental Organizations Legally Classified as “Nonprofit”¹;
- b) Having National Register of Legal Entities (CNPJ) active with the IRS (Internal Revenue Service);
- c) Are located in the state of São Paulo;
- d) Have been incorporated in Brazil in accordance with Brazilian law;
- e) Organizations must report on their activities and demonstrate - at least - 24 months in duration;
- f) Execute social program(s) related to the theme “Education”;
- g) Be in compliance with their tax obligations;
- h) Be nonpartisan;
- i) Comply with current labor laws, respecting employment relationships;
- j) Have an active, transparent and ethical governance structure;
- k) Respect the diversity of creeds, ethnicities, gender, sexual orientation and political positions;
- l) Submit a copy of the following duly valid documentation:
 - Articles of Incorporation;
 - Minutes of Election of the last board of directors;
 - CNPJ card;
 - Clearance Certificate provided by INSS;

2.1. Not eligible to participate in the Award:

- a) Individuals;
- b) Private, for-profit companies and institutions;
- c) Institutions that integrate the S System (SENAI, SENAC, SENAR, SENAT, SESC, SESI, SEBRAE, among others);
- d) Multilateral organizations or international organizations, such as the UN, WHO, UNICEF, among others;
- e) Governmental or local organizations (municipal, state or federal);
- f) Organizations that have political party affiliations; and
- g) Trade unions;

Failure to meet one or more of the requirements listed above will automatically disqualify the Organization from the selection process.

Participation in the Award will not require survey responses (except for the entry form), nor the acceptance of receipt of advertising material of any kind.

Each organization is aware and agrees that in applying for the Award, they must fully and unconditionally accept and abide by all the conditions of law and obligations set forth in these Regulations, as well as all decisions made by the Judging Committee and the Appraisal Board, the which will be final and irrecoverable. Awards will only be granted to organizations that act in full compliance with the provisions of these Regulations.

¹ The legal nature of Third Sector entities is determined in accordance with the Civil Code and specific legislation.



3. Judging Committee and Appraisal Board

The Judging Committee will consist of 04 associates and members of the Organizer's team. It will be responsible for selecting organizations in the First and Second Phases of the selection process.

The Appraisal Board will be composed of by up to 6 Citibank professionals, from companies associated with the Organizer and guests. The Appraisal Board will be responsible for evaluating the finalist organizations in the Final Phase of the selection process.

Both the Judging Committee and the Appraisal Board assume the commitment of impartiality and confidentiality of the information analyzed in this Award.

The decisions of the Judging Committee and the Appraisal Board will be sovereign in deciding matters related to the award. Its members, at all stages of judgment, will have full and complete autonomy for decision making within the rules set forth in these Regulations, with no recourse to their decisions of any kind.

The Judging Committee and the Appraisal Board may, at any time, request additional documents or information necessary to support the evaluation of the organizations or the proof of any information provided by the registered entities, as well as disqualify the organization that does not fit the requirements of these Regulations, provided for in item 2.

External contact by organizations with members of the Judging Committee and the Appraisal Board regarding the judging process or its outcome, or any attempt to influence its members, will result in disqualification.

Each organization will be judged independently by all members of the Judging Committee and the Appraisal Board. At the end of the process, the Judging Committee and the Appraisal Board will consolidate the scores of the organizations and rank them in descending order.

4. Selection Steps

4.1. Stage One

4.1.1. Application

To apply for the Award, interested organizations must follow these steps:

- a) Complete the application form available at link www.geracaodeprogresso.com, until 18:00 p.m. on 09/30/2019, Brasília time;
- b) Submit all scanned requested documents via the form in the relevant fields as follows:
 - Simple copy of the Articles of Incorporation, consolidated version;
 - Simple copy of the Minutes of Election of the Board of Executive Officers in force, registered in notary's office and with indication of dates of its realization and validity;
 - CNPJ Card;
 - Simple copy of the ID Card and CPF (Individual Taxpayer Number) of the legal representatives of the organization;

- Clearance Certificate provided by INSS;
- c) Fully agree with the Regulations, terms and conditions applicable to the Award;
- d) Declare that all information and documents provided are legitimate and do not constitute a violation of any third party intellectual property rights, publicity or privacy, such as: imitation, reproduction, plagiarism, etc., under penalty of civil and criminal liability for the untruth of this information;
- e) Submit only legitimate documents and information that are not confidential and do not constitute a business secret;
- f) Declare to be aware that after submission of application, it will not be possible to change or replace the information; and
- g) Meet the deadlines set in item 7 of these Regulations for the application step.

After the application is completed, wait for contact from the Organizer on the next steps of the process.

Additional notes:

- a) Application will be accepted exclusively via the form, at the electronic address provided.
- b) The registered organization represents and warrants that the projects and programs it claims to develop are not copied in any way, do not violate third party rights, including but not limited to intellectual property rights. The organization agrees to release, indemnify, defend and hold the Organizer and Citi Foundation harmless from any and all claims, liabilities and damages, including but not limited to attorney fees involved in infringement or unauthorized use of intellectual property of as well as the use of the project by the Organizer and/or Citi Foundation. The registered entity agrees to notify the Organizer immediately in the event of any violation of this Clause.
- c) None of the members of the Judging Committee, Appraisal Board, Organizer, or Citi Foundation will be responsible for lost, late, incomplete, invalid, misplaced, or corrupted applications, which will be disqualified and will not be responsible for incomplete or failed computer transmissions, as well as technical failure of any kind, including, but not limited to, the malfunctioning of any network, hardware or software, the availability of access to the Internet or the Premium website, as well as any incorrect or incomplete information about the Award (including the application page) and any human, technical or any other failure that may occur during the processing of applications. The Judging Committee, Appraisal Board, Organizer, and Citi Foundation are also not liable for any damage to any participant's computer or mobile phone system/software related to or arising from the participation or *uploading* of any materials related to the Award, assuming no liability whatsoever for undelivered email resulting from any form of active or passive email filtering by the user's Internet service provider and/or email client, or insufficient space on the user's email account to receive/send email. Proof of submission of an application will not be considered as proof of receipt by the Judging Committee.
- d) The Judging Committee reserves the right to disqualify any participant who deems to be manipulating the operation of the Award or violating the terms and conditions set forth herein.
- e) The registered organizations acknowledge that the Organizer, the Judging Committee, Appraisal Board members and/or the Citi Foundation are exempt and have no joint liability for submissions



that do not respect any third party rights and have made a false and misleading statement in the application process.

All applications received will undergo a validation stage, in which full compliance with the Regulations and relevant documents will be reviewed. After analysis, all valid applications will be evaluated by the Judging Committee.

4.1.2. Analysis of the applications and criteria

The Judging Committee will evaluate all responses received. All documentation and information submitted will be reviewed according to the following criteria:

- a) **Number of beneficiaries per year and total** - number of people directly benefited by the organization's projects and programs, per year and in total (since the beginning of its activity);
- b) **Annual budget** - last year's organization's annual operating revenue and cost, at least;
- c) **Relevance of the executed projects and programs** - the relevance of the executed projects and programs, aiming at acting in themes of public interest;
- d) **Scalability of projects and programs** - feasibility and scale potential of projects and programs to serve a larger number of beneficiaries;
- e) **Sources of financing and sustainability** - organization submits financial sustainability, the number and identity of the sources of financing and aspects that indicate their chances of success and growth in the future.
- f) **Governance Structure** - organization submits structured team, allowing for well-defined workflows and communication;
- g) **Consistency of information and documentation submitted** - documentation submitted is consistent with the information described in the application form;
- h) **History of the organization** - alignment and coherence of projects and programs with the mission of the organization over the years;
- i) **Quality of projects and programs** - level of performance and results of projects and programs currently and historically executed.

After analysis by the Judging Committee, the scores will be computed and placed in descending order. The 5 (five) organizations with highest scores will be selected for Phase II of the Award.

4.2. Phase Two

4.2.1. Visit to organizations

In phase two, all pre-selected organizations will receive a visit from the Judging Committee to verify and confirm the information provided and analyzed in the previous phase.

The evaluation at this phase is binary, considering the following methodology:

- 0 (zero) - if the information observed and presented in the visit and application form is not consistent;
- 01 (one) - if all the information observed and presented during the visit is consistent with the information presented in the application form.

Notes:



- If the organization receives a score “0” (zero) for this phase, it will be automatically disqualified. Thus, the 6th (sixth) organization with the highest score in the application phase, will be selected to integrate the finalist organization group and will then follow all the processes and steps provided for in these Regulations.
- During these visits, the members of the Judging Committee should also collect information, images and videos, which will serve as input for the creation of a dossier about the organizations. This dossier will be used in the next phase as support for the Appraisal Board.
- Capturing images, by photos and videos of the organization and the projects developed for dissemination at the awards ceremony, will also take place.
- Visits will be scheduled individually with each selected organization, from 10/17/2019 to 10/25/2019.

4.3. Final Phase

4.3.1. Organizational Diagnosis

After validating all the information, the 5 finalist organizations will receive consultancy to elaborate an organizational diagnosis. This diagnosis aims to identify all the positive and process improvement points of each organization. The consultancy will be conducted by Instituto Phomenta at no cost to the finalist organization.

Participation in this diagnosis is mandatory and the organization must commit to replying to an additional form with deadline for the preparation of this report. The document obtained will serve as input for the next phase of the selection process. If the organization does not provide the requested information for diagnosis, it will be disqualified.

4.3.2. Demoday

The last phase of the organizations' evaluation will be a *Demoday*² - day when the 5 finalist organizations will have to submit a *pitch* to the Appraisal Board.

In this *pitch*, the organization must obligatorily submit:

- Brief history of the organization;
- Projects that it develops;
- Results and general numbers;
- Plan on how it intends to invest the Award resource to leverage its impact (if it is one of the organizations contemplated);
- Evaluation metrics for impact analysis of the invested resource.

² Demonstration day, which gives participating organizations the opportunity to meet with the Appraisal Board.



The analysis for the elaboration of the investment plan should be made based on the diagnosis elaborated in the previous phase.

The presentation should not exceed 15 minutes and organizations will be able to use audiovisual resources such as powerpoint presentations, videos, etc. The board will be held in São Paulo, at Citi headquarters (Av. Paulista, 1,111, Bela Vista - São Paulo/SP), on 11/14/2019. For organizations based outside the city of São Paulo, travel, food and lodging costs will be covered by the Organizer.

The Appraisal Board will evaluate the *pitch* according to the following criteria:

- a) **Presentation of the problem** - objective use of the diagnosis, objectively, addressing the points of improvement of the organization;
- b) **Solution presented** - feasibility and creativity of the proposed work and investment plan;
- c) **Transformation potential** - ability to develop improvements in the social impact of the organization if it receives the investment;
- d) **Consistency of the resource utilization plan** - clarity and consistency in the available resource investment plan;
- e) **Presentation and Storytelling** - graphic quality of information presented, objectivity in speech, demonstrated knowledge about organization and projects, punctuality.

The scores will be compiled immediately after the evaluation. The arithmetic average of the judges' scores will determine the final score of this phase, for each organization.

4.4. Definition of the winning organizations

To define the winners, the following equation with the scores will be used:

$$R = (0.5 * P1) * P2 + (0.5 * P3)$$

In which:

R - Final score

P1 - Score related to the arithmetic mean of the scores of the Application Phase

P2 - Score of the visit

P3 - Score related to the arithmetic mean of the scores of the Demoday phase

The two organizations that get the highest scores will be considered winners and will receive the awards.

The Organizer reserves the right not to disclose the selection process scores.

4.5. Disclosure of Winners and Awards Ceremony

The ceremony where the awarding organizations will be announced will take place on 11/27/2019, in São Paulo/SP. The venue will be announced near the date. On this occasion, the 05 finalists of the Award will be invited and, as will be done for the Demoday phase, the costs for lodging and travel will be covered by the Organizer for organizations located outside the city of São Paulo.



Winners hereby agree that their name and image will be used to disclose the results of the Award, under the terms of these Regulations, as set forth in item 8.

After the date of the final event, the ranking will also be announced on the awards official website www.geracaodeprogresso.com

5. Awards

Two 2 (two) organizations with the best performance in the selection process will be awarded, as described in the previous session. In addition, the awards will be the same regardless of the final ranking. Each winning organization will receive:

- a) Donation in the amount of R\$ 75,000.00 (seventy-five thousand reais), will be deposited by Grupo +Unidos Group in two installments, upon signature of a donation agreement. The first installment of the donation, in the amount of 50% (fifty percent) will be made immediately after signing the donation agreement, and the second installment with the remaining amount will be deposited after the submission and approval of the first monitoring report prepared by the organization during the capacity building period. It is the sole responsibility of the winning organization to open a specific bank account to receive the financial contribution of this award;
- b) Capacity buildings on management of social organizations and project monitoring and evaluation, given by Insituto Phmenta, with a total of 40 hours. Organizations headquartered outside the city of São Paulo will have all travel and lodging costs for the face-to-face meetings of the courses covered by the Organizer.

The delivery of the first monitoring report in March 2020 is required to receive the second installment of the donation. Nevertheless, the Award has an individual and nontransferable nature; in the event of any unforeseen circumstances and/or inability to participate in the capacity building activities, the winner will lose the right to enjoy this part of the award.

Under no circumstances will the award be exchanged for any other of equal amount or, in the case of capacity buildings, its corresponding amount will be converted into currency.

The registered organizations agree to contribute and collaborate with the Organizer's follow-up and monitoring about the projects and indicators of the organization, for a minimum period of 08 (eight) months. During this period, the winning organizations will periodically report the progress of the activities and investments previously stipulated. The format of the reports will be defined by the Organizer.

6. Award Schedule and Phases

The stages of the Award have the following schedule:

Application Period	From August 27 to September 30, 2019.
Evaluation of Applications by Judging Committee	Until October 16, 2019.



Announcement of pre-selected organizations	Until October 16, 2019.
Visit to organizations	Between October 17 and 25, 2019.
Submission of extra information for elaboration of Organizational Diagnosis	Until October 23, 2019.
Demoday	November 14, 2019
Awards' ceremony	November 27, 2019

The dates of the capacity building meetings for the winning organizations will be communicated to their representatives at least 02 (two) weeks in advance.

The Organizer reserves the right to cancel, suspend or modify the award in the event of fraud, technical or scheduling difficulties, or any other unforeseen event beyond its control or compromising the integrity of the Award, so that it cannot be conducted as originally planned. Any such act will be communicated to organizations via email.

7. General Provisions, Privacy Policy & Intellectual Property Rights

Participation in the Award does not modify, transfer or affect the title, right, or ownership of any copyright, patent, trademark, or any other intellectual property right already existing and associated with any technology submitted to the Award. Any and all rights shall not be transferred to the Organizer, the members of the Judging Committee or the Appraisal Board, or to Citi Foundation, and shall remain the exclusive property of the party and/or participant registered in the Award, who owns such rights.

By applying for the Award, participants grant the Organizer and Citi Foundation the right to freely and irrevocably disclose their Award-nominated names and projects, regardless of classification for the event, specifically for the Award disclosure and results in any means or vehicles of communication chosen, or other similar actions related to the event, such as the qualifications of the winning organizations, for a period of 05 (five) years from the date of disclosure of the results, without restriction of frequency, without this entails any kind of burden on them, provided that proper mention of authorship is guaranteed. Also, it is the sole responsibility of the participant to obtain consent for the publication and disclosure of personal data of their team members, such as name, email address, etc.

Participants acknowledge that no guarantee of any kind is offered to protect the intellectual property items that make up the social technology³ submitted in the application. Participants are solely and exclusively responsible for the protection of intellectual property contained in any item submitted to such Award.

Nothing in these Regulations shall be construed as a statement or agreement by the Organizer and/or its partner institutions that they are not currently developing, shall not develop, or have developed, products, concepts, systems, technologies or techniques that are similar or competing with products, concepts,

³ Social technology means any methodology, product, project, or program that has the purpose of promoting social and environmental impact on a specific audience.



systems, technologies, or techniques contemplated or incorporated in applications submitted by participants, or explore similar opportunities with other parties, provided that the Organizer and/or its partner institutions do not use the application information submitted by participants as a basis for the development of these products, concepts, systems, technologies or techniques. In addition, the Organizer shall have no obligation to limit or restrict the performance of its employees and associates in the development of any product, concept, system, technology or technique, even if these employees and associates have had access to the application information submitted by participants.

Application to the Award implies acceptance by the participant, in a broad and unrestricted manner, of all requirements and provisions contained in these Regulations, which failure to comply will lead to immediate disqualification of the participant.

The Award will be operationalized by the Organizer, who will be responsible for deciding on omitted cases, and their decisions are sovereign and unrecoverable.

Any incomplete or inaccurate information provided by the registered entities may lead to its disqualification.

It will not be the responsibility of the Organizer, Judging Committee, Appraisal Board and/or Citi Foundation, directly or indirectly, any other costs, expenses or charges, or even goods or services, which are not explicitly described in these Regulations, nor any other costs, expense or charge, or even goods or services, which, even if inherent and/or necessary for the use and enjoyment of awards, have not been expressly mentioned in these Regulations.

These Regulations will be effective on the date of their disclosure.

8. Who we are

8.1. About Citi Foundation

Citi Foundation works to promote economic progress and improve the lives of people in low-income communities around the world. The foundation invests in efforts to increase financial inclusion, catalyze youth employment opportunities and reinvent approaches to building economically vibrant cities. The foundation's "More than Philanthropy" approach leverages Citi's and its people's vast experience to fulfill its mission and drive leadership and innovation. Finally, it is the creator of the Award and holds all rights to the brand, Award name and its format and/or concept.

8.2. About the Grupo +Unidos

Grupo +Unidos is a collaborative social investment fund designed by the US Embassy through the United States Agency for International Development (USAID). The Group, formed by large companies operating in Brazil, has been working since 2008 in the capacity building of young Brazilians through initiatives aimed at education and technological capacity building.



From an open and efficient partner network, we propose a new way of thinking about corporate social responsibility. In its work, +Unidos incorporates concepts from the *venture philanthropy* to determine its social investment methodology. This model uses most venture capital financing principles to invest in start-up, growth or high potential social initiatives. In this case, there is no interest in profit, but in investments that promote some kind of social improvement, especially in education and professional development. It is the operating partner of the Award, and have no rights to the brand, name of the Award and its format and/or concept unless otherwise authorized or agreed with Citi Foundation.

9. Contact

If you have any questions about this document, please email us at: editais@maisunidos.org.