JOIN THE KPN SDG CHALLENGE!
Present your idea during the Max Havelaar Lecture 2017!

Do you have a brilliant idea for the realisation of the 17 Sustainable Development Goals?
And you can’t wait to present your idea to more than 200 interested people?
Did you recently start a social enterprise or initiative?
And do you want to engage as many people as possible?

Then sign up for the SDG Challenge.
Maybe you’ll be selected to pitch during the Max Havelaar Lecture!
The best pitch wins € 1.500 to kick start your idea or enterprise!

During the Max Havelaar Lecture on the 25th of October 2017, prof. dr. Ted London (author of 'The Base of the Pyramid Promise: Building Businesses with Impact and Scale’) will speak about the challenges of global inequality and inclusive development. Max Lawson of Oxfam and Bukunmi Akinseye of Unilever will complement his insights.

Read more about the Max Havelaar Lecture on rsm.nl/prc/max-havelaar-lecture

During this day we will highlight the Sustainable Development Goals. The aim of these Global Goals is to end poverty, inequality and climate change.
Read more about the SDGs at sustainabledevelopment.un.org

We would like to give the stage to entrepreneurs who take action on these SDGs. Do you want to participate? See the next page for details.
Everything you need to know about the KPN SDG Challenge of the Max Havelaar Lecture 2017

How to participate?
1. Design an informative poster showing your idea. The poster should at least include the following information:
   - A short, promotional description of your idea / initiative.
   - The connection between your idea and at least one of the SDGs.
   - An explanation of why your idea / initiative is socially important.
   - An elaboration on which partners you need for your idea to work. Or, in case you already started your initiative, explain who you (want to) work with.
   - Information on how your idea will be financed.
   - Scaling options.

2. Provide the following information: title of your idea / initiative, names of your team members, email address and phone number of the contact person (the one who will pitch the idea / initiative during October 25th).
3. Sign up! Send your poster to strijker@rsm.nl before October 1st
4. Before October 15th you will receive a message if your poster has been selected.

The selection procedure
The jury – prof. dr. Ted London, prof. dr. Rob van Tulder of PrC and Brechtje Spoorenberg, CSR Manager of KPN – will preselect max. 5 ideas / initiatives to be pitched during the Max Havelaar Lecture 2017. The audience will vote for the best idea / initiative. The winner receives € 1.500 and a coaching session with KPN and RSM in order to boost the idea.

On rsm.nl/prc/max-havelaar-lecture and Facebook/MaxHavelaarLecture you can read more about the Max Havelaar Lecture 2017.

The KPN SDG challenge is supported by KPN, and organised by the Partnerships Resource Centre at RSM Erasmus University, Young & Fair and Max Havelaar/Fair Trade Netherlands.