

**Auschwitz
Pledge
Foundation**

Indifference Challenge

**A global competition to find and support
innovative projects fighting indifference
to discrimination.**

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Don't be indifferent when any minority is being discriminated against. The essence of democracy is the rule of the majority, but democracy is about protecting the rights of minorities. Don't be indifferent when authorities violate the accepted and existing social contract. Remain faithful to the 11th commandment—don't be indifferent. Because if you are, then before you know it some form of Auschwitz is going to befall you or your descendants.

– Marian Turcki on 27th January 2020, during the official commemoration of the 75th anniversary of the liberation of the former German Nazi concentration and extermination camp Auschwitz

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1. Introduction

We have created this textbook to present the competition, with its structure and regulations, in the most comprehensive way possible. You should be able to find the necessary information about it here. We wanted to create a unique source that will simplify your participation in combating indifference to the manifestations of discrimination, especially racism, antisemitism, misogyny as well as discrimination against migrants and refugees, and LGBTQIA+ people. Therefore, when you read this document, we want you to remember that we, the team of the Auschwitz Pledge Foundation, will do our best to support you through this process.

We are looking for feasible project ideas that will have real impact in the world regarding the issue of indifference. This is the most important part of this competition and if you feel you have the right idea but are uncertain about anything concerning the participation in the competition – don't hesitate to contact us. It is our mission to help implement the best projects possible so that we can change this world into a better place for everybody.

2. Glossary

- Competition – the Auschwitz Pledge Foundation's undertaking that is aimed at finding and supporting initiatives and solutions that combat indifference to acts of aggression (verbal or physical) against people experiencing discrimination in their lives. The competition is a worldwide enterprise.
- Auschwitz Pledge Foundation – an organisation that was established to fight indifference to the manifestations of discrimination, especially racism, antisemitism, misogyny as well as discrimination against migrants and refugees, and LGBTQIA+ people. It is the founder and operator of this competition. You can read more about the foundation [here](#).
- Auschwitz Pledge Foundation's Board – the Management Board of the Foundation will play an important supervisory role in the competition. The task of this body will be to control the consistency, reliability, and transparency of the entire process. The board of the Foundation together with the help of the Competition Committee will also choose the winners of the competition.
- Competition Committee – a body composed of external experts on ICT (Information and Communication Technologies) or startups, social enterprises and matters concerning discrimination, especially racism, antisemitism,

misogyny as well as discrimination against migrants and refugees, and LGBTQIA+ people. The committee will consist of people from different countries. They will evaluate the applications submitted during the open call for projects for the competition. The Commission's evaluation criteria are available in the subchapter 8.C.

- Application – a document that must be submitted to the application management system during the open call for applications in order to be accepted to following stages of the competition. This form is intended to help the applicant make it clear what project they want to implement. It correlates directly to the Assessment Criteria by which it will be previewed by the Competition Committee.
- Project Specification – an in-depth version of the application form that the finalists will be asked to complete in order to be able to win the competition. The specification will require more detailed information on the implementation of the project. You can read more about the Specification in Chapter 9.
- SmarterSelect – a digital platform, where the applicants will have to submit their project ideas to participate in the competition.
- Grant – the financial support of up to € 30,000 that a grantee receives to implement the project submitted and developed during the competition.
- Applicant – an NGO, a startup, a company, a public institution, a religious association or an informal group (with the support of an umbrella organization to take over the formal aspects of implementing a project) that submit their project idea in the competition during the open call. The applicant has to be represented by a team of at least 3 people, who will actively participate in the competition as well as during the project implementation.
- Finalist – an applicant who advanced to the second stage of the competition. During the competition there should be around 10-15 finalists.
- Grantee – 3 finalists, who will be awarded a grant and a support of the Auschwitz Pledge Foundation to implement their project. Grantees are often referred to as “competition winners” in this textbook.
- Project – an enterprise to combat indifference to discrimination, especially racism, antisemitism, misogyny as well as discrimination against migrants and refugees, and LGBTQIA+ people. It has to make use of information and communications technology (ICT).

- Project's target group – “bystanders” or people indifferent to acts of aggression or discrimination against others; individuals, who observe harmful behaviour or situations without intervening.
- ICT – Information and Communication Technologies (ICTs) is a broader term for Information Technology (IT), which refers to all communication technologies, including the internet, wireless networks, cell phones, computers, software, middleware, video-conferencing, social networking, and other media applications and services enabling users to access, retrieve, store, transmit, and manipulate information in a digital form.
- innovation – In this program we are looking for new ideas directed towards indifference. This means that the innovativeness can be relative, e.g. solutions or ICT tools that have been used for different purposes (like mapping of social media users, workshops aimed at empowerment of their participants) can be innovative in the field of combating indifference.
- Project's products – a product of a project is anything “physical” that has been created during the project implementation; it can be a tool, a program, a platform, an application, a script or a model of a project.
- Project's effects – a change that occurred as a result of a project implementation. It may concern, for example, the increase in awareness relating to a given topic of project' recipients or participants – their growth of competence. It can be both intentional and unintentional. The assumed effects of a project will be defined in the Project Specification.
- Project's impact – a change of attitudes and/or behaviours in the recipients of or the participants in the project. An example of the project impact could be that the recipients of the project will react to discriminatory comments or acts of aggression in their daily life. The winners of the competition will be asked to provide a planned impact of their project and evaluation experts will help them monitor it during the implementation.

3. About us

The Auschwitz Pledge Foundation was established to fight indifference to manifestations of discrimination, especially racism, antisemitism, misogyny as well as discrimination against migrants and refugees, and LGBTQIA+ people. Our team has experience in preserving and safeguarding of the memory of the Holocaust. In today's world, we want to combat indifference to discriminatory attitudes with the help of modern technological solutions. We believe we should oppose the deluge of aggression and hatred with the tools that are used to spread them. We want to provide people with means to make them feel that they can oppose indifference to words and actions that discriminate against others.

4. About the competition

We organized this competition for technological and social solutions (projects) to make our world friendlier and less indifferent to hatred and aggression that wreak havoc through our societies, social media, and the internet. We direct our enterprise to an NGO, a startup, a company, a public institution, a religious association or an informal group (with the support of an umbrella organization to take over the formal aspects of implementing a project) from every region of the world.

We decided to open the competition to projects that would combat indifference towards discrimination, especially racism, antisemitism, misogyny as well as discrimination against migrants and refugees, and LGBTQIA+ people. We offer up to € 30,000 grants and substantive, legal, and formal support to the 3 winning projects that have the greatest chance to have a real impact in the world and affect at least one of the previously mentioned indifferences.

The core of the competition lies within the so-called 11th commandment – “You should never be a bystander”, as formulated by Roman R. Kent, who was the president of the International Auschwitz Committee. We have created this enterprise to look, support and promote activities and tools that implement this commandment worldwide.

The competition consists of four stages:

1. Open call for applications – where all potential applicants can submit their ideas for projects aimed at combating indifference. More information about this stage can be found in chapter 8.

2. Project development stage – where all the finalists get support from APF’s experts and are to submit improved, more detailed versions of their projects. You can read more about this stage in chapter 9.
3. Project implementation – the grantees will lead the planned activities with the support of APF. Read more in chapter 10.
4. Project summary – the reporting and potential scaling of the ideas, if the created results allow for it. You can read more about this stage in chapter 11.

5. What kind of projects are we looking for?

We are looking for projects that offer a feasible way to combat indifference towards discrimination, especially racism, antisemitism, misogyny as well as discrimination against migrants and refugees, and LGBTQIA+ people. Therefore, you can submit a project that aims to lower the indifference towards discrimination in a given region (or internationally, if you believe you have a universal solution). It’s the most important aspect that will decide whether your project idea can be approved for our support.

We also expect every project to include the use of ICT (Information and Communications Technology) as a tool for reaching the target group of your enterprise. This means that we will ask you to add a plan to use ICT as either a main tool of the project or a means of scaling the reach of your enterprise. You don’t have to have expertise in ICT (although it is most welcome), we can help with the implementation of it, but you need to take it into account when planning your project.

Furthermore, we are especially interested in projects, that:

- target youth and young adults, who can be described as indifferent towards discriminations, especially racism, antisemitism, misogyny as well as discrimination against migrants and refugees, and LGBTQIA+ people.
- have a well-thought out plan for scaling of the project – either by a wide reach of the project activities themselves (as it could be in case of mobile applications) or by a model activity that could be scaled and implemented in other regions/countries (e. g. educational workshops).
- are innovative. Currently undertaken actions attempting to combat indifference seem to be insufficient. However, innovativeness can mean using an already existing model or tool which have not yet been used in the field

of combating indifference for a given target group, e.g. a project that has been used to raise awareness of racism changed into raising awareness about antisemitism in a given region/country/internationally.

- have at least a potential of being self-financed in the future (after the implementation of the project).

We are expecting the projects to last from 12 to 18 months.

The intended projects are not to:

- be political, a charity, religious or strictly commercial
- focus mainly on scientific research or publication

6. Who can participate in the competition?

It is important for us that our competition is as open to all people as possible. Therefore we have opted for an open call for applications to as wide of a group of potential applicants as possible for us. That is also why this is a worldwide competition.

You can apply for the grant if you are:

- a start-up
- an NGO
- a public institution
- a company
- a religious association
- an informal group with an “umbrella organization”

If you have formed an informal group and would like to participate you can do so but with the support of an “umbrella organization”. We require a legal entity so that we are able to sign a project implementation contract with you. Therefore, you can find an NGO or a company that will support you formally and leave the project implementation to you.

You can also apply to the competition in a partnership. Your partners, however, should also meet the aforementioned requirements.

The team has to consist of at least three people. We believe that to create a successful project a team is necessary. This means that if you apply as an organization, a company or in partnership, you still have to present at least three people that would be planning to participate in the project implementation (and cooperation with us). One team may only submit one application.

As this is an international enterprise, we will ask all participants to be able to speak and write in English at least on a communicative level.

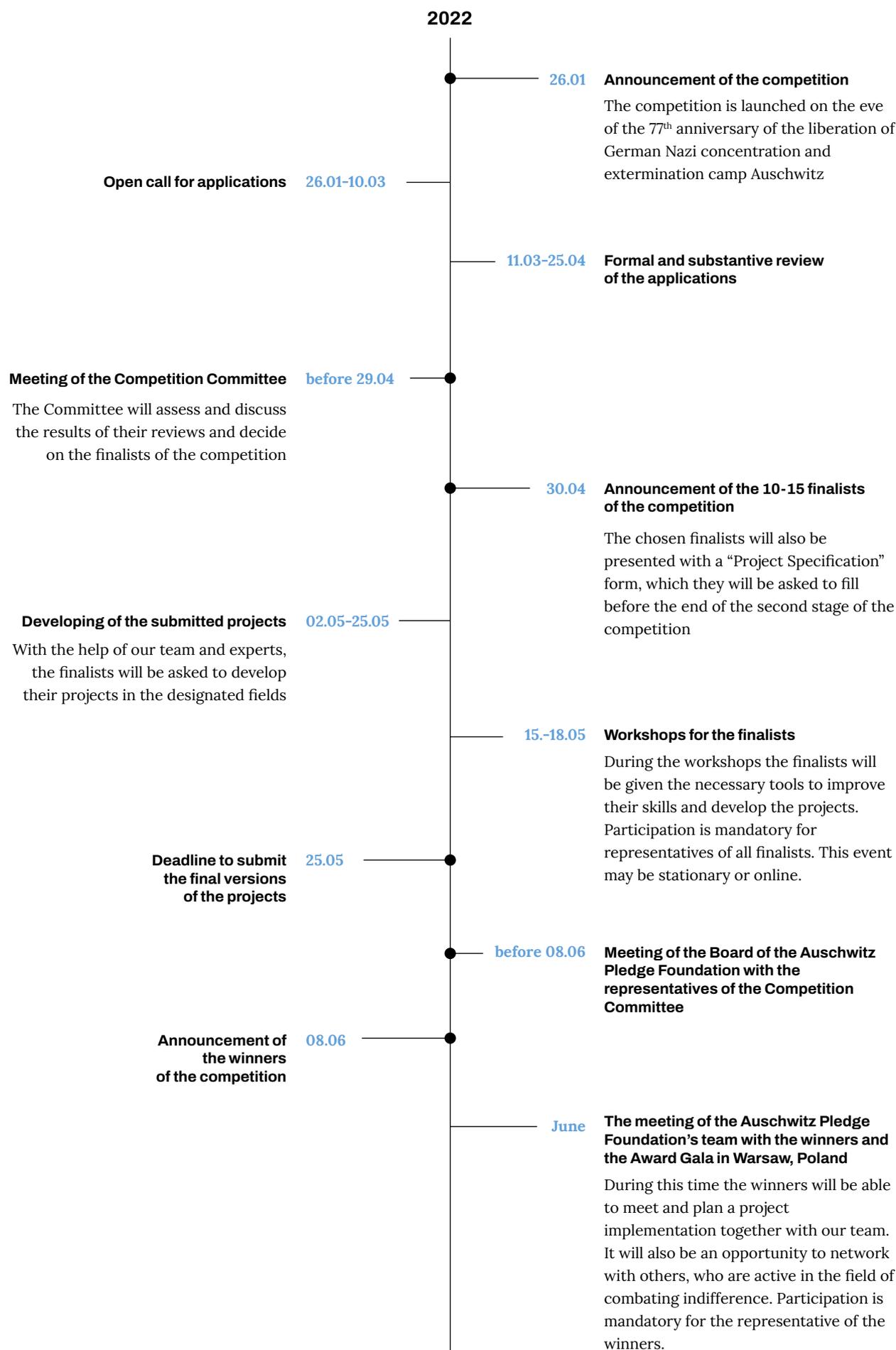
There are certain groups of entities that we cannot admit into our competition. We cannot accept your application if you are:

- financed by or in any way related to political entities
- implementing (or if you already did before) activities/projects that stand in opposition to the mission of the Auschwitz Pledge Foundation

It is very important to us that our grantees have sufficient resources to develop their projects. This means that we are looking for people with an experience in conducting social activities aimed at combating hate/phobias or promoting tolerance and openness to others. If you don't have such experience but you do have tools or other resources based on ICT at your disposal, then you are more than welcome to apply! There is more information on this topic in the subchapter 8.C of this textbook.

7. Competition timetable

Before choosing to participate in our competition, we ask you to look at the schedule of our competition. Attendance at the workshops and at the gala (in person or online) will be mandatory for those who want to implement their project together with us.



2022

June **The meeting of the Auschwitz Pledge Foundation's team with the winners and the Award Gala in Warsaw, Poland**

During this time the winners will be able to meet and plan a project implementation together with our team. It will also be an opportunity to network with others, who are active in the field of combating indifference. Participation is mandatory for the representative of the winners.

2023

Implementation of the planned projects **01.07.2022-31.12.2023**
The exact timeline of the implemented projects will be planned individually.

2024

by 31.12 **Reporting of the implemented projects**

Grantees will be asked to fill in the reports and present the results and measured impact of their projects a month after the implementation of their projects is done.

8. Call for applications

On the 10th of February the competition's Open Call for applications will commence and applicants from all over the world will be invited to participate. We strive to make our competition as accessible and straightforward as possible and therefore we have prepared a simple application process.

Applications submitted to the competition will go through formal assessment by us (Auschwitz Foundation's team) and then through a substantive review done by our Competition Committee, who will choose 10 to 15 finalists of the competition. Finalists will be invited to the second stage of the competition. More in chapter 9.

A. How can I submit my application for the competition?

You can find the application form on the Pledge's website, in the section dedicated to the competition, which you can find here: indifferencechallenge.org

To create and submit your application, you will have to create an account in the SmarterSelect system. This account will be necessary for the application process as well afterwards, e.g. during the implementation and reporting stages of the awarded projects.

It will be possible for you to create a draft version of the application form and come back to it later, before the final submission thereof. A successfully application will generate a confirmation email sent to the indicated address.

Applications that are submitted after the deadline or through other means than the dedicated SmarterSelect system will not be accepted to the application review.

We will also not accept any applications that have not been submitted in English.

B. What kind of support from us can you expect during the open call?

It is very important for us that our competition is as accessible and understandable for you as possible. Therefore we will offer different kinds of substantive and formal support during the open call:

→ You can contact our office to ask about the competition, formal requirements or to check whether the idea for your project is eligible for submission. All

the contact information to our office you can find in the 15th chapter of this textbook.

- You can check our Q&A, where we answer some of the questions regarding the competition or participation in it.
- We plan to organize various events to spread information and/or inspire to create new solutions aimed at combating indifference towards discrimination, especially racism, antisemitism, misogyny as well as discrimination against migrants and refugees, and LGBTQIA+ people.

C. Preview criteria for the applications

If you submit your project to the competition, it will go through a two-part review process – formal and substantive.

Formal conditions that an application has to pass are:

- it has to be submitted in the English language
- you have to submit your project idea as a team of at least 3 people, who will participate in the competition and project implementation, if the project is awarded
- the application has to be filled in completely and it was submitted on time via the Project Management System
- the project idea has to include the use of ICT in it (you can read more about it in chapter 5 of the textbook)
- the project has to be in line with the mission of the competition
- the application was submitted by an entity entitled to participate in the competition

The formal review will be done by the representatives of the Auschwitz Pledge Foundation.

Afterwards, all applications that will pass the formal review, will go through the content-related review, which will be based on the following criteria:

- reliability of the diagnosis of the problem – due to the fact that our program is international in nature, we want you to clearly and credibly indicate

the problem of indifference towards discriminations, especially racism, antisemitism, misogyny as well as discrimination against migrants and refugees, and LGBTQIA+ people, in your local context, to which you intend to respond. In the case of projects planning activities with a greater scope, we will focus on the broader context indicated by you (national or international). It is important for us that you justify your social diagnosis, including e.g. conclusions from interviews/observations, expert opinions, publicly available statistics;

- credibility of the group of recipients – under this criterion, we will assess to what extent the expected group of recipients is adequate to the diagnosis of the problem and planned solutions indicated by you;
- innovativeness of the idea – we are looking for new ways to combat indifference. Therefore, we also accept relative innovativeness, as some tools and solutions that already exist have not yet been used in this area yet;
- the team’s potential to implement the project – in this criterion the experience and resources of all team members that may be useful during the project implementation will be taken into account;
- project feasibility – this criterion covers both the feasibility of the schedule and planned activities, as well as the possibility of achieving the planned results (products and effects) of the project;
- scalability potential of the project – this criterion is understood as the potential of developing a model within the project, which could be implemented by activists from other regions/countries, perhaps on a larger scale. This will also take into account the planned reach of the project in its original form;
- use of new technologies – we want the role of ICT tools in the project to be adequate to the planned activities. We will also pay attention to the potential of the planned use of ICT tools – to the extent their use is likely to increase the impact of the project.

The substantive review will be done by the Competition Committee. Each application will be reviewed by at least two representatives of the Committee, who are experts in the areas touched upon in the competition.

After the review the Committee will meet together, discuss their reviews and decide on the 10 to 15 finalists of the competition.

9. What will the second stage of the competition look like?

If your project is chosen for the second stage of the competition, we will help you develop it so that it has the best potential for success. To achieve this, we will present you with a broader version of the application form – a Project Specification, which will require you to present your project in more depth. You can read more about it in the subchapter 9.B (p. 17).

Active participation in this stage is obligatory – we will not only ask you to fill in the Project Specification but also to consult your project with experts we provide and to participate in the workshops we organize. Our support during this will be customized to your project and your needs. All of it is described in the later subchapters of this textbook.

A. Support of the competition finalists (10 to 15 teams)

All finalists qualified to the second stage of the competition will have to prepare a Project Specification (you can read about it in chapter 9.B). We will provide you with customized support that will consist of:

- consultations with experts from chosen areas – each finalist team will be able to consult their project with experts from different fields, who will help in specifying the project's schedule, budget, scaling of activities, use of ICT or marketing strategies,
- evaluation and expert's support – it's very important for us that your project has the biggest possible impact. Therefore, you will be able to meet with an expert, who will help you in naming the products and effects of your project. The expert will also help you in choosing impact indicators (mapping tools and activities that will allow you to check if your project works the way you intended it to).
- knowledge and good practices database – you will have at your disposal a database of organizations and existing good practices prepared by us, which will be aimed at helping you not only in further work on your idea but also in looking for potential partners with whom you could carry out activities.
- substantive workshops – around the end of the second stage, we will organize a three-day workshop (either stationary or online), during which, together with experts, you will take a second look at your Project

Specification and under their supervision you will refine any questionable issues. You will also have the opportunity to listen to lectures and take part in integration and networking meetings, which should help you in the development of your project but also provide you with resources that might empower you regardless of your further participation in the competition.

It is mandatory for all finalists to participate in all the meetings organized during this stage. Representatives of your team must attend the workshops, consult with our experts and plan impact measurement with our evaluation experts. Participation is required of two to three representatives of each team.

If the workshops are stationary, the costs of travel and accommodation to and from the destination of the event will be covered by us.

If for some reason you cannot participate in any of the aforementioned support during this stage you are obliged to contact us (contact details are available in the chapter 15 of the textbook and on the website of the competition). If possible, we will adjust our support to your capabilities.

Lack of participation during this stage and poor communication with our team may cause your disqualification from the competition.

If you do not submit the Project Specification before the designated deadline, you will be automatically disqualified from the competition.

B. Project Specification

Together with the announcement of the results of the first applications review, the finalists will receive access to a more detailed version to submit by the end of the second stage of the competition – Project Specification.

Project Specification will be a broader version of the application. This means that it will contain all the same information you already have submitted, but some of it will have to be broadened and some new questions will be added.

We will make sure to provide sufficient support for you to be able to develop your Project Specification (it is described in the previous subchapter of this textbook).

The aspects of the project that will have to be broadened/added in the Project Specification:

- you will have to present a more detailed version of the substantive and financial schedule of the project;
- you will have to prepare an evaluation plan of your project. This includes coming up with indicators that will provide a view of your impact on your project's target group. It will be done with the help of the evaluation expert that we will provide, we do not require previous experience in evaluation from you;
- PR and scaling of the project;
- the use of the ICT within your project. During the workshops, you will have an opportunity to expand your knowledge on possible uses of ICT and we believe that could help you develop your project in this regard.

If you will be awarded a grant to implement the project within the competition, the Project Specification will be the 1st attachment to the contract signed with us, as a point of reference of the project plan.

C. What will the final review look like?

After the second stage of the competition and the collection of Project Specifications, the representatives of the Competition Committee and the Auschwitz Pledge Foundation's Board will decide on the victory of 3 finalists, who will receive support from the Pledge community and funding for the implementation of planned activities.

In order to select the best and most suitable projects for the competition, the Committee and the Auschwitz Pledge Foundation's Board will take into account:

- Credibility and consistency of the planned activities with the diagnosis of the problem, planned results, budget and the project schedule;
- Credibility of the planned impact of the project;
- Scale of the project (scope of the project and planned continuation after the project implementation);
- Effectiveness of the planned promotion of activities in the project;
- Accurate selection of ICT (new technologies) to the planned activities, diagnosed problem and planned impact of the project.

Representatives of the Board and the competition Committee will evaluate the Project Specifications, after which a meeting will be held, followed by a discussion. At the end of the meeting, the Management Board will prepare a ranking list of finalists, with the selected three winners. Information about the results of the competition will be provided by e-mail and on the competition website.

The representatives of Auschwitz Pledge Foundation's Board will also provide feedback on project evaluation for each finalist – not just the winners.

If, for unforeseen reasons, one of the winners decides not to implement the project with our support, the Auschwitz Pledge Foundation's Board has the right to provide support and a grant to the next finalist on the ranking list.

D. The winners of the competition

If your project will be chosen for implementation by the Auschwitz Pledge Foundation's Board, then you will be invited to Warsaw, the capital of Poland, for the final meeting with our team.

The costs of travel and accommodation to and from the workshops in Warsaw will be covered by us.

Your stay in Warsaw will consist of:

- Meetings with the competitions team and planning for the implementation of your project. We will involve an evaluation expert that has consulted your project to create an evaluation plan, which will simplify the way to monitor the planned effects and impact of your project. We will also consult the contract with you then, if formally possible at that time.
- An Awarding Gala, where you will have an opportunity to network with potential future partners (donours, other activists) and to promote your activities.

After your stay in Warsaw, you will be able to begin the implementation of your project as planned in your Project Specification and the contract we sign.

Additionally, we might be inviting finalists to other locations on other dates.

10. Project implementation

If you become a grantee, your project will be implemented according to the Project Specification you create during the second stage of the competition and the signed contract. However, no project within the competition will last more than 18 months. This does not exclude the before planned scaling and dissemination of the project activities afterwards.

Grantees will receive their grants in installments, which will be estimated directly before the signing of the contract. Each installment will correlate with the evaluation plan.

Each grantee is obliged to cooperate with the designated team from the Auschwitz Pledge Foundation. Failing to do so may result in withdrawal of the grant.

You will have a designated formal assistant from our team, who will help you adjust your project to unplanned events accordingly. We will help you with all formalities related to the project implementation and provide you with contacts to experts and researchers that might help you with your project.

You will also have a designated expert, who will be best suited to your project's profile, that could be an expert in: ICT, social education or a researcher on indifference, racism, antisemitism, women's rights, LGBTQIA+ rights, or others.

If a situation arises that forces you to change the timetable of your project, to introduce changes to your budget or if there are any changes in the composition of your team, you will be required to contact your designated formal assistant from our team.

If you fail to communicate with your designated team or to implement your project according to your Project Specification, you may be asked to return the grant awarded.

You will read about all the requirements regarding the implementation of projects within the competition in the contract template, that will be made available to all finalists of the competition.

11. Summary and reporting of the implemented projects

It is our goal that participants create efficient, innovative solutions to the problem of indifference to discrimination. We also want you to focus on the planned products, effects and impact of your project and that's why we will not ask you for financial reports.

However, you will be asked to provide substantive reports – one/two periodic reports that will allow us to provide you with installments for further implementation of the project and one final report, which will summarize the entire project, its products, effects and impact. The number of the periodic reports will depend on the activities and timetable planned in your project.

The final report of the project is to be submitted a month after the project implementation. If there are any issues with this deadline, you have to contact your formal assistant from our team.

You will be able to see the report templates before the signing of the contract with us.

12. Processing of personal data

By participating in the Indifference Challenge, consent is given to the registration of names and necessary contact information.

The information you provide in connection with the Indifference Challenge will be available to the Auschwitz Pledge Foundation as responsible for the competition and the Competition Committee of Indifference Challenge organized by the Auschwitz Pledge Foundation. Your personal data will be transferred outside the European Economic Area for the 'Smarter Select' service, which is provided by a US supplier. An adequate level of data protection is guaranteed in accordance with the concluded agreements and the existing regulations.

Contact information will only be used for contact in connection with the competition and will be deleted when the competition is over.

All personal data provided is handled in accordance with the GDPR.

Read more about our privacy policy [here](#).

13. Final provisions

Breaking any rules provided in this document will result in automatic disqualification of the competition's participant.

We reserve ourselves the right to change the schedule or rules of the competition or even to annul it if such need arises.

If any changes to the competition rules are implemented, there will be a notification about it on website: indifferencechallenge.org

Copyright and Intellectual Property. By submitting an entry, applicants agree to permit the Auschwitz Pledge Foundation to mention their names and nationalities in connection with the competition and the overall Indifference Challenge competition.

Copyright of the submitted entry shall remain with the participants. However, each applicant grants the Auschwitz Pledge Foundation and its partners the right to use the submitted materials in its communication crediting the copyright owners.

14. Contact information

The best way to reach us is through this email address: info@auschwitzpledge.org

You can find out more about us or the competition on website: indifferencechallenge.org