



# Climate Action Entrepreneurship Incubation Program

## Call for Applications **(2024)**

About the Program.....	1
Program Offerings.....	2
Eligibility Criteria.....	2
How to Apply.....	3
Selection Process.....	3
Documents Required along with Application.....	4
Application Deadline.....	4
Terms & Conditions.....	4
FAQs.....	4

## About the Program

Surge Impact Foundation (SIF) is inviting applications for the second iteration of our **Climate Action Entrepreneurship Incubation Program** from **social enterprises contributing to Climate Action**, i.e., Climate Change Adaptation, Mitigation, and Climate Justice solutions across India.

SIF is a Section 8 Not-for-profit Company based out of Hyderabad. SIF's expertise lies in the focus areas of Social Impact Ecosystem, Social Enterprise Development, Impact Research, and CSR Advocacy. Our organization has considerable experience with running Entrepreneurship Incubation and Acceleration programs to support high-potential social enterprises and social startups to scale up their impact.

Over the last 6 years, we supported 59 Social entrepreneurs from across the country, working in areas such as Women Empowerment, Education, Healthcare for all, Environment, etc., thereby generating employment for 300+ individuals and impacting more than 3,00,000 people through the supported organizations.

One of the entrepreneurial programs was our Climate Action Incubation program which was piloted in FY 2023-24. The highlights of the program include:

Impact Snapshot	
No. of Incubatees / Incubatee Organizations Supported	8 from 7 States
No. of People Impacted by Incubatees / Incubatee Organizations (Direct)	8298+ Children-15 Youth-5 Building Artisans-27 Interior Designer-1 Women-67 Coastal Women-250 Artisan trainees-16 Textile Factories-5 Community Toilet users - 400 Poultry Farmers - 10 Smallholder millets Farmers- 7500 (Women – 5000 Men 2500, 10 FPO and 15 SHG) Pune Municipal Corporation workers - 2
No. of People Impacted by Incubatees / Incubatee Organizations (Indirect)	21137+ Parents-7 Youth-7 Farmer-3 Families of women-120+

	Families of farmers-20000+ Families of coastal women-1000+
No of Job Opportunities Created by Incubatees / Incubatee Organizations	69
Environmental Impact by the by Incubatees / Incubatee Organizations	Climate-resilient farming in 5000+ hectares of agricultural land Diversion/recovery and recycling of 2 tonnes of fabric waste 25+ tonnes of surplus food waste converted into animal fodder 4000+ tonnes of plastic waste diverted from the ocean

## Program Offerings

Through this program, Surge Impact Foundation aims to empower India's climate entrepreneurs to scale up their impact. The program shall provide tailored and structured support to climate entrepreneurs who are keen to design, drive and implement climate action solutions to accelerate the growth of their ventures.

Climate entrepreneurs will be supported with financial and operational modelling, solution/program design, governance, marketing and sales, taxation, team & enterprise building, and impact measurement, among others. The program shall also focus on building personal resilience and entrepreneurial competencies of the founder(s) of the incubatee organisations. Through these objectives, the program shall set strong foundations for growth for all incubatees.

The offerings of SIF's Climate Action Entrepreneurship Incubation Program to incubatees are as follows:

- Customised support to build entrepreneurial skills for Innovation and Impact
- Connect to a community of mentors and advisors for deepening impact
- Connect to a community of investors and funders for climate finance
- Thematic enterprise building boot camps by expert trainers
- Exposure to best practices in various climate action sectors
- Connect to Surge Impact Foundation's community of entrepreneurs
- Financial & Non-Financial support to build Enterprise capacity for Impact
- Individual and organisational leadership building
- Peer-to-peer learning

## Eligibility Criteria

In order to apply for the program, the applicant has to meet the following criteria:

1. Applicant must be an Indian Citizen
2. Applicant must be a Resident of India
3. Applicant must be above 18 years of age
4. Applicant must be a founder or co-founder of the organisation for which the application is being filled
5. Applicant's venture must be operating in the Environment/Climate Change sector
6. Applicant's venture must be in **proof of concept** (with a working prototype of the product/service/program) **pre-sales, or pre-profit stages of operations**

If an applicant does not fit into the eligibility criteria, their application is automatically cancelled.

## How to Apply

1. Kindly go through the Program details and Eligibility Criteria to see if the Program is suitable for your needs.
2. Once you have decided to apply, go to <https://surgeimpact.org/apply-here/>
3. Fill out the interest form and submit it. The detailed application form will be sent to you via email once the interest form is submitted.
4. Read through the instructions application form carefully and enter your responses. Please make your answers as detailed as possible in order for us to better understand you and your organisation
5. The application form need not be filled in one go. It will be auto-saved if you are working on the same system with the same email address. Once you are done answering all the questions, kindly check if you have missed any details before submitting.
6. You will get a confirmation email once you have successfully submitted the form.

## Selection Process

### 1. Application Form

The applicant needs to complete the online application form mentioned in the previous section and submit it before the deadline.

### 2. Preliminary Application Review

The preliminary review will be based on predefined criteria to check the eligibility of the applicant for the Program.

### 3. Application Screening

Application screening is conducted to determine the suitability of the applicant for the Program. If required, the applicants will be contacted via email/phone call to gain more understanding about the applicant and the venture.

### 4. Final Selection Round

The shortlisted applicants will need to present their idea/venture to a panel of industry experts, following which the cohort for the Program will be finalised based on the recommendation of the panel and the initial application.

## Documents Required along with Application

1. Government-Issued ID
2. Applicant's Resume

## Application Deadline

The deadline for submitting the application is **15th October 2024**.

## Terms & Conditions

1. Only one application can be submitted per Individual / Organisation.
2. The applicant needs to meet the Eligibility Criteria in order to be considered for the Program. In case an applicant does not meet the eligibility criteria, the application will be automatically cancelled.
3. The applicant will be the primary participant in the Program if selected.
4. The activities of the incubatee organisation or any of the stakeholders cannot be outside the law
5. The activities of the incubatee organisation cannot involve political campaigning or the advancement of religion.
6. Personal research projects and academic research projects cannot be supported through this Program.

## FAQs

### About the Program

#### **1. What is an entrepreneurship incubation program?**

An entrepreneurship incubation program involves two key entities:

- Incubators: entities that provide support
- Incubatees: entities that receive support

Through entrepreneurship incubation programs, incubators provide selected early-stage enterprises/individuals, known as incubatees, with the right resources, mentorship, coaching and network. This empowers incubatees to strengthen their operations and scale up their impact.

#### **2. What is Surge Impact's Climate Action Entrepreneurship Incubation Program?**

Surge Impact Foundation is launching a 6 - month Entrepreneurship Incubation Program for individuals, non-profit and for-profit organisations who are operating in the environment or climate action\* space.

Through the program, said entrepreneurs can access the right resources, mentorship, technical and non-technical training, leadership coaching, and network to help them scale their impact. This contributes toward our core objective of helping social entrepreneurs with establishing the foundation for a sustainable and scalable organisation. Through this program, Surge Impact aims to foster an ecosystem that

will allow urgent **climate change mitigation, adaptation and climate justice** solutions to be implemented, replicated and scaled up.

*\*climate action entails solutions that will enable climate change mitigation, adaptation and/or climate justice*

**3. What focus areas do the applicants’ organisations have to be working in, under environment/climate action, for them to be eligible to apply to this program?**

The Climate Action Entrepreneurship Incubation Program shall support any entrepreneurial venture that shows the potential to create a significant, long-term and meaningful impact in the environment or climate action space at large. The eligibility criteria for the program under the umbrella of the ‘environment or climate action space are quite broad. The focus areas therefore entail, but are not limited to:

Waste Management - Solid Waste, Waste Water, or Textile Waste	Renewable Energy	Sustainable Urban Mobility	Clean Air
Nature-Based Solutions	Climate Adaptation & Resilience	Clean Construction	Environment - Friendly Artisans
Water Pollution	Eco - Friendly Products & Livelihood	Upcycled Products	Afforestation
Sustainable Food Systems	Plastic Alternatives	Sanitation	Green & Healthy City Streets
Climate & Environmental Education	Soil Pollution	Conservation	Climate Justice
Zero - Waste Living	Regenerative / Organic / Urban Farming	Rainwater Harvesting	Others

**4. What are the highlights of the program?**

Social entrepreneurs selected for the program can access the following:

- Personal leadership coaching: To support the social entrepreneur as a soundboard and an advisor for any guidance required for individual and organisational leadership building

- Building investment pitch confidence & providing access to investors: Providing incubatees with ample opportunities to build & present their investment pitch and “seek constructive feedback, in addition to connecting incubatees with investors and funders who understand the value of climate action initiatives
- Thematic enterprise building boot camps: Expert trainers will conduct periodic boot camps on various business, technical and non-technical training sessions. These will include topics like the theory of change, design thinking, pitchings, finance and budgeting, milestone setting, navigation through the legalities of running an organisation, etc. The program design is flexible and specific topics will be selected based on the specific needs of the cohort
- Access to technical experts & advisors from particular focus areas, exposure to best practices: One-on-one mentoring and engagement by technical experts who are experienced in relevant focus environment and/or climate action-specific sectors and/or industries as the incubatees. This will also allow incubatees to attain exposure and a deeper understanding of best practices for their particular focus areas and other relevant focus areas
- Peer-to-peer learning: Only an entrepreneur knows best what another entrepreneur experiences. Through peer-to-peer learning, SIF wishes to facilitate the founders of the incubatee organisations to learn from other entrepreneurs in the ecosystem. This would not only facilitate the exchange of ideas and best practices but also strengthen the network of the incubatee social entrepreneurs
- Market linkages: Support and network to establish strong market linkages to enable incubatee organisations to sell or expand the sale of their products and services
- Alumni support: The selected social enterprises will be provided access to the alumni group of SIF. This will strengthen the network of the incubatees further, thereby enabling them to increase the opportunities for opening new doors during the course of their entrepreneurial journey

## 5. How will being selected for this program help incubatee organisations?

Incubatee organisations or individuals will receive wide-ranging support & benefits from being a part of the program. These include:

- **Entrepreneurial Skills**
  - Help founders identify gaps in their skills sets and need to onboard new founders/teams/partners as required for the social venture
  - Upgrade founder skills to help them reach the next level
  - Increase founder confidence
  - Help organisations and founders make their ideas and models more presentable and marketable to various stakeholders especially funders/donors
- **Organisational Sustainability**
  - Increase the ability of the organisation to make a large/more sustainable impact

- Help organisations and founders translate their ideas and skills into a viable model
  - Strengthen the operations of organisations to help make them more sustainable
  - Provide the organisation with methods and tools to capture and measure their impact, especially in terms of SDGs
  - Help the organisation devise a better governance structure for their functioning
- **Technical Support**  
In order to bridge the current ecosystem gaps in terms of technical support available to environment & climate entrepreneurs, SIF's program will ensure a wide range of focus areas under climate change (including underrepresented sectors such as solid waste management, air pollution and nature-based solutions, among others) are supported via access to industry stalwarts and relevant research & technical partners for the same
- **Funding and Network**
    - Plugging the founder and the organisation into relevant funders and partner networks
    - Increase awareness of various relevant government schemes and funding opportunities
    - Connect founders to relevant government departments/officials and CSR/corporates
- **Awareness building at an ecosystem level**
    - As an ecosystem player working with a diverse group of grassroots-level organisations and their beneficiaries, a wide range of companies, and government & enforcement authorities, Surge Impact Foundation is in a great position to facilitate insightful conversations around climate action and environmental & climate entrepreneurship with relevant stakeholders across the spectrum
    - This will not only help in mobilising more funding for climate entrepreneurship but also help in creating behavioural change among the public, in addition to encouraging relevant government authorities to create required policy instruments for climate action & entrepreneurship

## **6. What is Surge Impact's focus for areas of work or geographies?**

Social enterprises onboarded by Surge Impact for the entrepreneurship incubation program must be focused on areas that contribute to the environment and/or climate action, i.e., climate change mitigation, adaptation and/or climate justice.

## **7. Will this program be conducted virtually or in person?**

The program will be conducted in a hybrid manner. Some of the sessions will be conducted during in-person bootcamps while others will be conducted virtually.



**8. Does an applicant need to pay an application fee to apply to this program?**

No. No application fee is required to be paid by an applicant. Only the interest form needs to be submitted by those who wish to access the application form. The interest form can be accessed here: <https://surgeimpact.org/apply-here/>

**9. Who is an ideal candidate for the program?**

An ideal candidate for the program would be an individual who

- is passionate about solving the climate crisis and/or creating a positive impact on the environment
- is keen to learn how to conduct business and/or create an impact at the grassroots while looking to sustainably solve a certain environmental and/or climate change-induced problem or a market gap
- welcomes constructive feedback, exhibits patience, humility, go-getter attitude, and is respectful of everyone

**10. Is the program flexible enough to incorporate my training needs?**

Yes, the program design is flexible and the specific topics will be based on SIF's assessment of the training needs of the cohort.

**About the Application Process**

**11. What would I need to fill in the application form?**

We recommend you fill in the application form through a laptop or a personal computer as using either of the two devices would be convenient. However, if you do not currently have access to the same, you could choose to fill in the application form via your smartphone.

If you have any difficulty in filling out the application form, kindly send a WhatsApp message to the Surge Impact team at +91 6301624426 or email us at [climateaction@surgeimpact.org](mailto:climateaction@surgeimpact.org).

**12. What is the information I need to keep prepared for the application form?**

Through the application form, we wish to learn more about you, your venture, and the vision of the impact you wish to create through your venture. You will also be asked to describe your target beneficiaries and the climate challenge you aim to address/solve through your venture.

**13. Does the application need to be filled in one sitting?**

No, you can fill out the application in multiple sittings. All answers filled in by you in each sitting will be saved automatically. You will also be able to go back to earlier sections of the application form to make changes if required.

**14. What if I am not comfortable filling out the application form in English and prefer to do so in my regional language?**

We highly recommend you take the help of a friend/family member/acquaintance who knows English to fill in your application form.

**15. What if I have more doubts with regard to the questions on the application form as I fill it out?**

We would be happy to assist you in clarifying any doubts you may have with regard to the questions on the form as you fill out the application form. Please send a WhatsApp message to the Surge Impact team at +91 6301624426 or email us at [climateaction@surgeimpact.org](mailto:climateaction@surgeimpact.org) for any clarifications.