



**SOCIAL  
CONNECTIONS  
CHALLENGE**

(Australia, Canada, Ireland, New Zealand, and UK)

<b>Challenge Launch:</b>	17 August 2020
<b>Pitch Deadline:</b>	15 October 2020
<b>Announcement and Sharing of Ideas</b>	30 November 2020
<b>Announcement of Development Partners</b>	March 2021
<b>Co-development Period (Earliest start date)</b>	15 April 2021

The novel coronavirus (Covid-19) pandemic continues to have a significant impact on the lives of millions globally. Early health data has demonstrated that while rates of Covid-19 are similar among men and women, the severity and mortality of Covid-19 appear to disproportionately impact boys and men, especially those from marginalized and minority backgrounds. While 58% of global deaths from Covid-19 have been male, there is a need to address the adverse health, social and economic impacts of the pandemic on boys and men.

Covid-19 has contributed to businesses being shuttered, with many employees working from home and/or workplaces shutting down, causing unemployment and financial hardship for many. The post-Covid impacts of these events are unknown, or in some cases, are not addressed<sup>1</sup>.

From a mental health perspective, Covid-19 has dramatically increased levels of stress and anxiety, particularly for groups that were already at risk and/or marginalized, (e.g., older adults, and those with underlying health conditions). Recent findings show that poor mental health and high rates of suicide ideation are evident among boys and men of colour, and with the economic impact of Covid-19, are likely to get worse<sup>1</sup>.

We know that people who are satisfied with their relationships and social connections are more likely to experience good mental health and wellbeing in general.<sup>2</sup> However, with the current physical distancing measures in place at various levels across the globe, our usual support systems and coping mechanisms are not as accessible. Being physically isolated from friends, family, and colleagues can have a negative impact on our mental health, such as increased levels of loneliness, depression, substance misuse, self-harm and suicidal behaviour<sup>3</sup>.

Mental health and social isolation continue to be a central theme in global Covid-19 discourse. Movember's recent Covid-19 Global Survey *Bridging The Distance*<sup>4</sup> indicated that nearly a quarter of surveyed men (23 per cent) reported their mental health had worsened in the first six weeks of the pandemic, compared with before the outbreak of Covid-19; almost a third (30 per cent) admitted they felt lonely more often, with the highest percentage (71%) among young men, aged 18-29 years.

The role of social connectivity on mental health is well documented, showing positive impacts on alleviating feelings of anxiety, depression and other mental health challenges. With social isolation as the 'new normal', there are increased mental health risks particularly for certain groups of men, with heightened vulnerability when experiencing changes to life circumstances. However, there is a lack of

<sup>1</sup> DOI: 10.22374/ijmsch.v3i1.42 Int J Men's Com Soc Health Vol 3(1):e48–e64; July 6, 2020

<sup>2</sup> <https://www.beyondblue.org.au/docs/default-source/research-project-files/bw0276-mens-social-connectedness-final.pdf?sfvrsn=4>

<sup>3</sup> <https://www.euro.who.int/en/health-topics/health-emergencies/coronavirus-covid-19/technical-guidance/mental-health-and-covid-19>

<sup>4</sup> A survey carried out by the Social Research Centre (and commissioned by Movember) through an online panel with 5,737 people aged 18 or older across the UK, US, Canada and Australia (approximately 1,430 respondents in each country). This included 809 men in the UK, 804 men in the US, 794 men in Canada and 806 men in Australia. Response quotas were set based on age, region and gender and the final data were weighted to reflect the profiles of each country. Fieldwork ran from 22nd April – 4th May 2020.

proven solutions designed specifically for men that target life events to help make men less vulnerable to social isolation or loneliness.

We know that:

- Many men with mental health concerns do not receive appropriate or timely support/help, which leads to poor mental health outcomes.
- Men are more likely to take-action for their health decisions when resources and supports are tailored to their needs.
- The cultivation of healthy close relationships can increase individual resilience and act as a protective factor against suicide.<sup>5</sup>
- Friends and family can be a significant source of social, emotional and financial support, and can buffer against the impact of external stressors.<sup>2</sup>

## THE OPPORTUNITY

Movember sees an opportunity within Covid-19 to tackle men's mental health by launching the Social Connections Challenge (the "Challenge") in five participating countries: Australia, Canada, Ireland, New Zealand, and the United Kingdom through the direct investment of \$3.54M AUD. \*(CAN \$3.22M, IRE € 2.12M, NZ \$3.77M, UK £1.86M)

Movember's global efforts to improve the mental health and wellbeing of men through an upstream prevention and early intervention approach\* can be leveraged through the mobilizing of ideas that work and then sharing and promoting with others. Where possible, Movember would look to invest in longer-term collaboration and co-development of ideas to build evidence of effective interventions.

For the Challenge, Movember is looking for digital/technology-based solutions that are being utilized to maintain men's social connections and manage their isolation while needing to be physically apart. We are aiming to address the mental health risks of vulnerable men by exploring innovative solutions that can potentially be scaled for long-term impact.

## IDENTIFIED GROUPS OF FOCUS

We recognize that the Covid-19 global crisis affects all genders. However, we know that men struggle to connect and talk about how they are feeling at the best of times. We also recognize that social and economic factors contribute to health outcomes.

Therefore, the Challenge will include geographical location, socio-economic status, gender and cultural diversity among the following priority groups of men:

- Older men who live alone
- Men who have experienced recent relationship breakdown/family separation
- Men undergoing treatment for prostate/testicular cancer who are experiencing social isolation
- Bereaved men experiencing loss and managing grief while socially isolated
- Men living with a mental health challenge who are at risk of substance misuse due to social isolation or who are in recovery
- Young men affected by education interruption or unemployment due to the economic downturn
- Men from racially and culturally diverse backgrounds who are unemployed and/or socially isolated

## HOW DOES IT WORK?

Movember cannot do this alone and recognises that solutions require collaborative effort. Therefore, there will be two stages of the Challenge: the **first stage** is the cultivation of innovative ideas (ideation) that can be shared; the **second stage** is the investment in the co-development of a select number of the ideas that have potential for further development and scaling.

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<sup>5</sup> WHO - Preventing suicide: A global imperative - [http://apps.who.int/iris/bitstream/10665/131056/1/9789241564779\\_eng.pdf](http://apps.who.int/iris/bitstream/10665/131056/1/9789241564779_eng.pdf)

\*Movember focuses on upstream prevention & early intervention programs to reduce the % of men who reach a crisis point. Programmatic areas include informal community care, self-care, education and health promotion.

### 1) **Stage 1: Ideation (75 ideas to be selected)**

This Challenge is seeking 'idea generators'. An idea is a wonderful thing, particularly when it can be developed, shared and utilised broadly. Millions of people are innovating their work responsibilities, social behaviours and living arrangements. Many have been experimenting with digital or technology-based solutions to manage day to day, stay connected, or check-in on family and friends. These ideas could help others in similar situations if they become widely known.

How have you been managing your own social isolation or helping others to manage theirs? Are you willing to share what you've been doing so others can benefit?

Ideas should be grounded in the real world and be developed from the male perspective. This means your solution needs to be reflective of real situations and relatable to the men who would utilise it.

### 2) **Stage 2: Co-Development**

In the spirit of innovation, Movember is utilising a co-development model that leverages the passion and creativity of communities, industries and sectors. We believe this model will elevate and stimulate thinking around men's health solutions and engage individuals and organizations who have not had previous connection to our organisational causes (i.e., prostate and testicular cancers, and mental health & suicide prevention).

Co-Development projects that have potential utility for broader men's programs or product development will be shortlisted from the 75 solutions selected in Stage 1. The collaborative process will involve iteration, design thinking and refinement of the idea for implementation and trial (i.e., testing).

## FUNDING

1) **Stage 1: Ideation: AUD \$10,000\***. A selection panel will shortlist the most promising ideas from the 75 to be shared for co-development. Each idea that is selected for co-development will receive an initial AUD \$10,000 to license their idea. The licensing period in which Movember will work with the idea generator to co-develop the idea is capped at two years. This licensing period would enable Movember and the idea generator to thoughtfully plan the approach to co-development and testing as well as identify the potential for other avenues of funding.

\*(CA \$9,100, IRE €6,000, NZ \$10,600, UK £5,250)

2) **Stage 2: Co-Development: AUD \$140,000 to \$250,000\*\* per idea**. As an idea enters development, Movember will work with the idea generator to co-develop (realise) the idea.

a) AUD \$20-40K\*\*\* Stipend - In addition to the AUD \$10,000 granted in Stage 1, and dependent upon the level of commitment that the idea generator can make to the development or the amount of time needed to develop the idea, they will receive a 'stipend' between AUD \$20K-40K. The role of the idea generator during the co-development stage is open to how, and to what extent, they want to be involved. For example, this could be involvement in the development or production of a product, as an artistic/creative director, or the marketing/dissemination of the idea. For ideas that make it through development and are ready to implement and test, the idea generator would again be involved in a role where they feel they would be best placed to contribute. For example, this role could be as the implementation partner, or a Subject Matter Expert (SME). This will be discussed with Movember on a case by case basis.

b) AUD \$100,000 - \$210K Investment - Movember will invest up to AUD \$210K toward the costs to develop the idea and move it through the pipeline towards implementation. This investment is over and above the stipend paid to the idea generator. The co-development period will vary depending on where the idea is in the pipeline. Implementation or roll out of ideas for trial will come in Phase 2 and will require additional investment that will be determined based on an implementation plan.

\*\* (CA \$91,000-\$227,300; IRE €60,000-€150,000; NZ \$106,000-\$266,000; UK £52,500-£131,600)

\*\*\* (CA \$18,200-\$36,400; IRE €12,000-€24,000; NZ \$21,400-\$42,600; UK £10,500-£21,000)

## SELECTION OF IDEAS

Ideas will be shortlisted via an assessment process based on the level of inspiration, innovation and potential to meet the goals of the funding opportunity. Up to 75 shortlisted ideas will be shared publicly and promoted via a dedicated page on the Movember.com website\* .

These 75 ideas will be further assessed by a diverse panel of subject matter experts to shortlist up to 16 ideas that will be co-developed with Movember. Panel members will assess ideas against predetermined evaluation criteria, for example, innovativeness of the idea, passion, need for the project, definition of the target population, if idea addresses root cause of poor social connections, where the idea is in the development pipeline (i.e. concept, inception, construction, release, production), and the likelihood that once the idea has been developed, it can be implemented and evaluated.

## PROGRAM GOALS

The goals for the Challenge are to:

- Identify digital/technology-based solutions that work across different groups of men to increase their social connections
- Demonstrate that increased social connections improve men's mental health in building resilience post-Covid
- Share and promote knowledge of potential solutions through digital and technological platforms
- Strengthen existing relationships/networks particularly during times of social distancing

## EXAMPLES OF WHAT WE'RE LOOKING FOR

Project ideas should be practical and new solutions to addressing the underlying causes of social isolation and loneliness. Solutions can move beyond international borders to include any of the five participating countries (Australia, Canada, Ireland, New Zealand, and the UK) and be developed collaboratively. Idea generators could submit ideas that needed to be repositioned due to restrictions of Covid-19, (e.g., adapting an in-person idea/intervention to a technology-based solution).

It is not necessary to develop entire platforms from scratch. We could support a solution that utilises technology - rather than just digital solutions. This could be a special interest forum for men at risk within a particular profile, using technology - rather than a digital intervention or tool (although a digital tool would not be excluded).

## WHAT WILL NOT BE CONSIDERED FOR FUNDING

Here are a few examples of what will not be considered under the Challenge:

- research positions/scholarships for Universities or Research Institutes
- awareness and education activities that do not have a clear link to strengthening social connections for men or boys
- research projects without a clear objective to address problems of social isolation or loneliness resulting from poor social connection
- ideas that are not being tested in the real world
- ideas or solutions not aligned with the intent of this call and the goals of the Challenge
- ideas that cannot be evaluated to prove they work
- top-up funding for an existing program
- sole requests for infrastructure support

## ELIGIBILITY

This Challenge encourages interest from across diverse populations and communities and aims to build capacity in the broad area of men's health.

To be eligible for funding under the Challenge, idea generators must:

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\* Note: Due to the anticipated number of ideas to this step of the Challenge, we are not able to provide detailed feedback for unsuccessful submissions.

- be based in one of five participating countries: Australia, Canada, Ireland, New Zealand, and the UK.
- be willing to work with an external evaluation team once the idea moves into the trial stage
- participate in a Knowledge Community<sup>8</sup>, to promote knowledge exchange, share project information and learnings, and build capacity.

Successful idea generators will be required to work with an external evaluation team.

## HAVE AN IDEA?

Register online at <https://www.grantinterface.com/Home/Logon?urlkey=movember> and submit your pitch by **15 October 2020 5:00 pm EST** (in all participating markets). **Emailed or late submissions will not be accepted.**

**Written Statement:** A short written statement (maximum 1000 words) outlining the inspiration or impetus for your idea that includes:

- Who would the solution be directed towards?
- What problem are you trying to solve or address?
- How are you proposing to do this?
- Why do you think your solution will work?
- Project lead (and potential partners, if any)
- Where is your idea in the development pipeline (i.e., concept, inception, construction, release or production stage)?

**Video:** A short video (maximum 2 minutes) that visually explains or demonstrates your idea. The following questions should be answered in your video pitch:

- A bit about you
- The name of your solution/product
- A description of the digital/technology solution you are using to manage/address your own social isolation/or a specific target group (i.e., What are you proposing, for whom, and why?)

**Highly produced videos are not required.** Movember is focused on the generation and sharing of a strongly articulated idea rather than its mode of delivery.

## QUESTIONS ABOUT THE CHALLENGE?

Please email [socialconnections@movember.com](mailto:socialconnections@movember.com). A Question and Answer document based on received questions can be accessed [here](#) through the Movember website.

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## ABOUT MOVEMBER

Movember is the leading charity changing the face of men's health on a global scale, focusing on mental health and suicide prevention, prostate cancer and testicular cancer. The charity raises funds to deliver innovative, breakthrough research and support programs that enable men to live happier, healthier and longer lives. Committed to disrupting the status quo, millions have joined the movement, helping fund over 1,250 projects around the world. In addition to tackling key health issues faced by men, Movember is working to encourage men to stay healthy in all areas of their life, with a focus on men staying socially connected and becoming more open to discussing their health and significant moments in their lives. The charity's vision is to have an everlasting impact on the face of men's health. To donate or learn more, please visit [Movember.com](http://Movember.com).

Why has Movember chosen to get involved? What are we offering and how does the organisation benefit? As the largest global men's health charity, Movember has been entrusted by our donors to invest in better mental health outcomes and suicide prevention interventions for men and boys. As a not-for-profit, Movember is single-mindedly focused on achieving impact and preventing men and boys from dying too young.

Further information about Movember and the programs we fund can be found [here](#).

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<sup>8</sup> A group of people within an initiative who engage in knowledge-sharing activities in support of a common interest.

## GUIDANCE ON SUBMISSIONS

### 1. COSTS

- a. Eligible Costs. The following expenditures will be considered eligible for funding received through this opportunity:
  - Direct program related costs including supplies, expenses, travel and equipment related to the proposed program.
  - Relevant proportion of salaries of project or program managers, research assistants, coordinators, technicians, administrative staff, and other personnel.
  - Indirect costs up to 10% of the total budget (allowable for Community Organizations only).
- b. Ineligible Costs. The following expenditures are not eligible expenses through this opportunity:
  - Overhead costs, including accounting fees, insurance, interest, legal fees, taxes, utilities and costs associated with construction, renovation or rental of offices, laboratories or other supporting facilities.
  - Tuition and professional membership dues.
  - Secondary grants and awards issued by you to other parties.

### 2. COMMUNICATION REQUIREMENTS

Funding recipients will be required to ensure appropriate acknowledgement of Movember in all communication or publications related to this funding opportunity. In addition, recipients of program funding are also required to adhere to Movember's branding requirements as a condition of the program funding. Branding requirements will be communicated to successful recipients.

Funding recipients will be required to agree to a peer-review/open access publication of the results of the evaluation.

### 3. PERFORMANCE MEASUREMENT

Movember is committed to collecting and disseminating information on the impact of its investments in boys' and men's mental health. This outcome information is an important part of the Movember's accountability and transparency with its community (see previously funded program report cards for example: <http://ca.movember.com/report-cards>)

The Project Leader(s) must contribute to the monitoring, review and evaluation of their program by participating in requested media events, evaluation studies, surveys, audits, and workshops as required for the purposes of collecting information to assess progress and results.

### 4. INTELLECTUAL PROPERTY

The following provisions will apply in the event that your application is selected for Phase 1. It is important to remember that your rights to your idea lie in the original documents and content captured – no one owns an idea until you have captured it in a way that can show it was your work, so please write down your plans in detail.

**Background IP** means what you bring to the table; any material, and the Intellectual Property rights (i.e. copyright or trademark) as developed prior to your pitch date. This might include your brand name, any written plans or resources you have developed already, such as mission statements. For clarity, Movember will also be contributing some Background IP, including our marks, our brand goodwill and our scaling plans.

**Co-developed IP** means all material, and the Intellectual Property rights to it, as developed during Phase 1. This means anything following the date of acceptance of your application, co-developed between you and Movember for the purposes of this Social Connections Challenge (SCC).

- 1) Each Party warrants that the use by it of any of its Background IP in the Project Material will not infringe the Intellectual Property of any third party.
- 2) Ownership of Background IP contributed by a Party for the purposes of performing that Party's obligations in relation to the Project will remain with the contributing Party.
- 3) Ownership of Co-developed IP will vest in the Party that developed it. In the event that this is entirely collaborative, or ambiguous, ownership will vest in the Ideator.
  - (a) Where rights in Co-developed IP vest in the Ideator, the Ideator grants Movember an exclusive, perpetual, irrevocable, global royalty-free license to Use the material for their charitable purposes. The Ideator cannot license IP rights in co-developed content without the written consent of Movember.
- 4) The Movember team is responsible for developing a framework for the identification, protection and management of any Intellectual Property arising from the Co-development Phase 1.
- 5) If you use any third-party material in your Background IP or proposed Materials, you must ensure you have the rights to do so.
- 6) Movember grants you a non-exclusive, royalty-free, licence to Use, for the purposes of Phase 1
  - (a) any Background IP owned by Movember that is incorporated in the Project Material; and
  - (b) any Co-developed IP owned by Movember,
- 7) You grant to Movember a worldwide, non-exclusive, perpetual, irrevocable, royalty-free licence (including the right to sub-licence) to Use:
  - (a) any Background IP owned by you that is incorporated in the Project Material; and
  - (b) any Project IP owned by you,
- 8) For the avoidance of doubt, neither Party is permitted to use or allow the use of the Co-developed Materials for commercial purposes without the prior written consent of the other Party. This consent must not be unreasonably withheld, taking into account the purpose of the SCC.
- 9) Each Party's contribution to the Co-developed Materials will be appropriately recognised in a manner to be agreed (for example, by publishing each Party's logo with suitable prominence on published Materials, such as websites, apps, brochures, and presentation materials).

## **5. TERMS & CONDITIONS**

- 1) Movember does not make any representation that it will, and disclaims any obligation to, proceed with or to commit to any particular future actions in relation to the subject matter of the program call, including without limitation: a) accepting any application or shortlist any applicant; and b) considering, not considering, accepting or rejecting any application.
- 2) Movember reserves the right, at its sole discretion, to initiate another selection process, vary this selection process, enter into negotiations with a person or persons who have not been invited to respond to this call for programs or to cancel the program.
- 3) Applicants must pay their own costs and expenses incurred in preparing and submitting an application.
- 4) To the extent permitted by law, Movember excludes all liability for any loss, costs (including legal expenses) or damages, suffered or incurred by an applicant or any person, arising out the applicant's participation in the application process.
- 5) The Applicant warrants that it has no actual or potential conflict of interest in relation to its participation in the application process or its delivery of the Project other than that is has disclosed in the application.
- 6) No legal or other obligation arises between an Applicant and Movember in relation to the outcome of the application process, unless and until Movember executes a contract with the applicants.
- 7) Movember is not obliged to a) accept any application or b) enter into any contract with any applicant or c) give reasons for not considering or accepting or rejecting all or any part of any application, or for cancelling the application process. Movember may, at its sole discretion, consider for acceptance a response that does not comply with the requirements of this request for applications.
- 8) The Applicant grants Movember, a non-exclusive license to use for the purpose of this application process, any information, processes, sketches, calculations, drawings, or other data or information submitted with or included in, the response submitted by the Applicant.



- 9) Each Applicant agrees to indemnify Movember against third party claims arising out of any use of any proprietary information submitting with or included in, the full application.
- 10) Should the Applicant find any material discrepancy, error or omission in this call for applications, the applicant must immediately notify Movember in writing of the nature of the discrepancy, error or omission.
- 11) The Applicant and team members of the program acknowledge that their details, including any personal details may be disclosed to third parties including peer reviewers, for the purposes of this application process and any related purposes.
- 12) Movember reserves the right to fund lower rated projects based on specific areas of interest in the requested themes.

## **6. VARIATIONS**

Movember may vary the requirements set out in this call and seek further information from the Applicants. Applicants shall supply this information on reasonable request.

## **7. MOVEMBER'S RIGHTS**

Movember reserves the right to subject the Applicant to a "due diligence" enquiry, which may comprise of:

- a. Verifying whether the represented resources and skills are actually available; and
- b. Assessing experience and integrity.

Movember, at its sole discretion, reserves the right to depart from any method of evaluation set out in this call for proposals.

## **8. RELIANCE ON INFORMATION**

Movember will rely on information provided by, or on behalf of the Applicants at all stages of the application process. In providing information, Applicants represent to Movember that the information is complete and accurate in all material respects, that it is not misleading and that in preparing the information, reasonable skill and care has been exercised by the Applicant and its personnel and acknowledges that Movember may rely on that information.

## **9. PUBLICITY**

Applicants are not to make any public statement in relation to the application process, their response, or their participation in the application process, or contract negotiation process without Movember's prior written consent.

## **CONTACT INFORMATION**

For further information on this funding opportunity, please contact: Ivy Lim-Carter at: [socialconnections@movember.com](mailto:socialconnections@movember.com).