



What will you do? When will you do it?

## D.O.A. Action Challenge

# Frequently Asked Questions

**1. How do I apply?**

You can apply by visiting our website [www.decadeofaction.com.au/challenge](http://www.decadeofaction.com.au/challenge)

**2. Can I submit more than one idea?**

Cool, you have more than one idea? Yep, you can submit as many as you'd like, so long as you submit each idea separately via our website.

**3. Who will judge the submissions and choose the winner?**

Our D.O.A Founders (Ebony Gaylor, Margie Reid and Adam Ferrier) will be the judging panel for the D.O.A. Action Challenge.

**4. What will my idea be judged against?**

Our panel will use their years of experience, wild questions and gut feel to assess and prioritise ideas. Oh, and we'll also use four specific criteria to assess submissions and identify the winner:

- **Idea sharpness:** There's more than enough complexity in the social/environmental space. Which is why we need you to describe your idea as succinctly as possible. We will assess how fresh, sharp and interesting your idea is.
- **Action at pace:** We spend too much time focussing on ideating concepts or inspiring hope, we want ideas that focus on action, even if it's the first step of many. We will assess how actionable your idea is and how rapidly it can be brought to life.
- **Momentum:** Big change requires the interest and action of the many, which is why we are looking for ideas that connect and build momentum. We will assess how likely it is that your idea can build momentum/action with others.
- **Progress and impact:** We don't expect one idea to solve the climate crisis. But we are looking for ideas that will contribute to positive change. We will assess how your idea will contribute to positive progress on a social or environmental issue.

**5. Do I need to have a business or brand partner ready to go?**

You can, but you don't have to. This is where D.O.A. can help in the 'getting shit done' part of the process.

**6. When will the winner be announced?**

The winner will be announced no later than the 16th March 2021.

**7. Can we submit an idea as a team?**

For sure! Just make sure you've got a central contact name, phone number and email so that we can get in touch with you.