



THE
STONE
FAMILY
FOUNDATION

THE STONE PRIZE FOR INNOVATION AND ENTREPRENEURSHIP IN WATER

DO YOU HAVE AN
EXCITING INITIATIVE
THAT IS INNOVATIVE,
ENTREPRENEURIAL AND
SCALABLE?

DOES IT FOCUS
ON IMPROVING
THE QUALITY AND
ACCESSIBILITY OF
DRINKING WATER?

IS IT BASED IN
SUB-SAHARAN
AFRICA OR
SOUTH AND
SOUTH-EAST ASIA?

IF SO, APPLY FROM 1ST
FEBRUARY 2012 FOR THE
CHANCE TO WIN £100,000.

FOR MORE INFORMATION, PLEASE VISIT THE STONE
FAMILY FOUNDATION'S WEBSITE WWW.THESFF.COM

WHAT IS THE STONE PRIZE?

The Stone Prize has been launched this year to find and support exciting, new initiatives in the water sector that are innovative, sustainable and entrepreneurial.

Initiatives should be focused on improving quality and access to drinking water in sub-Saharan Africa and South and South East Asia. Successful initiatives will have already demonstrated their potential to have a significant impact and to scale-up.

Winning organizations will receive a £100,000 cash prize to take their initiative to the next stage of its development. Up to five prizes will be awarded.

Individuals, NGOs, social enterprises and even for-profit companies are eligible for a Prize, as long as they meet our criteria and can show their commitment and ambition to develop their initiative to achieve maximum impact.

WHAT ARE WE LOOKING FOR?

We will assess applications against the following criteria:

- **INNOVATIVE**

Initiatives should be fresh, original, and different from other existing approaches and ideas.

- **ENTREPRENEURIAL**

Initiatives should stand out through their ambition, their entrepreneurial attitude, and their ability to demonstrate their financial sustainability.

- **EARLY-STAGE**

Initiatives should be at the early stage of their development, although they must have already proved their concept in some way.

- **EFFECTIVE**

Initiatives should already be able to demonstrate promising results.

- **SUSTAINABLE**

Initiatives must have a clear plan for the long-term sustainability of their model.

- **SCALABLE**

Initiatives must have the potential to scale up over the medium-to-long term at either a national or international level.

HOW TO APPLY

Application forms for the Prize will be available from the 1st February 2012. They can be found on-line at the Stone Family Foundation's website:

WWW.THESFF.COM

First round forms must be submitted by World Water Day on the 22nd of March, 2012.

WHAT HAPPENS NEXT?

We will confirm receipt of applications by the 30th March, and will contact organisations being considered for the second round by the 23rd of April.

Successful second round applicants will then have to complete a further application form, which will be assessed by an external panel of experts.

In some cases, you may be asked to host a site visit. The final results will be announced in September 2012.