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Youth Co:Lab Launches Social Innovation Challenge 2024 in Japan
“Innovation through the power of youth and co-creation”

Tokyo - Youth Co:Lab is now accepting applications to participate in the Social Innovation Challenge (SIC) Japan 2024, which aims to showcase and support business ideas of young social entrepreneurs to unlock their potential and generate more innovative solutions to social issues.

Co-created in 2017 by the United Nations Development Programme (UNDP) and the Citi Foundation, Youth Co:Lab aims to establish a common agenda for countries in the Asia-Pacific region to empower and invest in youth so that they can accelerate the implementation of the Sustainable Development Goals (SDGs) through leadership, social innovation and entrepreneurship.

In 2024, the Social Innovation Challenge will mark its 6th year since its launch in Japan through Youth Co:Lab. Hosted by UNDP and Citi Foundation to support youth-led social innovation and entrepreneurship, Youth Co:Lab Social Innovation Challenge Japan 2024 will be held together with the University of Tokyo, which is committed to fostering social entrepreneurship.

The 2024 theme of the SIC, '**Innovation through the power of youth and co-creation**', focuses on co-creation as a key driver of innovation and puts the power of young people at the heart of the process.

Applications will be open to young people, from high school students to entrepreneurs between the ages of 15 – 35 years, inviting a wide range of business ideas focused on achieving the SDGs. In collaboration with partners, the event will present several awards including: The Excellence Award, the Audience Award, the Scalability Award, the CVC Awards, the UNHCR Award and the IT Social Entrepreneur Award for female entrepreneurs.

Applications are accepted until 12:00 noon on Friday 11 October 2024. Following the application period, the winners will be selected through a screening process and will have the opportunity to present their innovative business ideas during the Demo Day, scheduled for December 2024.

Details of the Social Innovation Challenge Japan 2024 are available on the [UNDP Tokyo website](https://undp-tokyo.org/).

About Youth Co:Lab:

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About UNDP:

UNDP is the leading United Nations organization fighting to end the injustice of poverty, inequality, and climate change. Working with our broad network of experts and partners in 170 countries, we help nations to build integrated, lasting solutions for people and the planet.

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About Citi

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About Citi Foundation:

The Citi Foundation works to promote economic progress and improve the lives of people in low-income communities around the world. We invest in efforts that increase financial inclusion, catalyse job opportunities for youth and reimagine approaches to building economically vibrant communities. The Citi Foundation's "More than Philanthropy" approach leverages the enormous expertise of Citi and its people to fulfil our mission and drive thought leadership and innovation. For more information, visit www.citifoundation.com.

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