

MEDIA RELEASE

Project Rokit takes home the 2020 Ethical Enterprise Award

In the midst of the new Covid-normal, life in Melbourne persists as the winners of the highly-anticipated Ethical Enterprise Award were announced on the 28th of October at Moral Fairground's first-ever completely digital Ethical Enterprise Conference.

Winners Project Rokit, Australia's youth-driven movement against bullying, hate, and prejudice were elated to win a considerable parcel of cash and in-kind mentorship services valued at \$54,644.88 awarded by Moral Fairground in partnership with Lush and other sponsors a myriad of sectors and backgrounds, unified by their commitment to the impact-driven business. The sponsors of this year's conference are looking forward to working alongside Project Rokit as they continue on their mission to empower students and young people to take positive action and to be part of the solution when it comes to bullying, online and offline.

The conference entitled "Re-Think, Re-Set, Re-Boot: Reshaping The Impact Economy" brought together a diverse group of industry trailblazers, thought-leaders, budding change makers, community leaders and business dedicated to creating long-lasting positive change, in light of the seismic shift caused by the ongoing global pandemic. The Ethical Enterprise event aimed to plant the seeds of the "new normal" in a post-covid world by providing purposeful business across industries and sectors a forum to consider practical strategies to rethink current systems, reset the norms and reboot to effectively adapt to an ever changing landscape.

*This year's Ethical Enterprise Conference also provided a space for aspiring companies and start-ups to digitally showcase their ideas at the Early Ethical Entrepreneur Pitch Competition. The 6 finalists presented their ideas to seasoned judges Cameron Neil, Co-founder & Director, Red Hat Impact; Dr Natalya Turkina, Vice Chancellor's Postdoctoral Fellow, RMIT; Tom Dawkins, CEO, StartSomeGood and Hanna Burrows, Manager, Common Code. After much deliberation, **Small Fires** a new kind of publisher that makes children's books about the world in partnership with local change-makers was announced as the winner of the Early Pitch Competition 2020.*

The Early Entrepreneurial Enterprise Pitch Competition aims to provide entrepreneurs with the opportunity to present their ideas and potentially 'win' necessary mentoring and resources that can aid in the realisation of their vision. As this year's winner, Small Fires won a place in the Early Pitch Booster Program which provides access to mentorship, professional services, and advice and resources to support entrepreneurs or enterprises to make a concept a reality. The Booster Program and its contents are valued at \$23,394.88 and are an amazing program for Early Ethical Enterprise Competition winners. The prizes are extensive, generous and will assist this year Early Pitch winner, Small Fires in delivering real stories about real places by real people to every child. Keep an eye out for these 2 rising stars as they continue to exemplify the best that Australian social enterprises have to offer.

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For more information, high-res images or interviews, please get in touch with:

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Project Rockit

is Australia's youth-driven movement against bullying, hate, and prejudice. Our team of passionate young people delivers interactive, strengths-based workshops and webinars, facilitating discussions, and sharing credible strategies on impactful topics such as cyberbullying, judgment, and belonging. For over 14 years PROJECT ROCKIT has empowered students to take positive action and to be part of the solution when it comes to bullying, online and offline.

<https://www.projectrockit.com.au/>

Small Fires

Real stories, about real places, by real people. Small Fires is a new kind of publisher that makes children's books about the world in partnership with local change-makers. Money from each book sold goes back into supporting local change in the community it's about. We've just launched our first book, Lillian The Tiriki Girl, which follows the adventures of one girl's daily life in Kenya.

<https://www.smallfires.co/>