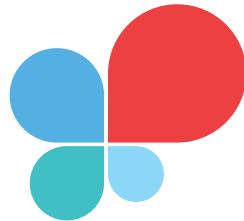


SOCIAL
IMPACT
AWARD



GLOBAL
IMPACT
REPORT

2018

PREFACE	4
WHAT WE DO	6
OUR IMPACT IN NUMBERS	8
OUR JOURNEY 2018	12
OUR GLOBAL IMPACT	16
LICENSEE INTERVIEW	18
SUCCESS STORIES	20
PARTNER INTERVIEW	24
REFLECTIONS & OUTLOOK	26

PREFACE

It is a great pleasure to present you with our Global Impact Report 2018, a collection of insights into the world of Social Impact Award. This report aims to summarize our efforts in helping young social entrepreneurs navigate from vague intentions to promising ventures. Let yourself be surprised by the variety and quality of young people's impactful ideas, who strive to make a difference.

For us at Social Impact Award, 2018 has been a year of growth. We scaled our activities to various new countries in Africa, Asia and Europe, increasing the diversity of our community and turning Social Impact Award into a truly global movement. Besides growing, this year we also focused on deepening our impact. As an example, we redesigned our entire incubation program aiming at helping our ventures to better prototype and validate their impact and business models in order to launch products or services that create sustainable impact.

All these efforts aim at empowering the youth to make a difference – in their respective local communities, as well as globally. Thus, we invite you to get inspired by not only the numbers, but the personal stories of our entrepreneurs, partners, and experts, which you can find on the following pages.

Truly yours,



Jakob Detering
Managing Director
Social Impact Award

WHAT WE DO

We are developing a community of young social innovators that transform intentions into action. We support them in building social enterprises that find solutions for the most challenging issues of our time.

We do so by hosting events and organizing workshops to raise awareness for social entrepreneurship, teaching the necessary skills to navigate from vague intentions to promising ventures, giving access to networks of peers & professionals and promoting the best teams with the Social Impact Award.

AWARENESS

We empower the youth through inspiration and exposure to the field.



EDUCATION

We aid the development of entrepreneurial skills through interactive workshops and events.



SUPPORT

We support the best teams with a hands-on incubation program and financial capital.



COMMUNITY

We connect young social innovators with an international community of entrepreneurs, peers and experts.





IMPACT FIELD AWARENESS

OUR CONTRIBUTION 2018

„During the Social Impact Award workshops I realized I really want to be a Social Entrepreneur. I felt so excited the whole time I was there, like I was doing what I'm meant to do.“

Karla, workshop participant



800+
TEAMS

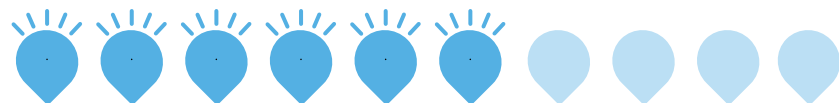
Throughout 2018, we supported 800+ young teams to create and implement innovative social business ideas.

80%

of the SIA participants 2018 aim at having a positive impact with their venture, even if it delays their studies or careers.

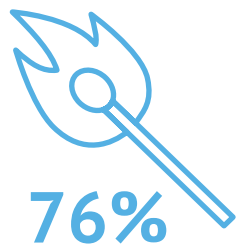
82%

of the SIA participants 2018 state that they now have a better understanding of what social entrepreneurship is.



LONG LASTING IMPACT

Our past impact survey shows that 60% of projects submitted are still active 2 years after taking part in SIA.



76%

INCREASED MOTIVATION

76% said that the participation in SIA 2018 increased their personal motivation to become active as social entrepreneurs.

TOP 6 IMPACT FIELDS

- 1 Education and Lifelong Learning
- 2 Health and Well-being
- 3 Environment, Terrestrial Ecosystems, and Biodiversity
- 4 Decent Work and Inclusive, Sustainable Economic Growth
- 5 Equality, Equity, and Social Justice
- 6 Sustainable Food and Agriculture

OUR IMPACT IN 2018

255 workshops & events

8.000+ participants

88 cities

20 countries.



80%

MORE CLARITY

80% state that they have more clarity about their business model after SIA incubation.

69%

IDEA IMPROVEMENT

69% of the SIA participants 2018 were able to find or significantly improve an idea for a social project in the course of the Social Impact Award.

84%

INSPIRING CONTENT

84% of the participants state that SIA workshop program 2018 was highly interesting and relevant for them.

65%

INCREASED ABILITIES

65% say that the participation in SIA workshops in 2018 substantially increased their ability to find a business model for a social project.



IMPACT FIELD EDUCATION

OUR CONTRIBUTION 2018

“The SIA program has strengthened our team and our business model and supported us with fundamental know how and expertise to raise our social start up to the next level. We are so thankful to have been a part of SIA 2018.”

Philipp Lederle, SIA finalist 2018/Austria





IMPACT FIELD SUPPORT

OUR CONTRIBUTION 2018

“The support of young people in creating and implementing sustainable solutions for pressing societal problems is at the heart of the Social Impact Award. This is a powerful answer to the challenges of our times.”

Silke Horáková, SIA Jury Member in Czech Republic and Impact Investor



OUR JOURNEY

At the beginning of October we promoted the

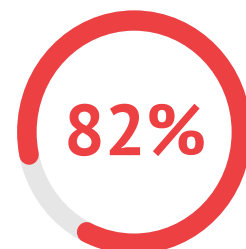
86 best ventures with the Social Impact Award and

125.000+ EUR of pre-seed funding.

They all gathered in November in Tbilisi, Georgia for the SIA Summit 2018, a 4-day experience, to get ready to roll out their venture and create sustainable impact.

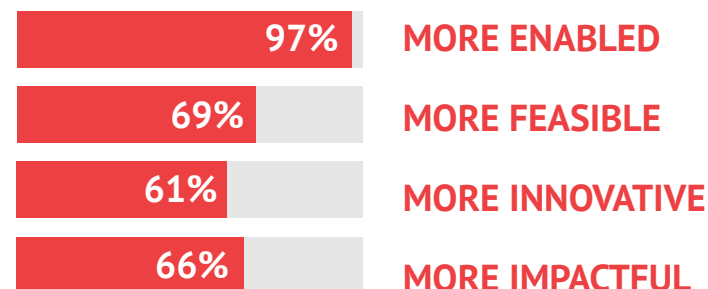


67% of the SIA participants 2018 quote that taking part in SIA substantially increased their overall ability to start-up a social project.



of our incubated ventures state that they have a better understanding of their target group's needs after SIA incubation.

Our venture is...



OUR COMMUNITY

Expert juries in each country evaluated ideas and gave feedback to all

830 applications submitted

180 ventures

took part in our incubation, where they brought their venture idea to life with our intense expert support.



80% of the SIA participants 2018 are likely to recommend SIA to a friend or colleague.

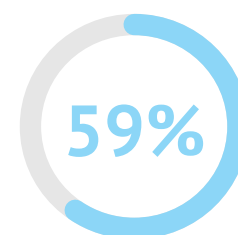


81%

of our incubated ventures feel better prepared for a career as social entrepreneurs than before SIA.

76%

of the SIA participants 2018 have the impression that SIA gives them access to international knowledge and expertise.



stated that meetings, phone and online calls with other SIA finalists (tribe gatherings) were helpful for the development of their venture.



IMPACT FIELD COMMUNITY

OUR CONTRIBUTION 2018

“I am teaching the young social innovators that they should shoot for the moon and even if they miss they land among stars. That's how strong the SIA community is.”

Blagoja Grozdanov, SIA Jury Member and Mentor in Macedonia



OUR JOURNEY 2018

KICK-OFF

Early in the year, the Social Impact Award kicked-off in twenty different countries in Europe, Africa and Asia. At the Kick-off, the participants engaged in meaningful conversations with inspiring social entrepreneurs. They learned about the great potential of social entrepreneurship and got motivated to try themselves out as social entrepreneurs.

WORKSHOPS

Our workshops and events are always accessible for the youth, highly interactive and 100% free of charge. They range from idea generation to business modeling and impact hackathons. All teaching outlines were developed together with our international academic partners and experts.

SUBMISSION DEADLINE

Via our intuitive application platform, we received 800 applications. Shortly before the submission deadline, the project teams had the chance to receive personal feedback from different perspectives from our experienced jury members.

FINALISTS

In each SIA country, the selection of finalists was conducted by our national jury, consisting of representatives from the national ecosystem of social entrepreneurship and youth empowerment. The jury selected 8 to 20 finalist ventures per country based on three criteria: impact potential, degree of innovation, and feasibility & implementation capacity.



INCUBATION

All 180 finalist teams took part in an intense incubation program over the summer to prototype and validate both their impact and business models with the support of our experienced experts and mentors.



VOTING

In addition to the Jury Awards, one venture per country can also win the Community Award. It is awarded through an online community voting. In September 2018, more than 35.000 people voted for their favorite ventures, the highest number in SIA's history.



CEREMONY

In the beginning of October the national award ceremonies took place in all 20 SIA countries. Besides, publicity, access to high value networks within the national social entrepreneurship scene and free access to the SIA Summit, the best ventures received an overall seed funding of more than 125.000 €.



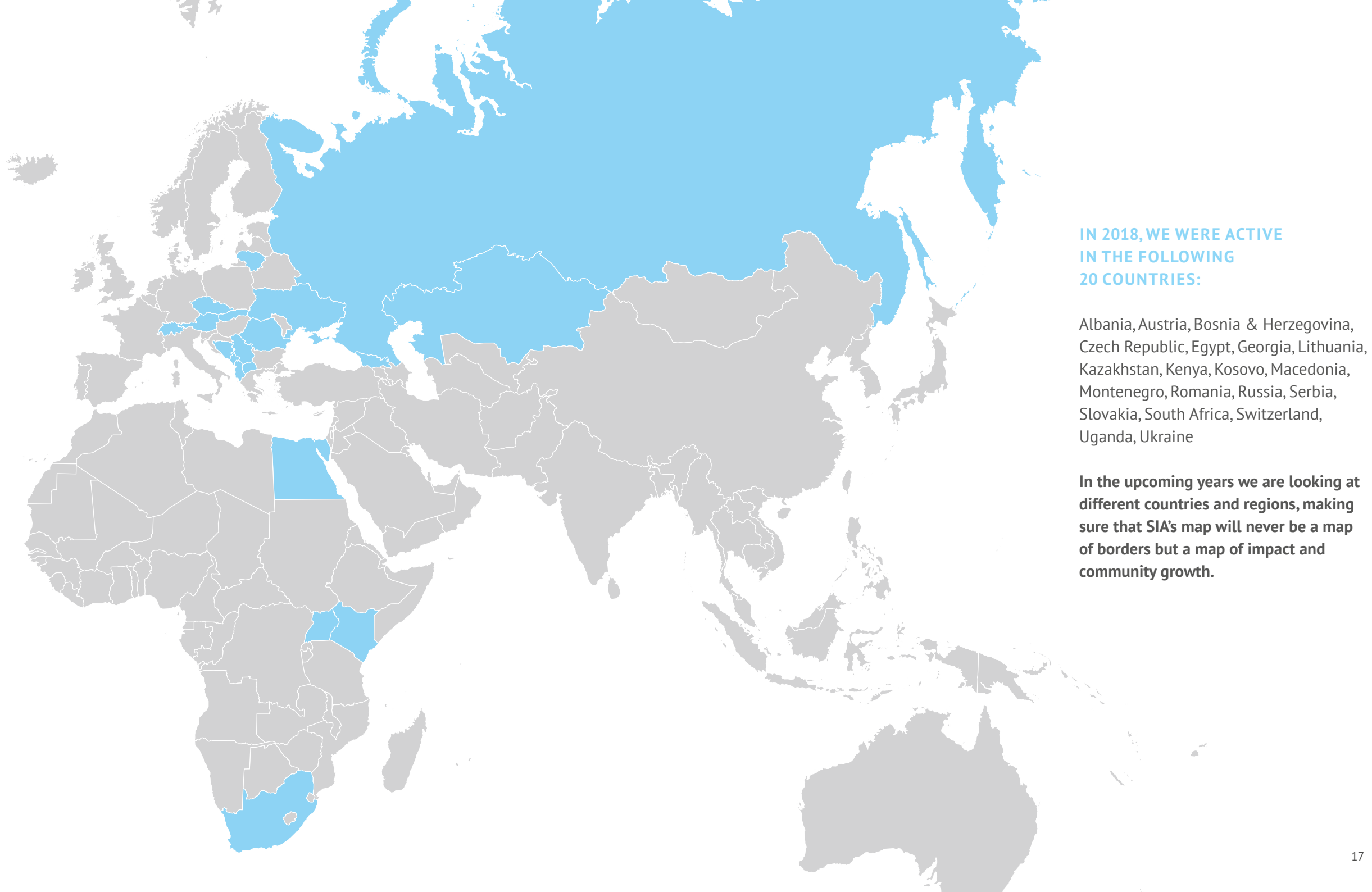
SIA SUMMIT

For four days 60+ SIA winners from all countries as well as all local implementing SIA teams and a broad range of SIA partners gathered in Tbilisi, Georgia in November for an intense bootcamp to connect, share, improve and get ready to act.

DIFFERENT COUNTRIES ONE VISION

„Young people with great ideas and empathy for social issues provided with the right tools, networks and a bit of capital - that is the recipe for social change! Being part of SIA is truly an amazing experience. Observing how the community is expanding over countries and continents with all the great ideas coming to life and working together, makes me realize that SIA creates something bigger than all of us.“

Sonja Dakić, SIA incubation mentor in Serbia



**IN 2018, WE WERE ACTIVE
IN THE FOLLOWING
20 COUNTRIES:**

Albania, Austria, Bosnia & Herzegovina, Czech Republic, Egypt, Georgia, Lithuania, Kazakhstan, Kenya, Kosovo, Macedonia, Montenegro, Romania, Russia, Serbia, Slovakia, South Africa, Switzerland, Uganda, Ukraine

In the upcoming years we are looking at different countries and regions, making sure that SIA's map will never be a map of borders but a map of impact and community growth.

INTERVIEW SIA UGANDA GEOFFREY OMODING

COUNTRY COORDINATOR
SIA UGANDA

„When people talk about Africa, it's usually about conflicts and wars. But we need to be able to change Africa and this comes with empowering the youth and transform the challenges we face into opportunities for social entrepreneurs. SIA provides a platform for extraordinary ideas that actually create impact in local communities.“



Social Impact Award was launched this year in Uganda for the first time. Reflecting on all the events, workshops, and incubation activities in the past months, what is your key learning?

Well, it has been a very exciting experience with many special moments. If I had to nail it down to one learning, it is the realization that the Ugandan youth is incredibly creative and innovative, but lacks the support to transform their ideas into feasible ventures. Understanding that this support is so instrumental to reduce the failure rate of young ventures, was quite intriguing for me.

Why do you think there is such a high interest in social entrepreneurship among the Ugandan youth?

Uganda has one of the world's youngest population with over 78% being younger than 30 years old, yet 84% of them are unemployed. This is a crucial factor for many social conflicts in our country. Thus, skill development for youth and job creation through entrepreneurship are key agenda points of the government. We try to leverage this development by narrowing it down to social entrepreneurship in particular, where it is not only about making profits, but about making communities better and bringing the country forward. We can already see that a lot more people are aware of the social aspect of their enterprise.

Why do you believe that the offers which Social Impact Award provides are suitable to meet the needs of these young people?

The government and most of the private initiatives focus on encouraging youth to create their own jobs, but they don't offer platforms to do so. They might offer vocational trainings for skill development, but they don't have access to networks, funding, and mentoring to actually apply these skills at a real enterprise. At Social Impact Award, we do all that. You know, most of the youth have a very traditional idea of entrepreneurship - opening a hair salon or buying some pigs to start a piggery. Such ideas are common and not innovative. In contrary, Social Impact Award provides a platform for extraordinary ideas that actually create impact in local communities.

Looking beyond Uganda, what is your take on the development of social entrepreneurship in Africa in general?

Young people seriously need a platform to unfold their potential. That's why I really believe that we need to scale activities such as Social Impact Award across the African continent. When people talk about Africa, it's usually about conflicts and wars. This is what Africa is attributed to. But we need to be able to change Africa and this comes with empowering the youth and transforming the challenges we face into opportunities for social entrepreneurs.



WHO IS?

Geoffrey works on the forefront of social entrepreneurship in Uganda. Prior to his work with Social Impact Award, he has been a social business startup mentor, coach, trainer and consultant on social entrepreneurship for the past 4 years. He has, and still is, supporting youth at Social Innovation Academy, with many creating their own employments. He is also the lead in developing an online course (designed in Africa for African social entrepreneurs) where youth learns about and gets mentorship to create their own social businesses.



SUCCESS STORY CZECHITAS

SIA Winner 2015,
Czech Republic

„What I loved most, is how SIA helped us to set the right priorities, providing guidelines on what to focus on next.

Dita Přikrylová,
CEO & Founder Czechitas
SIA Winner 2015

IT IS THE FUTURE. YOURS TOO.

Three years ago, a group of young students from the Czech Republic won the Social Impact Award. Today, they annually empower thousands of women, girls and children and collaborate with Google and Microsoft.

“It all somehow began in 2014, when two friends and I started to voluntarily run educational courses for women. We did so in the evening, after our university courses”, remembers Dita Přikrylová, the CEO and Founder of Czechitas. “But back then, it was just volunteering and none of us really dedicated time.” That changed when Dita and her friends applied for the Social Impact Award in 2015.

During SIA incubation program, they were supported by mentors to turn their little project into a sustainable social business. “For us, SIA was the real start. What I loved most, is how SIA helped us to set the right priorities, providing guidelines on what to focus on next. Probably, we would have done it even without SIA, but it would have taken us so much longer.”, reflects Dita and adds: “Besides the mentoring, it was the SIA community that helped the most and even brought us our first team members and clients.” Dita recalls that they decided to use the SIA prize money to hire their first employee, even before they paid anything to themselves.

Today, Dita is leading a team of 21 full-time employees. Together with 30 external trainers and more than 400 volunteers they run hundreds of workshops, long-term courses and summer camps for more than 3.500 women, girls and children annually. Every year, they aid more than 150 young female tech talents to find employment. Czechitas also works with teachers and large IT companies such as Google and Microsoft to inspire and empower new talents for stronger diversity and competitiveness in tech.



The social business is fully self-sustaining earning more than 500.000 Euros annually through paid courses and company partnerships.

In 2015, Dita was ranked among the top one hundred innovators from Central and Eastern Europe – and she is still part of the SIA community, serving as a mentor in SIA incubation. She is convinced that it needs more young talents to dedicate their career towards social entrepreneurship. “The social and environmental challenges we face deserve much more innovative spirit. We don’t have enough young people who go for the socially benefiting ideas. It’s good to see that Social Impact Award is working on this.”

LEARN MORE:

czechitas.cz/en



Photo: Stanislav Mironov

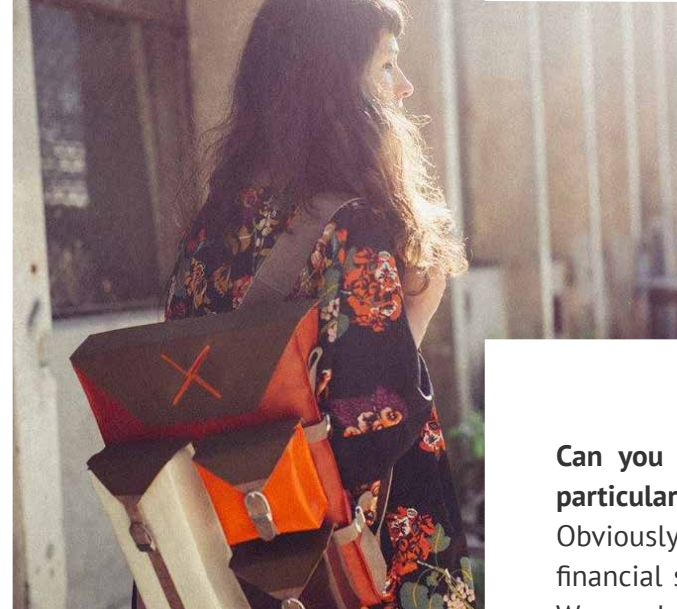
SUCCESS STORY

UpsideDown

SIA Winner 2012, Romania

“We would not exist without Social Impact Award.”

Andreea Zaharescu,
Co-Founder and CEO of UpsideDown
SIA Winner 2012



LEARN MORE:

upside-down.ro

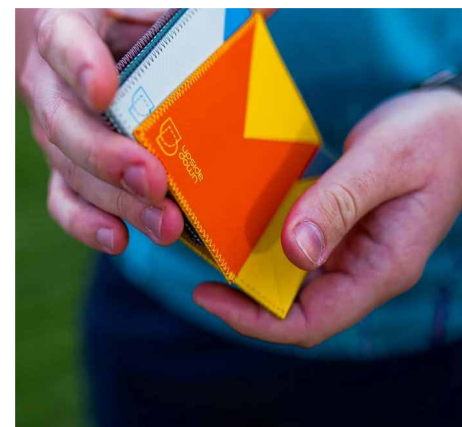
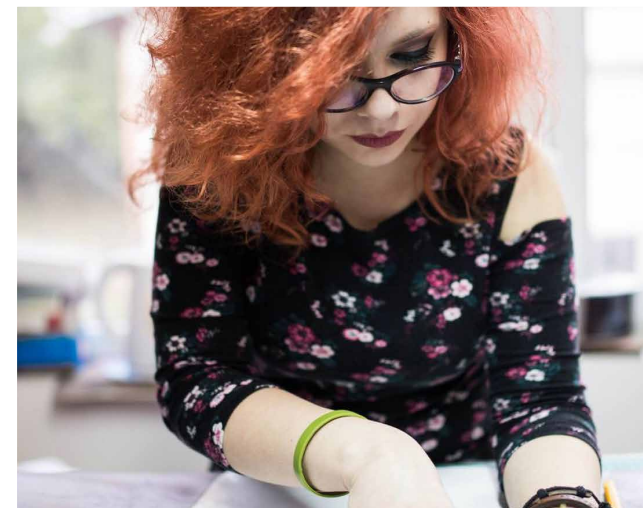
CIRCULAR ECONOMY

Can you take us back to 2012 when you started with UpsideDown. What triggered you to found this social business?

It all started with the desire to change our perspective on waste. I was fascinated by the idea of converting waste into something new and valuable. That is also why we called our company, UpsideDown. We wanted to look at our supply chains with a different perspective. This was the basic principle we started with.

In 2012, you then took part in Social Impact Award Romania and turned the idea into a running enterprise. How relevant was SIA along that way?

Well, I'm tremendously thankful for this experience. There is no doubt that UpsideDown would not exist without SIA. Taking part in SIA was the opportunity I was waiting for. That is also, why I am so fascinated to see how the SIA community has been growing in recent years without losing its focus on each individual entrepreneur and every idea.



Can you elaborate a bit on what helped you in particular?

Obviously, the award prize of 4.000 € was a crucial financial support in the early phase of our venture. We used the money to buy some sewing machines and rented a space for our production. But even more important than the money was the mentoring we got through SIA. We were a bunch of quite inexperienced students. For instance, we had no clue how to set up an efficient production chain. So, our SIA mentors put us in touch with some experts that helped us to figure it out. In hindsight I would say, that the workshops, the mentoring and the community element of SIA were actually more important than the award prize.

Now, six years later - what are your next plans?

The next crucial milestone is to scale our presence to other European markets in order to increase our customer base and our impact. For this, we are currently looking for an impact investor. Another step we would like to take in the near future is to share our expertise on circular economy through workshops and trainings. We aim to educate and empower both businesses as well as customers about the way we produce and consume.



INTERVIEW KATHERINE MILLIGAN

**HEAD OF THE SCHWAB
FOUNDATION AND MEMBER OF
SOCIAL IMPACT AWARD'S
GLOBAL ADVISORY BOARD**

„SIA is all about offering the tools, the skills and the mindset that young people need to have successful careers in creating positive social change.“

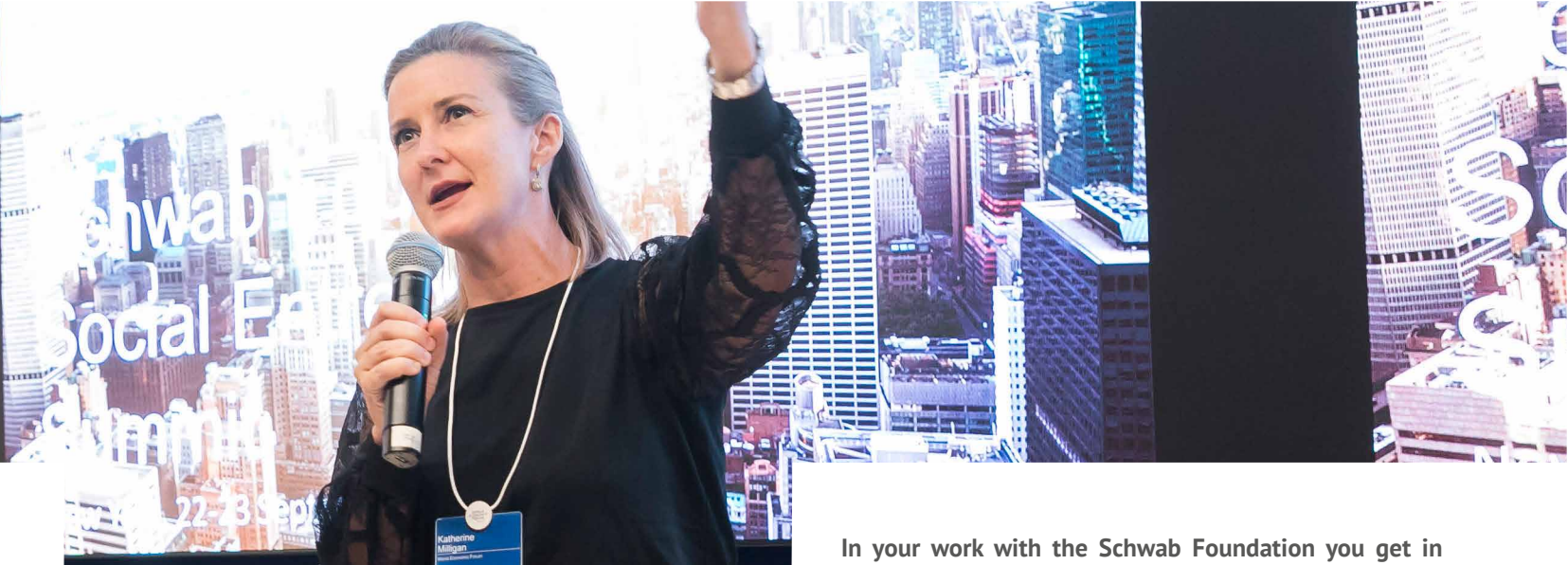


THE MYTH OF THE 'HERO ENTREPRENEUR' IS DEAD.

In spring 2018 you joined the Global Advisory Board of Social Impact Award. What's your motivation to support this community?

I'm very excited to be a member of SIA's Global Advisory Board and to support the strategic direction of this outstanding community. I see an enormous potential in the power of youth to affect meaningful change on the crucial problems of our times.

There are a number of programs, incubators and initiatives worldwide, but what is special and unique about Social Impact Award is the dedication of the team, the thought and track record behind and a very robust and exciting curriculum. But even beyond the program design itself, Social Impact Award is also a platform that enables these creative, motivated and talented young people to connect to the broader social entrepreneurship ecosystem including later-stage ventures, funders, and other types of ecosystem builders such as portfolio organizations, academic institutions, or government partners. They are all also looking to solve those problems at scale and are keen to harness the talent, ideas and dedication of young people to help them do so.



Why do you think a program like the Social Impact Award is so important in building robust and thriving ecosystems of social entrepreneurship?

Well, at Social Impact Award it all begins. SIA provides a platform for young people who are maybe not yet familiar with the principles and practices of social entrepreneurship. Once they come to understand them, they realize that this is what they were waiting for and often even see this as their future career path.

Beyond this introduction to social entrepreneurship, SIA is also about the tools and the mindset of an entrepreneur. I mean this in a very inclusive way. Entrepreneurial skills are not just relevant for a founder, but also apply to various other roles in the corporate world, in public institutions, in the field of impact measurement, or even in communications and storytelling. There are so many different roles available and needed now for young people to leverage their entrepreneurial potential.

So, in my view Social Impact Award is not just about offering the introduction to the concepts, but also the tools, the skills and the mindset that young people need to have successful careers in creating positive social change.

In your work with the Schwab Foundation you get in touch with many social innovators, capacity-builders and funders from around the world. What trends do you see in the development of social entrepreneurship globally, especially with regards to the early-stage support of social enterprises?

There is one key message that shall speak directly to young social agents and entrepreneurs who are now starting their career: the myth of the 'hero entrepreneur' is dead. It is a very unhelpful and destructive myth. It put enormous burden on the entrepreneur's shoulders. More and more people are recognizing that social entrepreneurship is a team sport and that this is not about me, my idea, my solution, my organization.

It really is about solving the problem and doing whatever it takes in working with other stakeholders and actors in a particular system or problem area. It is about putting your wellbeing at the center of your work, being very clear about your motivation for doing this work, having a 'managed ego' in doing this work. If this is all about you and your ego and your agenda, people sense this and realize that this is not authentic and ultimately it will undermine your ability to create trust-based relationships and partnerships. Developing your own leadership, way of working, etc. is a huge trend and will be on top of the global conversation in 2019.



REFLECTIONS AND OUTLOOK

Opening a newspaper these days is not always a pleasurable experience. It is hard to escape the many questions our societies cannot seem to find answers for.

What will our societies look like in a few decades, in a post-Paris agreement reality, with ever-increasing populations, challenged institutions and digital change?

For the last ten years, we have had the privilege to work with those who inhabit this future and who are determined to make it a good one: tech startups from Georgia, health innovators from Kenya, Austrians building political dialogue through online solutions... In 2018 alone, more than 8,000 young changemakers started engaging as social innovators. Their ideas are usually as novel and as heterogeneous as the challenges which we are facing. In this early venture stage, in which other ecosystems players often shy away, we can offer a tested learning environment, resources and a community of peers and mentors.

In the coming years, we are determined to continue this work with more passion than ever. One way to do so will be to keep on experimenting

and learning ourselves. Organized as a community of entrepreneurs in twenty countries, SIA has in a way become a group of twenty research and development labs, constantly seeking new ways to be better at training, communicating and incubating young social ventures.

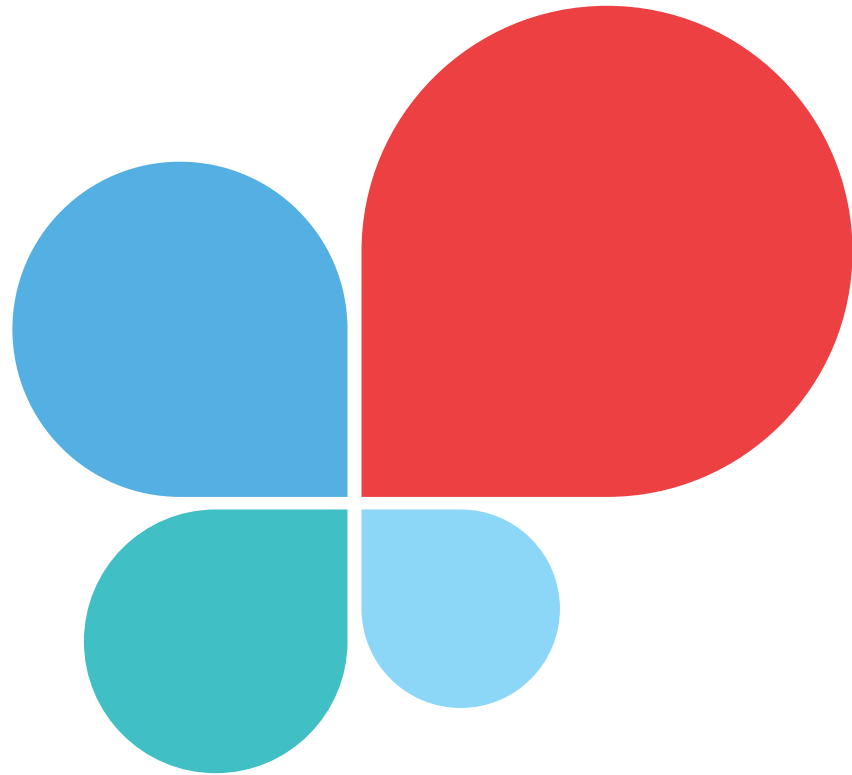
Other innovations are planned together with trusted partners from philanthropy, the public sector, the business world and academia. We look forward to creating regional collaboration hubs, taking preventive action against founders' burnout, building digital tools for venture acceleration, and much more.

Most importantly, we will follow the example of the young entrepreneurs we have the pleasure to work with: see our world's challenges not as a cause of resignation but as a call for inspired, entrepreneurial action.

Dr. Peter Vandro,
Founder and Academic Director of Social Impact Award







IMPRINT

SOCIAL IMPACT AWARD

Lindengasse 56-58

A-1070 Vienna

info@socialimpactaward.net

www.socialimpactaward.net

Social Impact Award is a protected trademark owned by
SIA Social Impact Award gemeinnützige GmbH.



ERSTE
Stiftung



DESIGNED BY

Erika Büttner / lightsagency.com

Photos: Alexander Gotter, SIA Social Impact
Award gGmbH

SOCIAL MEDIA

Facebook: [/socialimpactaward](https://www.facebook.com/socialimpactaward)

Youtube: [/socialimpactaward](https://www.youtube.com/socialimpactaward)

LinkedIn: [/company/socialimpactaward](https://www.linkedin.com/company/socialimpactaward)

**A JOURNEY
FROM
INTENTION
TO ACTION**