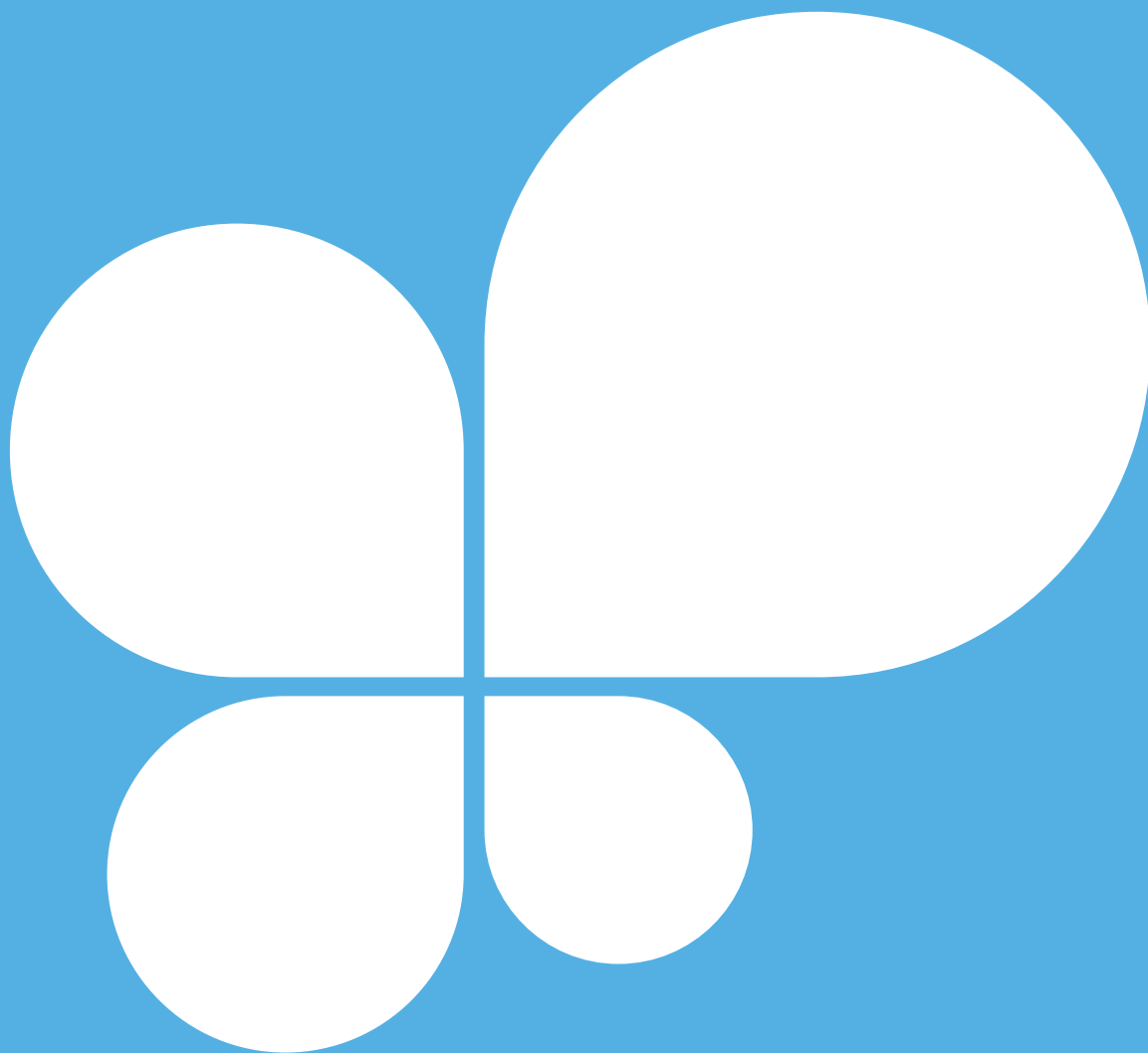




**SOCIAL  
IMPACT  
AWARD**

# **IMPACT REPORT**

**2015**



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**In these times  
we need the spirit  
of the youth more  
than ever.**

# FOREWORD

*In these times we need the spirit of the youth more than ever.*

It is with great pleasure that we present you with the 2015 SIA Impact Report. An exciting year filled with great moments, inspiring encounters and various challenges is behind us.

Looking at the state of the world today, we must realize that our systems are struggling with the enormous and wide ranging challenges we face. The refugee crisis not only has shown us dramatically that the civil war in Syria and other conflicts around the world affect us directly, it also requires us to develop new concepts of integration and societal change. Confronted with this vast migration movement, the ongoing financial and economic difficulties in many European countries has recently been out of the focus. Yet, considering the public debt ratio and the extreme youth unemployment rates of up to 50 % in several European countries the economic challenges remain unsolved. At the same time, carbon dioxide emissions in 2015 were higher than ever before in history and in many places around the world and in Europe we can already experience the dramatic impact of climate change.

In such challenging times, we need the spirit of the youth more than ever. We are the ones that are affected most by the consequences of our current social, economic, and ecological struggles our inner drive to make the world a better place is desperately needed to create innovation and impact. Social Impact Award offers the youth a unique platform to develop such innovative, entrepreneurial approaches towards this wide range of challenges. It raises awareness for the topic of social entrepreneurship among students, it provides hands-on education, and supports the most promising ideas in various ways.

In total, more than 1.300 projects from ten European countries have applied for the Social Impact Award since 2009, out of which almost a hundred projects have been awarded. But it is not these sheer numbers that show the real impact of SIA. It is rather every single story behind these 1.300 projects and its creators. This impact report is aiming at providing the reader with both: the numbers and the stories behind. We hope you enjoy both.

Jakob Detering  
Director of SIA



We promote the knowledge and practice of social entrepreneurship among students in Europe. We do so by raising awareness for social entrepreneurship, offering educational programs guiding from vague intentions to a social venture, giving access to networks of peers & professionals and by directly supporting promising ventures.

# MANI-FESTO

## *Our core beliefs and theory of change*

We believe in the **potential of students to make a difference**. We build on the assumption and experience that a large majority of students wants to have a positive impact in society and has the talent and energy to do so.

We believe in the **entrepreneurial process** as an ideal means for students to unleash this potential. The path of developing a social venture helps students connect with their aspirations for a better society and their creative talent. It invites them to take an active role as citizens, get in touch with reality and to collaboratively articulate and test workable solutions to societal challenges. Joining this process in a supportive environment provides students with a potentially transformative learning experience: in tools, concepts and practice of social entrepreneurship, in teamwork, and – most importantly – in their own capability to create positive impact.

We believe that this experience is **valuable for students and society**, regardless of whether students choose to apply their learning as social entrepreneurs, in public or private organizations or other forms of civic engagement in course or after Social Impact Award. Therefore, we aim to increase the number and preparedness of students that use their talent for creating impact.

With over 20 million students in the EU alone, we see an enormous potential for educating and supporting the **next generation of social entrepreneurs in Europe**. Currently, only a few percent of these students get in touch with the topics of entrepreneurship and social entrepreneurship throughout their formal education and even less receive support in building social ventures. We believe that Social Impact Award holds to promise to reach many more of these students and help them unleashing their social entrepreneurial talent.



## Our Pledge - Principles

### Learning, not winning

The slogan „**everyone is a winner**“ might be reserved by the Olympics, but the idea definitely holds true for Social Impact Award. Normal awards generate few winners and many losers. While using the architecture of an award with its many advantages (strong narrative, incentives, clear structures, etc.), we try to be „anti-award“ and allocate our attention to the many participants rather than the few winners. The highest priority of SIA is the educational program and the entrepreneurial experience of participants. While some get support and money in the end (and may become an inspiration for next years' participants) and others don't, everyone has access to the full curriculum and offerings of SIA and gets the chance to experience social entrepreneurship for themselves.

### Open invitation

Social Impact Award does not want to missionize students into becoming social entrepreneurs. Instead, we want to offer a **friendly, supportive environment** to learn what social entrepreneurship is and try it out. If students like it and put social entrepreneurial thinking in practice, that is great. If not, they could meet and become supporters of other social entrepreneurs in the future.

### Accessible to everyone

We try to reduce all the barriers that keep from participating: lack of information, disciplinary and languages barriers, geographic constraints, prejudice, and many others. We pursue a low-barrier approach by running workshops in **all relevant student cities and not just the capitals**, offering formats and websites in the local language, choosing barrier-free workshop

locations, avoiding business lingo where possible, answering all requests fast, etc. Most importantly, we spread our information broadly among students of all disciplines and geographic locations.

In most places we are the first, and in some, the only point of contact to social entrepreneurship for students. Let's make sure the conversation is at the eye level.

### Transparency and feedback culture

**Feedback is the lifeblood of learning.** Therefore we put an emphasis on one-on-one feedback in our workshops (e.g. Meet the Jury), in conversations with participants and when screening the project submissions. Every project submission receives a written feedback tailored to his/her project helping them to move forward.

### Accountability

**We judge our own actions** on the same principles as we judge our students' submissions:

Innovation: are we reaching those students who have otherwise limited or no access to quality social entrepreneurship education?

Impact: Are we creating impact in scope and scale for them and their ventures?

Feasibility: Are we acquiring the financial, intellectual and social resources necessary to run SIA in a sustainable manner?

### Entrepreneurial in actions

**We're all in it together.** We set the first example to the students we reach. We apply the learning we try to promote. We constantly strive to create more value for the students and our supporters and partners.



**The Social Impact Award looks back on seven highly successful years. What started in 2009 as an initiative of the Institute for Entrepreneurship and Innovation of Vienna University of Business and Economics has rapidly developed into an international community driven by the common mission to promote the knowledge and practice of social entrepreneurship among students.**

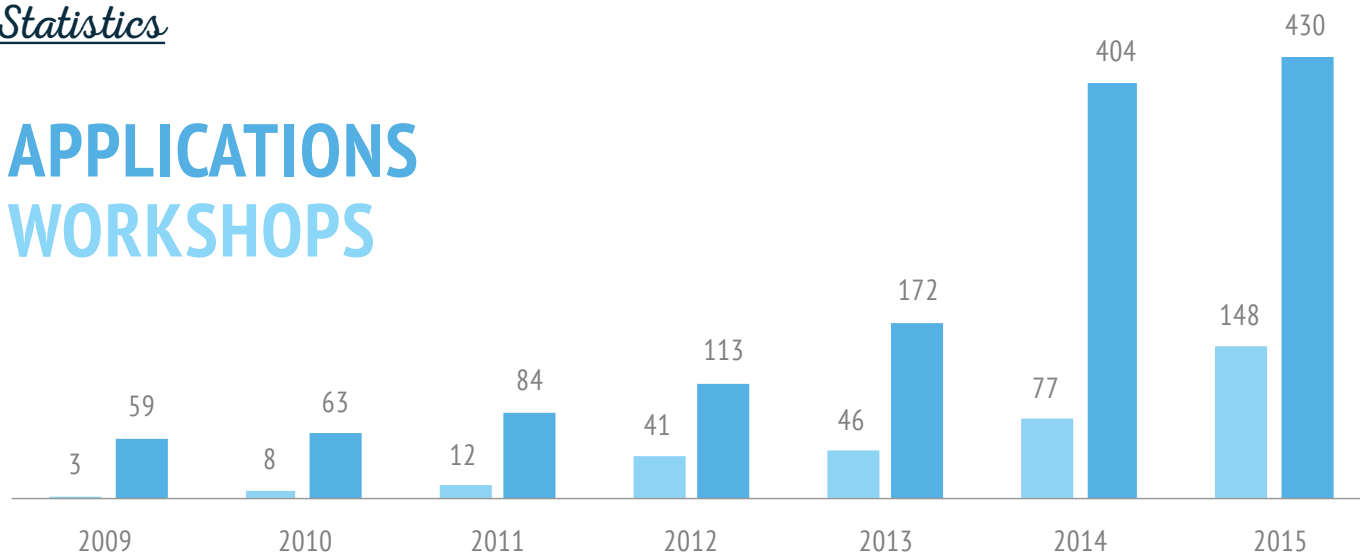
**We do so by raising awareness for social entrepreneurship, offering an educational program guiding from vague intentions to a social venture, giving access to networks of peers and professionals and by directly supporting the most promising ventures.**

**Therefore, the Social Impact Award is more than just an award.**

# STEADY GROWTH

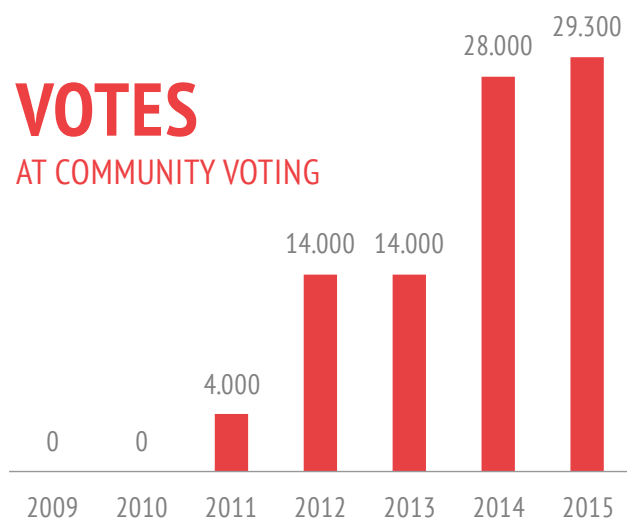
## Statistics

### APPLICATIONS WORKSHOPS

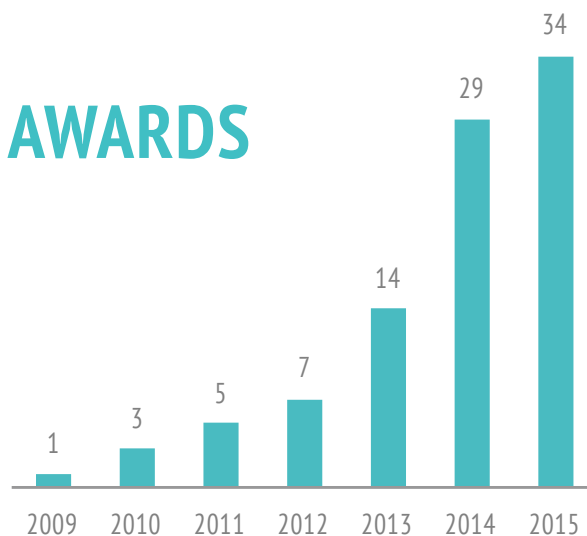


### VOTES

AT COMMUNITY VOTING



### AWARDS



**2009** Austria **2012** Romania, Czech Republic **2013** Slovakia **2014** Russia, Greece, Switzerland, Croatia **2015** Serbia, Macedonia

„Between four and ten thousand people live in the streets of Prague, making homelessness an issue that has to be addressed on a social level. That's why Pragulic cofounders Tereza Jureckova and Ondrej Klugl came up with an idea for a project that allows people living in the streets to become tourist guides, contributing to the reduction of social exclusion and stigmatisation.“

# STORY PRAGULIC

## *SIA as a start for impactful success*

It all started after SIA kick off in Prague in 2012," Ondrej says of the idea, which by now has transformed into a social business. "At that time we were three students who decided to connect and run a project." Today, besides the two managers, the team consists of external psychologists, bookkeepers, and volunteers who translate the city tours. "Although most people overlook the homeless we learned that they have big potential and we hope that we can help them restart their lives with our service and what is even more important also educate the public," Tereza adds.

Tereza and Ondrej found out about the SIA competition through their university and having dived deeper into the concept of social entrepreneurship they decided to take part at the kick off at Imapct Hub Prague. "For me it was a great chance to finally start something," says Tereza who aims to help a marginalised group gain acceptance and respect by giving them a place and purpose in society.

### **What doesn't kill you...**

While the beginning was tough, both cofounders proved they had the will and the ambition to deal with challenges. When Ondrej had a knee surgery during the launch of Pragulic, all he could think of was keeping the business going. "I remember the first thing I did when I woke up after the surgery was that I had to deal with some phone call connected with Pragulic. It was both mentally and physically difficult for me and it influenced me a lot." Tereza, on the other hand, won't quit the project before she's 100% sure that it can be run without her. "Sometimes you lose your energy with people who are not worth it. But whatever I do I never completely forget about work and I am looking for social enterprises, homeless or inspiring people. I think that this is a sign that I am really passionate about what I do."

## Setting high goals

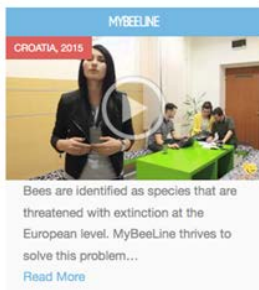
With its lovely bridges and numerous historical sites Prague is a must-visit for tourists from all over the world. Pragulic tours, however, offer a different perspective on city life and allows you to experience a place through the eyes of a homeless person. „We have proven to ourselves and also to people around us that we were able to set up a sustainable social business,” says Ondrej.

“When you grow you are setting up higher and higher goals. I compare it with what we achieved over time and I can be really proud. For us, every small step counts,” Tereza concludes.



*You want to learn more about the impact stories created by the Social Impact Award? Then visit our website and watch short videos of all SIA winners from all countries and years, a true book of inspiration.*

[www.socialimpactaward.net](http://www.socialimpactaward.net)



# DIFFERENT COUNTRIES, ONE VISION



## Overview SIA 2015

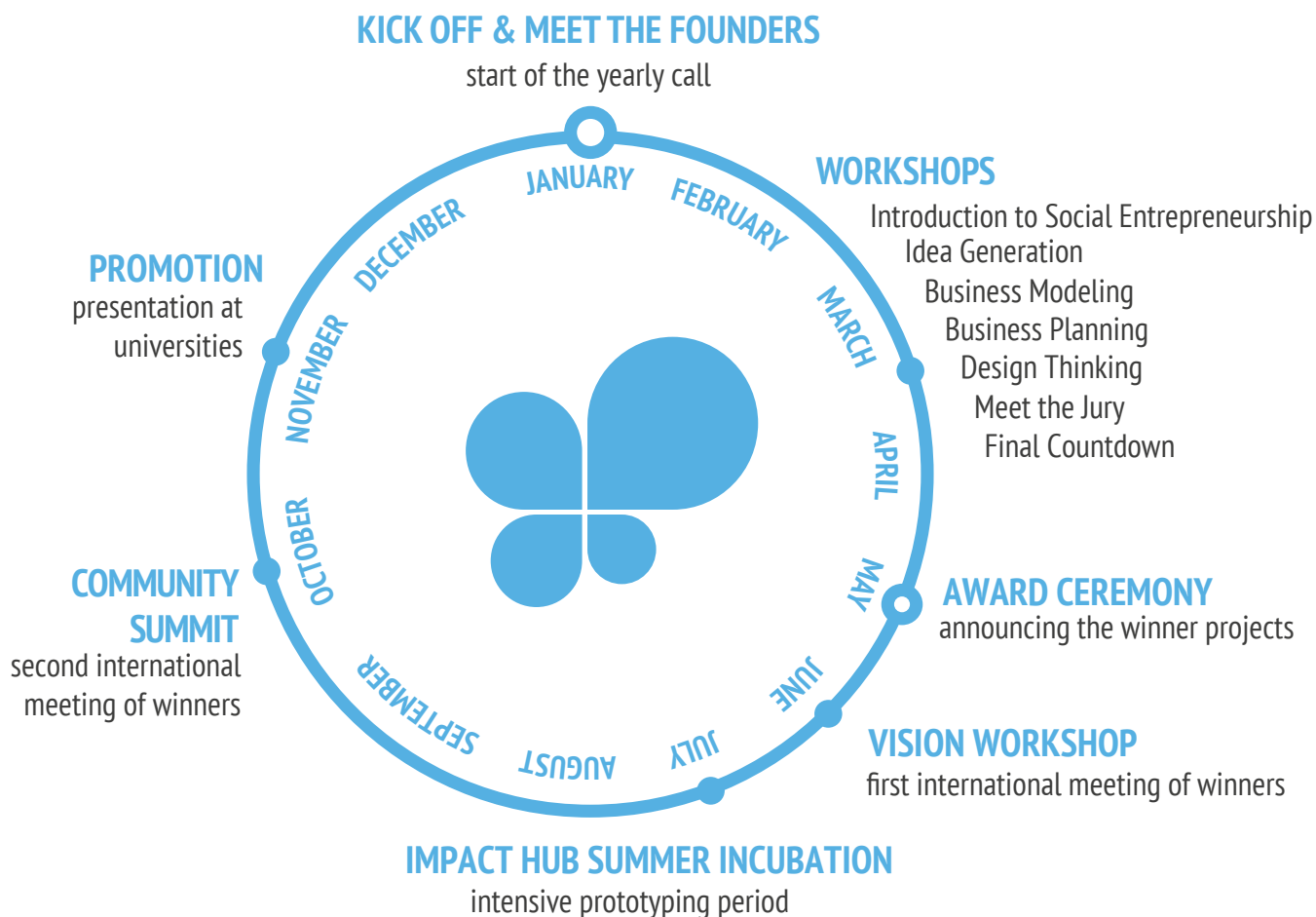
In 2015, the Social Impact Award has been successfully running in 10 European countries: Austria, Croatia, Czech Republic, Greece, Macedonia, Romania, Russia, Serbia, Slovakia, and Switzerland.





*A year full of new records*

Never before has the Social Impact Award reached as many students, has received as many applications, and has awarded as many projects as in 2015.





# EDUCATION

## Support participants to develop new social venture concepts

In 2015 we ran 148 workshops for 3800+ participants in 39 cities across 10 countries.



# COMMUNITY

## Connect participants with an international community of entrepreneurs, peers and experts

Expert juries in each country evaluate ideas and give feedback to all projects submitted. Moreover through the community voting, in 2015 over 29.000 people (unique visitors from 9 countries) got to know the best ideas and evaluate them in an engaging, transparent way.

# AWARENESS

## Aid the development of entrepreneurial skills through inspiration and exposure to the field

In 2015, 430 student teams developed & grew innovative social business ideas. Our past impact survey shows that 60% of projects submitted have been implemented and 35% are generating revenues.



# SUPPORT

## Support the best teams with financial capital and active support through-out the year

The best 34 projects from 2015 received a total of 85.000€ as summer stipends/seed funding, full membership in the Impact Hub Network and are part of a three months intensive incubation process.

# JOURNEY SIA 2016



"To win SIA is different than receiving a grant, it's more competitive, it's more public, and it's more entrepreneurial. You are exposed to a whole new world of relations because you are pushed forward."



"The workshops helped me find out what I am missing and gave me chance to improve the concepts and the business model."



"At the Social Impact Award I was speaking publicly about my idea and what could it mean for the society for the very first time."



"I had the opportunity to meet many amazing young people who are excited as much as I am about the future and our sustainable development."



"The Social Impact Award not only changed the way others perceive us, but it changed us. It changed the team, the relations, the bigger picture."



"The bootcamp was amazing. The workshop was intense, demanding, it required full mental capacity and presence. It was THE different workshop because there was this bunch of young people-all of them winners in their countries, full of confidence, hungry for knowledge and open to talk every single aspect of any topic relevant for discussion."



"I had the opportunity to meet many amazing young people who are excited as much as I am about the future and our sustainable development."



"SIA was an exceptional experience and I recommend it to anyone, no matter how crazy your idea may sound!"



"The best for me there were the people. It is hard to find the core of Europe youth social entrepreneurship in one place and exchange ideas and knowledge."

## Kick-Off

In January and February, the Social Impact Award kicked-off in **ten different European countries**. At the kick-off the students have heard **stories of inspiring social entrepreneurs** and had meaningful conversation with them and each other. Students learned about the **great potential of social entrepreneurship** and got motivated to try themselves out as social entrepreneurs.







## Workshop Program

In spring 2015, the Social Impact Award organized almost 150 workshops for more than 3.800 participants in 39 cities across ten countries. The workshops' topics reached from idea generation to business modeling and planning.

All workshops were 100% cost-free to provide every student the chance to participate. To ensure an exceptional workshop quality the entire workshop design and teaching outlines were developed together with our partners from Vienna Univ. of Business and Economics.

At the **idea generation workshop** students identified an opportunity for a project and ideated a venture to seize this opportunity.

At the **business modeling workshop** students understood and articulated the business model of their venture idea.

At the **business planning workshop** students developed a structure and deeper understanding of their venture's business plan and therefore prepared their application for the awards.

Shortly before the application deadline, the project teams had the chance to meet the jury and received feedback from different perspectives from our jury members.



## Community 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 May 2015, more than **29.000 people** voted for their favorite ventures, the **highest number in SIA history**.

## Award Ceremony

On 28th May, the **Award Ceremony** took place in all **ten SIA countries simultaneously**.

The **best 34 projects** received a total of **85.000 €** as summer stipends and seed finding as well as **full membership in the Impact Hub Network** and access to a **three months intensive incubation period**.

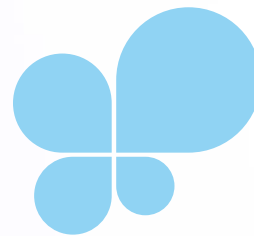


# Incubation

During summer 2015 all winners received **intensive support**.

They were **matched with experts** that helped them to further **develop and implement their venture ideas**.

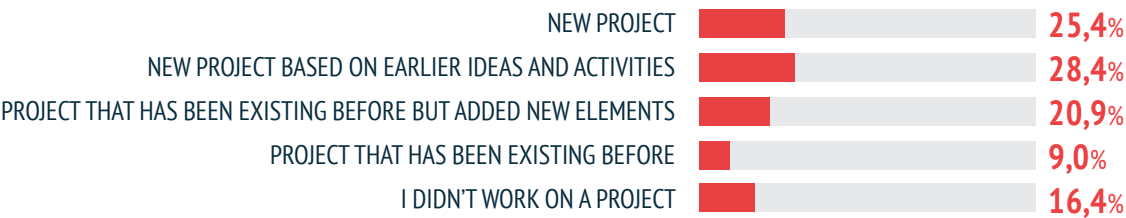
All European winners also took part in an **international vision workshop** in Vienna from 8th – 10th July 2015, intensively exchanged ideas, and co-creatively worked on their ventures.



# IMPACT ASSESSEMENT

## General characteristics and use

Did you develop a new project or work on an previously existing project in course of Social Impact Award?



SIA participants address the full range of societal topics and approaches!





## Workshops

### SIA delivers workshops of outstanding high quality!

WAS THE WORKSHOP CONTENT INTERESTING?



DID YOU HAVE THE IMPRESSION THAT THE FACILITATOR(S) WERE COMPETENT IN THE WORKSHOP TOPIC?



DID YOU HAVE THE IMPRESSION THAT THE FACILITATOR(S) WERE PASSIONATE ABOUT THE WORKSHOP TOPIC?



DID YOU HAVE THE IMPRESSION THAT THE FACILITATOR(S) CARED ABOUT THE PARTICIPANTS LEARNING EXPERIENCE?



WERE THE WORKSHOP FACILITIES AND ATMOSPHERE (ROOM, ETC.) APPROPRIATE FOR THE WORKSHOP?



### SIA's theory of change put into practice

FOR ME, PARTICIPATING IN THE SOCIAL IMPACT AWARD 2015...

...INCREASED MY UNDERSTANDING OF THE CONCEPT OF SOCIAL ENTREPRENEURSHIP.



...HELPED ME TO UNDERSTAND, WHETHER I WANT TO BECOME A SOCIAL ENTREPRENEUR.



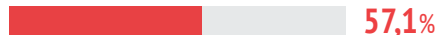
...INCREASED MY ABILITY TO FIND AN IDEA FOR A SOCIAL PROJECT.



...INCREASED MY ABILITY TO FIND A BUSINESS MODEL FOR A SOCIAL PROJECT.



...INCREASED MY ABILITY TO DEVELOP AN IMPLEMENTATION PLAN FOR A SOCIAL PROJECT.



...INCREASED MY OVERALL ABILITY TO START-UP A SOCIAL PROJECT.



....INCREASED MY PERSONAL MOTIVATION TO BECOME ACTIVE AS SOCIAL ENTREPRENEUR.



## How strongly do you agree to the following statements?

2 YEARS FROM NOW, I WILL VERY LIKELY BE WORKING AS  
SOCIAL ENTREPRENEUR AND/OR IN A SOCIAL ENTERPRISE.



## In the course of social impact award, my team/I...

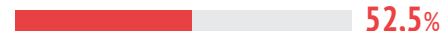
...WERE ABLE TO FIND OR SIGNIFICANTLY IMPROVE AN IDEA FOR A SOCIAL PROJECT.



...RECEIVED HELPFUL FEEDBACK FOR OUR SOCIAL PROJECT.



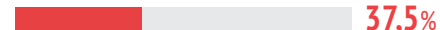
...WERE ABLE TO FIND OR SIGNIFICANTLY IMPROVE A BUSINESS MODEL FOR A SOCIAL PROJECT.



...WERE ABLE TO PLAN THE IMPLEMENTATION OF A SOCIAL PROJECT.

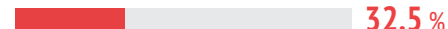


...ACTUALLY STARTED THE IMPLEMENTATION OF A SOCIAL PROJECT.



## Without participating at social impact award...

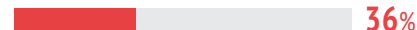
...I WOULD HAVE NOT DEVELOPED AN IDEA FOR A SOCIAL PROJECT.



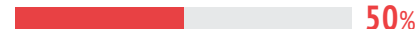
...MY IDEA FOR A SOCIAL PROJECT WOULD BE LESS STRUCTURED AND THOUGHT-THROUGH.



...MY IDEA FOR A SOCIAL PROJECT WOULD HAVE LESS IMPACT.



...MY IDEA FOR A SOCIAL PROJECT WOULD A LOWER CHANCE TO SUCCEED.



MY TEAM/ I WILL IMPLEMENT THIS PROJECT, REGARDLESS WHETHER WE WIN AT SIA OR NOT.



## General Feedback

HOW LIKELY ARE YOU TO RECOMMEND SOCIAL IMPACT AWARD TO A FRIEND?



OVERALL, HOW SATISFIED WERE WITH YOUR EXPERIENCE AT SOCIAL IMPACT AWARD



**Our theory  
of change  
proves to work  
and creates  
sustainable impact.**

# INTERVIEW ●



## *Interview with David Zistl*

**Founder of “Flüchtlinge Willkommen” and SIA winner 2015**

The vast migration of refugees has become one of the most complex challenges for European countries since many years and triggered a broad discussion about how the refugees can be integrated into our society.

While politics are still struggling in offering proper solutions to this topic, a few students from Vienna, Austria have been faster. In the beginning of 2015, they developed the project “Flüchtlinge Willkommen” (“Refugees Welcome”).

The project’s concept is as easy as impactful: Whoever has a free room in his or her shared apartment, reports this on the online platform of “Flüchtlinge Willkommen”. The project then acts as an agent by connecting the interested person with a local NGO and one or more refugees. Before a contract is signed, the refugee(s) and his or her potential future flat mates meet and get to know each other.

In May 2015, “Flüchtlinge Willkommen” won the Social Impact Award in Austria. We talked to David Zistl, initiator of the project about this exciting year, the challenges he has been facing and why the Social Impact Award has been an important step for the project.

**“If you have  
something in mind,  
simply give it a try.”**

**David, almost one year ago you and your colleagues started “Flüchtlinge Willkommen”. What was the driving motivation for you?**

“Simply because the situation of asylum seekers in Austria has been and still is terrible! The immigrants are being kept out of city centers, they have almost no possibilities to get in touch with locals. You have to consider that the Austrian authorities support refugees with 320 € per month, out of which 120 € are supposed to be spent for housing. You simply can’t get a room in a shared flat at that price! Moreover, with the dramatic increase of refugees coming to Austria more and more of them become homeless. In Traiskirchen, a large refugee camp close to Vienna, refugees were sent away and being told that they should take care of housing on their own. And even for legally approved refugees the situation is very difficult as they need a pay slip in order to be able to rent a flat on their own. So, there was definitely an urgent need for a concept like ours.”

**So you started to work on it in January. Just five months later, at the end of May, you won the Social Impact Award in Austria. How did this influence the project’s development?**

“Oh, it definitely helped us a lot. Even more important than the direct financial support has been the fact that this award brought us in touch with ERSTE Foundation and other important players that later invested into the project.”

**How did you use the prize money?**

“First of all, we were able to pay two team members a small salary in order to grow the operations and to bridge the time until we were able to raise higher funds from ERSTE Foundation and others. But we also used part of the money to create and print flyers and other PR material to increase publicity.”

**Now, about half a year later, what is the status quo of “Flüchtlinge Willkommen”?**

“Well, most important to mention is that we have already provided more than 200 refugees a room in a shared flat! But it is not merely about the numbers, but the people. It is incredible to observe how much the matching of locals and refugees affects both sides! I just want to give you one example: A successful entrepreneur approached us and offered a room in his apartment. So, we put him in contact with a immigrated teenager. But the entrepreneur didn't stop there. He organized him access to school and offered him an apprenticeship position in his own company as soon as he finishes school.”

**Reflecting on everything that has happened this year, what has surprised you most?**

“The success of our financial model is one of the greatest surprises. It is based on micro donations by flat mates, family members or friends of the locals. Thanks to their solidarity we were able to raise enough money for each and every flat room that we got offered. Once, we raised more 2.700 € within two days, just from micro donations of ten to thirty Euros.”

**In a few weeks the Social Impact Award 2016 kicks off in more than ten European countries and again thousands of students will participate in workshops, work on their ideas and try to put them into praxis. With your experience from this year: What would be your key advice to them?**

„Simply do it! Try it out and then you'll see if it works or not. If you have something in mind, simply give it a try. Probably, we are often too pessimistic that things might not work in the end, but our example should show that it can happen. But of course, you need to work for it and you need to be very flexible.”



# STORY

*Winner 2015 shares his SIA story*

In Slovakia, more than a hundred thousand teenagers are overweight. In general, youngsters spend their free time hooked in the virtual world, neglecting their social and physical development.

**We are here to change that.**

Everything started 3 years ago, when we got together few friends in our home town and went out to find playground where we could exercise with our own body weight- do a street workout. The only opportunity was an old children park and 3 rusty pull-up bars.

We didn't give up and were growing in members. When we reached the number 30, the decision was made. We need to have the proper workout park. Town hall was excited about this idea and so in the end of 2014, one of the best workout parks in Slovakia was built thanks to our initiative for all generations to spend their free time meaningfully, getting healthier.



During the opening event, a lot of people from different cities came to us, asking how they also can build such a park for them. There came the idea. We have the know-how, it is our hobby- lets start building workout parks around Slovakia.

That was the moment, when project OCTAGO was born. Dedicated to healthy lifestyle, our mission is to build places for people to enjoy time exercising outside, for free and create new friendships. But we realised we don't want to be the company who just builds a park and leaves. We want to give more. That was the tipping point, attendance in Impact Academy right before SIA, which showed us we can do much more. Thanks to our mentors we created a program for cities which consists of building a workout park but also creating an active community which makes the park a vibrant sport place. Regular trainings, workshops, cooperation with schools, competitions and much more. For 6 months to go. This was the essence that OCTAGO needed. And we found it here in SIA.

Seeing these amazing competing projects was a satisfaction for me that something impactful is really going on here in Slovakia and most of it in the hands of young people.

SIA gave us a kickstart into the OCTAGO journey, helped us with networking and valuable business know-how. It has its part on our latest success, winning the Impact Incubator and Student Entrepreneurial Award and representing Slovakia on the global finals in Bangkok in May 2016.

We hope to create much more impact in this upcoming year 2016 then the last one and we wish to all impactful entrepreneurs to join this initiative and show the world that you have something to say when it comes to creating sustainable values for your environment.

**Don't hide, show your impact.**

With Love, OCTAGO.



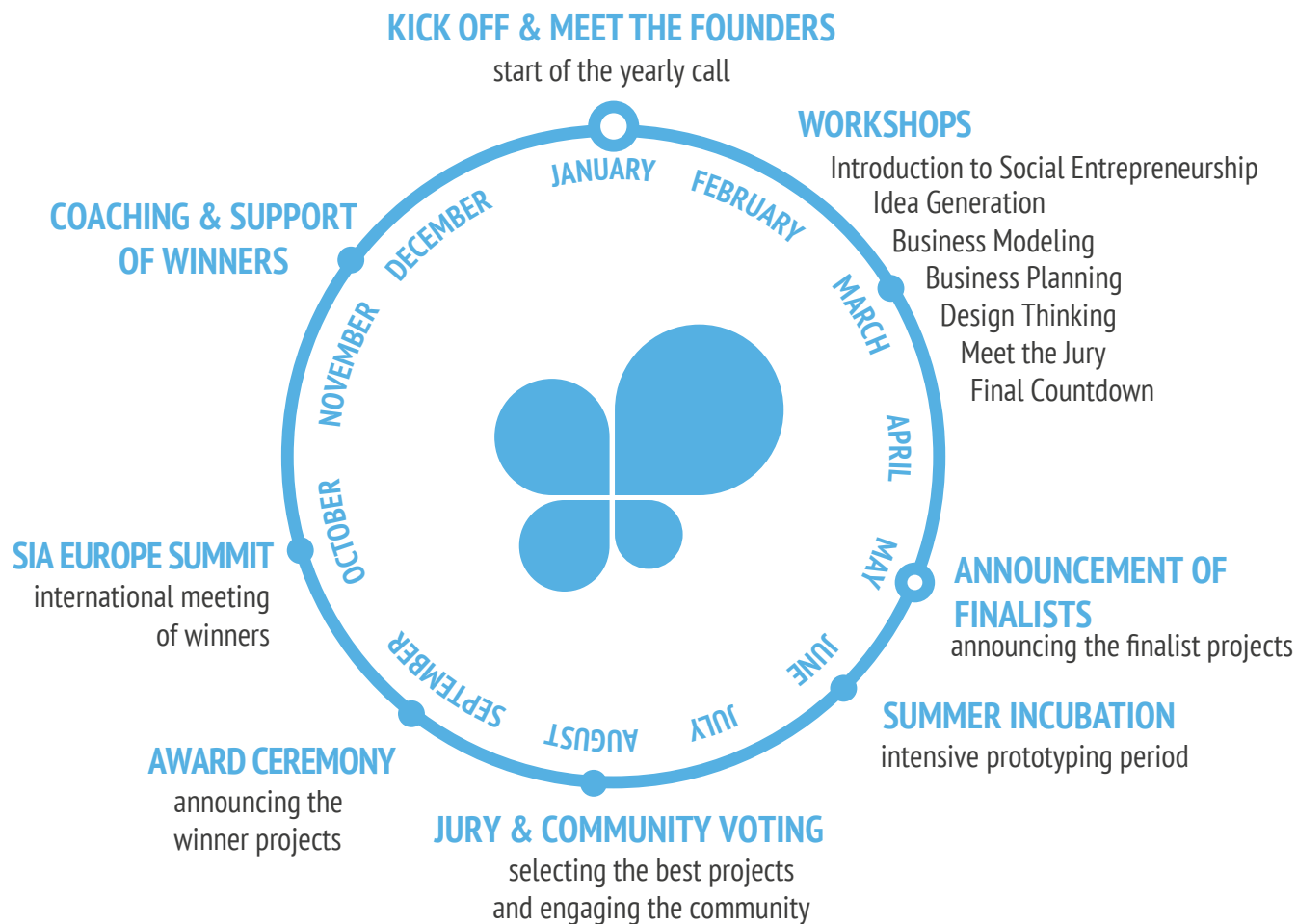




# OUTLOOK 2016

## New Timeline

Aiming at continuous improvement of its performance and impact, SIA 2016 engages in a new order of processes. After the workshop program 8-10 finalists are selected in each country. These finalists then take part in an intensive incubation period over summer in which they are provided with a workspace, are matched with experts and prototype their venture ideas. After summer the best of these finalists are awarded with the Social Impact Award and receive further coaching and support.



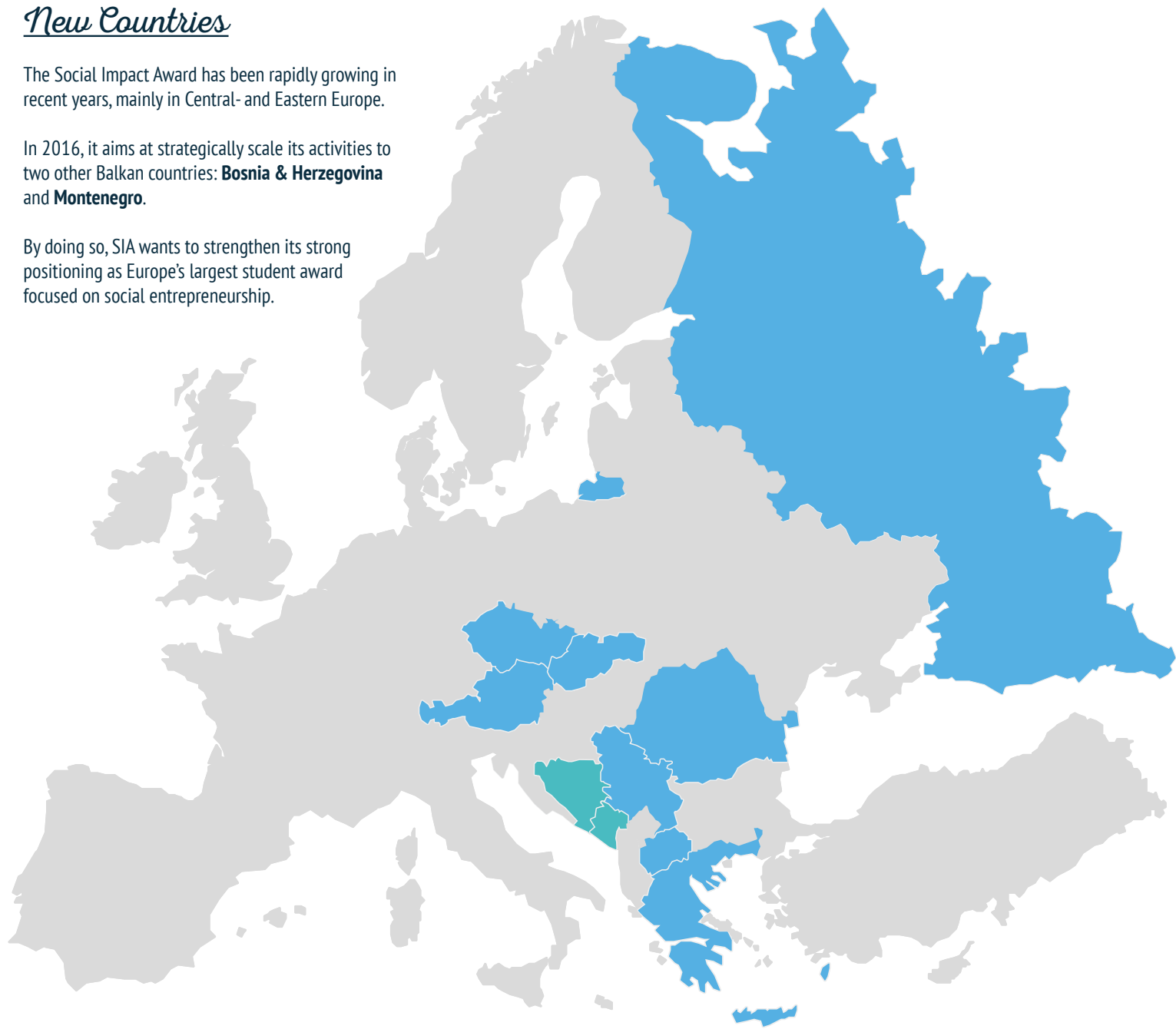


## *New Countries*

The Social Impact Award has been rapidly growing in recent years, mainly in Central- and Eastern Europe.

In 2016, it aims at strategically scale its activities to two other Balkan countries: **Bosnia & Herzegovina** and **Montenegro**.

By doing so, SIA wants to strengthen its strong positioning as Europe's largest student award focused on social entrepreneurship.





# IMPRINT

## Contact Details

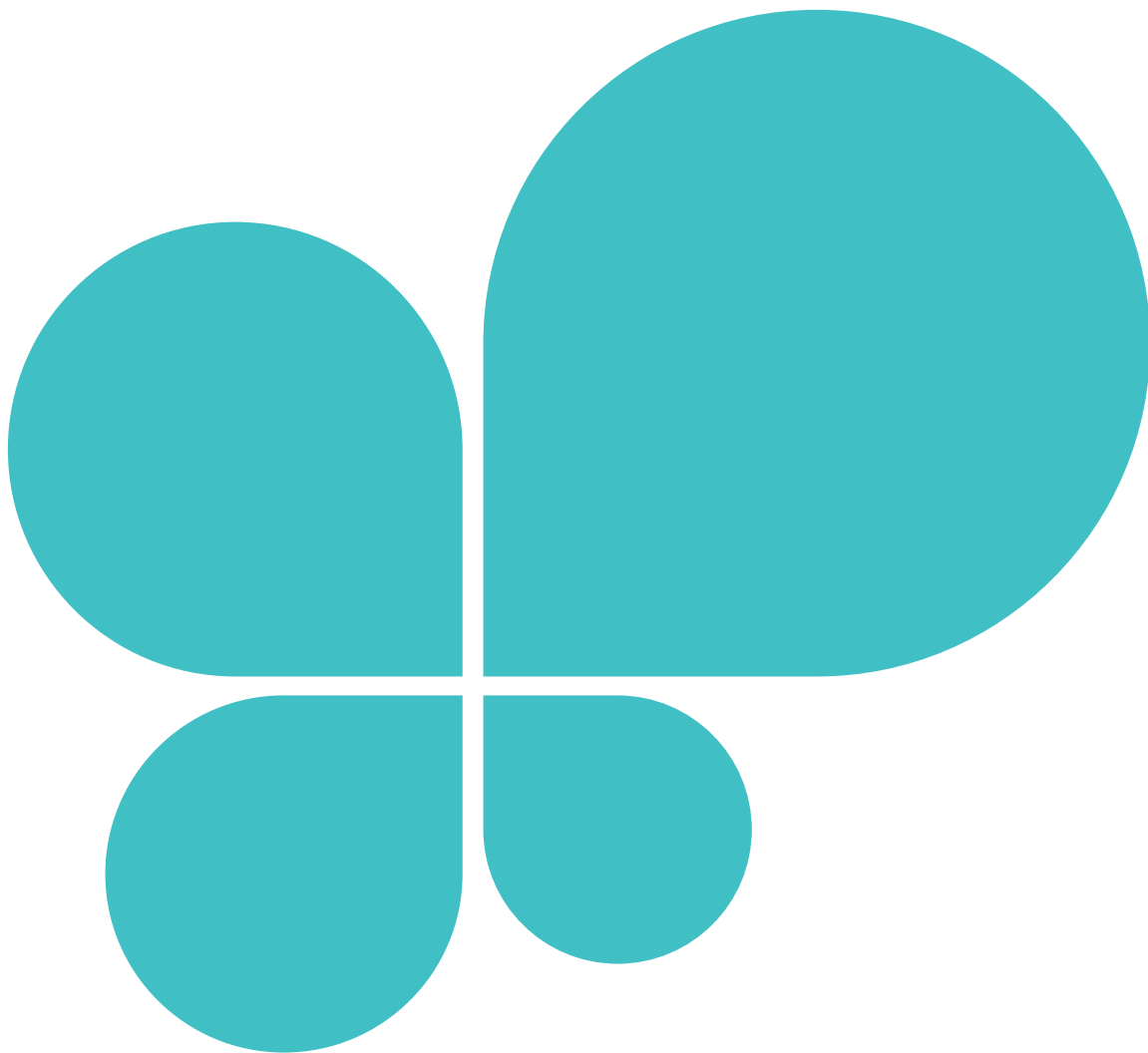
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**Inspiring  
students  
to make  
a difference.**

**SOCIAL  
IMPACT  
AWARD**