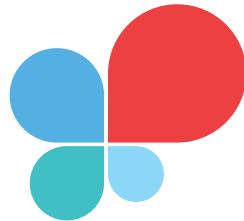


SOCIAL
IMPACT
AWARD



GLOBAL
IMPACT
REPORT

2019



CONTENT

PREFACE	5
WHAT SIA DOES	6
SIA'S 4 IMPACT FIELDS	7
10 YEARS SIA	8
AWARENESS	10
EDUCATION	12
SUPPORT	14
COMMUNITY	16
SIA'S JOURNEY 2019	18
OUR VISION	22
ONE MORE THOUGHT	24

PREFACE

As every year, our Global Impact Report looks back on the activities and achievements of our international community over the past year. It summarizes our efforts in helping young social entrepreneurs from Europe, Africa, and Asia navigate from vague intentions to promising impact ventures.

In brief, 2019 was truly exciting for Social Impact Award. We reached more young social innovators than ever before through our awareness-raising. We broke a new record of incubated ventures by supporting 200+ highly promising impact ventures to validate their impact and business models. In addition, we grew to new countries such as Armenia, Turkey, Hungary, and Croatia. Here we provide a much needed support mechanism for youth.

2019 also marks our ten years anniversary, which made us reflect on our longterm impact. We conducted an extensive impact survey with our alumni to learn more about the impact they create today and how SIA was able to support them since their journey started. We take the overwhelmingly positive results – such as 77% of our alumni are still active with the same venture 3.5 years after SIA – as an encouragement to further deepen and scale our work.

I would like to thank all our funding partners, mentors, experts, facilitators, speakers, and the incredibly dedicated and talented teams that run SIA all around the world. Without the collective effort by all of them, none of what you can read about in this report would have been possible.

Sincerely,

Jakob Detering
Managing Director
Social Impact Award International



WHAT WE DO

SIA creates an international community of young social innovators who transform intentions into action. We support them in building entrepreneurial skills and social ventures creating a better society.

We provide them with events and workshops to raise awareness for social entrepreneurship. Participants learn crucial skills helping them to navigate from vague intentions to promising ventures. SIA also provides access to networks of peers and experts. The best teams are promoted with the Social Impact Award.

AWARENESS

We raise awareness among youth about social entrepreneurship as a potential career path and vehicle for civic engagement.

SUPPORT

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

EDUCATION

We provide our participants with the necessary tools, skills and mindset to unfold their potential as social innovators.

COMMUNITY

We support the most promising young social entrepreneurs with know how, mentoring, access to networks, pre-seed funding. We also strengthen their wellbeing capacities.



LOOKING BACK: 10 YEARS OF SIA

If SIA had existed ten years ago, it is unlikely we would have won. Our theory of change was quite vague, we had little experience with the target group and fundraising meant basically waiting for money to fall from the sky*. Luckily, due to our enthusiasm and many supporters, we carried on anyway.

A lot has happened since that time. SIA has professionalized, built strong teams, and trusting partnerships.

SINCE 2009, SIA HAS BEEN



active in
25+
COUNTRIES



offering
1,000+
WORKSHOPS



events with
31,000+
YOUNG PEOPLE



successfully
incubated
730
VENTURES

Amongst the 730 successfully incubated SIA ventures are e.g. tech startups from Georgia or health innovators from Uganda. The ventures growing from these ideas have proven resilient. Recent evaluations show that



**77% OF SIA WINNERS
STILL RUN THEIR
VENTURES AFTER
3.5 YEARS.**

They create impact for their beneficiaries, jobs, and act as role models. Even among those who quit their venture, a majority continues to incorporate impact-orientation into their later careers.

I am proud that we managed to pull this off and deeply grateful to everyone who co-created and supported SIA along the way. We will pay forward your investment and continue to learn, evolve, and support young social entrepreneurs in the best way we can.

Peter Vador
Founder of Social Impact Award

*SIA is eternally grateful for the founder of Air Berlin, Joachim Hunold, for providing this crucial start-up capital.





IMPACT FIELD AWARENESS

OUR CONTRIBUTION 2019

TOP 6 IMPACT FIELDS

- 1 Education and Lifelong Learning
- 2 Poverty Alleviation
- 3 Health and Wellbeing
- 4 Sustainable Communities and Resilient Cities
- 5 Equality, Equity, and Social Justice
- 6 Decent Work and Inclusive, Sustainable Economic Growth

91%

FOCUS ON IMPACT

of participants in 2019 aim at helping as many individuals as possible, even if it costs them time and energy.

73%

INCREASED UNDERSTANDING

of participants in 2019 stated that SIA helped increase their understanding of the concept of social entrepreneurship.

80%

INCREASED MOTIVATION

80% say that SIA increased their personal motivation to become active as a social entrepreneur.



201
WORKSHOPS
& EVENTS



8,347
PARTICIPANTS



71
CITIES



16
COUNTRIES



IRENA ŠARIĆ DOMBAJ,
SIA PARTNER

„We are privileged to build awareness on social entrepreneurship, a pretty new discipline in Croatia. Through supporting the youth in creating and implementing sustainable solutions, hopefully great heritage for future generations will evolve.“



GOING BIG IN ROMANIA

Corina Angelescu &
Andreea Nedu
SIA Romania Team

Already in 2012, Romania joined the SIA family. How has the awareness about social entrepreneurship changed among Romanian youth?

Corina: Awareness of young people about the topic is growing, but slowly. Every year, whenever we go to universities or high schools, the conversation is the same.

Youth needs to understand better what social entrepreneurship is, in order to decide if this is the boat they would like to jump on.

However, there is larger potential. I meet many young people who feel the need to do meaningful

work. When they discover social entrepreneurship, it clicks well with these values.

When it comes to entrepreneurs, support programs, and companies that want to invest, there is definitely growth. There are more incubators supporting social entrepreneurs and more awareness-raising programs, although not necessarily for youth.

SIA Romania puts a lot of effort into reaching the youth nationwide. In 2019, you've organized over 25 events and workshops for more than 900 people in 10 cities all over Romania.

Why do you do this?

Corina: The most important reason is adding options to their potential careers. We help them see a broader perspective than they are used to in schools. There are also very few programs that reach out nationally on important topics for the local communities.

Wherever we go we ask youth about their communities' issues and how to fix them. We encourage initiatives locally which is really important.

What makes young people reach an a-ha moment when learning about social entrepreneurship?

Andrea: What works best are examples. At every presentation, we show them the real people who build social enterprises. They realize it's possible. Showing examples or meeting entrepreneurs in person and engaging in discussions - young people can easily relate to that.

What are your ambitions for 2020?

Andrea: We want as many youngsters as possible to really understand social entrepreneurship. In the past years we have positioned SIA Romania as a tool for exactly that. We have also built a great group of supporters all around the country.

In the next years we will push further and implement our ideas to make this happen.

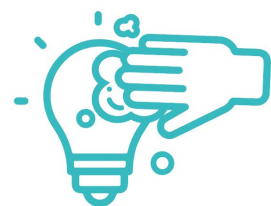
LEARN MORE:

romania.socialimpactaward.net



IMPACT FIELD EDUCATION

OUR CONTRIBUTION 2019



69%

IDEA IMPROVEMENT

69% of SIA participants in 2019 were able to find or significantly improve an idea for a social project.



NEMANJA DAVIDOVIĆ, WORKSHOP PARTICIPANT

„SIA is the best education program at a global level. SIA workshops empowered me to support developing social entrepreneurship in Bosnia and Herzegovina.“



85%

INTERESTING CONTENT

85% of SIA participants found the workshop content interesting.



86%

GAINED KNOWLEDGE

86% said attending a SIA workshop increased their overall knowledge in the subject matter.



WELLBEING OF SOCIAL ENTREPRENEURS IS A GAME-CHANGER.

Dr. Peter Vandro, Founder
and Academic Director of SIA

Together with the Vienna University of Economics and Business and HIL Foundation we started to research and implement our findings on wellbeing since 2018. Peter Vandro, research partner and founder of Social Impact Award, shares the latest findings:

Why is wellbeing a game-changer for founders and social entrepreneurs?

In the beginning, founders have to do everything. Their passion and energy is the only driver. If they are not well and decide to quit, there is no venture and no impact.

What are the key findings of SIA's research?

Our data from two SIA surveys among current and alumni ventures since 2018 confirmed the issue. The majority of social entrepreneurs had experienced lasting periods of stress.

For 20%, this manifested in persistent physical symptoms such as sleeping disorders and anxiety issues, in a few cases even clinical burnout.

Much of this is driven by the high demands of entrepreneurial work. In some cases, however, the gravitas of the social problem our alumni work on seemed to amplify the pressure.

A respondent explained: “... people wait for your products that could save lives and you are not doing anything. It's constantly on your mind, that someone could die tomorrow because you took a break.” But SIA can make a difference. Some of our interventions, especially 1-on-1 coachings, had a strong positive correlation with wellbeing.

Why is SIA pushing this topic?

As we send thousands of youth on this journey every year, we owe them a realistic picture of the challenges and the best tools to tackle them.

We will continue testing and evaluating different interventions to see what helps. I have started research to better understand the drivers of this phenomenon.

Moreover, it's a systemic issue. We need proper education, funding, legal and taxation structures, and recognition for this work. Yoga is not the answer.

LEARN MORE:

socialimpactaward.net/wellbeing

BURNOUT RISK SELF-ASSESSMENT AMONG SIA ALUMNI

SIA Alumni Survey 2019

36%

Sometimes I had less energy than at the beginning but I do not have a burnout.

5%

I had a burnout and could not continue working.

23%

Temporarily, I experienced one or more symptoms.

15%

I experienced one or more symptoms for a longer period.

21%

I enjoy my work, I have no burnout.

Burnout describes the state of physical, emotional or mental stress and leads to lower capacity. Patients often say that they feel burned out and exhausted. Other symptoms can be anxiety, sleep disturbances, irritation.

Burnout rates among social entrepreneurs are a true issue. Our survey among SIA alumni shows that more than 40% were exposed to some level of burnout. 5% might have experienced severe burnout.



IMPACT FIELD SUPPORT

OUR CONTRIBUTION 2019

765 applications

217 incubated teams

59 awards

€ 82,000 value of awards



DANIEL BARBU, SIA ALUMNI

„The academic quality of the program is top. SIA means global collaboration and a community of kick-ass people ready to change the world.“



77%

LONG LASTING IMPACT

77% of SIA winners still run their ventures after 3.5 years.

87%

BEING HELPED BY MENTORS

87% of incubated teams said that their mentor was helpful for the development of their venture.

AFTER SIA'S INCUBATION, OUR VENTURE IS...

86%

UNDERSTANDING THE CHALLENGE

We have a deep understanding of the social or environmental challenge we address.

86%

UNDERSTANDING THE SOLUTION

We have a deep understanding of how our product/service can address the challenge.

72%

UNDERSTANDING THE BUSINESS

We have identified a strong, viable business model to generate long-term income for our business.

68%

MORE INNOVATIVE

73%

MORE IMPACTFUL

81%

MORE FEASIBLE



FOUNDING AN INCLUSIVE CO-WORKING SPACE FOR MOTHERS

Assel Abylay, Mom in Office, SIA Winner 2018, Kazakhstan

What is Mom in Office? Why did you decide to start this business?

Mom in Office is an inclusive co-working space for mothers, offering training and employment since 2018. As a mother of three, I myself needed to work and support the family. My eldest daughter was diagnosed with diabetes.

When you have to take care of your children - or even elderly - your earnings are lower, as you need to devote time to such care. I wanted to solve this. That is why I organize courses for mothers

on social media management, copywriting, marketing, photo and video-making and editing. After graduation, they are equipped to work wherever they have internet. These kinds of freelance jobs allow mothers to work hours that work for them.

In the office space, we also have a playground and babysitters to support women who cannot separate from their children.

How many women shape your community?

Our trainings range from 3 to 20 women. We also offer online courses where women from other cities and countries can join. Our team consists of five employees, and many more are hired for specific projects.

So far we have reached more than 10,000 women through the training. Some are still working with us, some have found their own jobs. However, with a population of about 18.6 million in Kazakhstan, we aim to reach much more in the future.

What are your future plans?

We started organizing courses for kids, to make the best use of our shared time. We are also starting to work as a social media marketing agency. Currently, we consult on 12 projects from three

cities in Kazakhstan. We work with our graduated team, supporting businesses with their social media presence, content production, and advertising.

You got incubated with SIA Kazakhstan in 2018. How did it shape you?

Without SIA, my business wouldn't exist! My initial business model was very faulty. I had very high costs for hiring and was still testing different services for mothers.

SIA helped me figure out my business model. I learned about different models of hiring freelancers. The mentoring showed me that courses, like social media management, have a bigger return on investment to make my business more sustainable. This made all the difference!

We are still connected with our mentor and with the program hosts from SIA Kazakhstan. They invite us to events within their popular co-working space for social entrepreneurship. I can always reach out for their support.

LEARN MORE:

facebook.com/mominoffice



IMPACT FIELD COMMUNITY

OUR CONTRIBUTION 2019



KATE LEE, SIA FINALIST 2019

„SIA's community of likeminded people does not compete, but support and enrich each other to make the world a better place, together.“

96%

BENEFITED GREATLY FROM SIA

For 96% of our alumni, SIA greatly contributed to their individual or professional development.



63%

COMMUNITY BUILDING

63% of SIA participants got to know new people at the workshops who they plan to stay in touch with.



65%

IMPACT-ORIENTED CAREER

65% of people who left their SIA project are now working in other organizations with a positive impact on society.

HOW DID INCUBATED TEAMS EXPERIENCE OTHER SIA FINALISTS?

36%

as both competitors and supportive colleagues

56%

as supportive colleagues



28,000

VOTES FOR SIA VENTURES

on our online community voting.



FRESHYS - A HEALTHY, SOCIAL FOOD TAKE-OUT RESTAURANT

Ljubomir Stojcheski
Freshys, SIA Winner 2016,
North Macedonia

Freshys is a healthy food take-out restaurant, opened in Skopje in January 2016. They offer salads, cold sandwiches, smoothies, and desserts. One-third of their profits goes directly to food donations for homeless and socially disadvantaged people.

They also offer a 15% discount for all young people aged 10 to 24. People who use their own plates and cups get 10% off, encouraging the reduction of plastic waste. We talked to the founder, Ljubomir Stojcheski about their beginnings and experience with SIA.

Why did you start this business and what are your future plans?

Five years ago I joined an informal group called “Retweet A Meal” where volunteers gather every Friday to cook for the homeless. In Skopje, about 500 people are homeless. Some receive food in public kitchens, but many are not registered and can't access this support. Moreover, I was looking for an inspiration for my thesis. I learned about social entrepreneurship and wanted to write a study. It all came down to my decision to open a restaurant that would not only create direct help through donations. It should also provoke the whole community to think about the food insecurity problem.

As soon as we opened the restaurant we started with food donations. We are helping 200 people on a weekly basis, most of them homeless. We cook the food with the group “Retweet A Meal”, and donate desserts and fruits to provide a complete meal.

We plan to open another location in the next year and take it from there. Our expansion in the catering business could be the next big step.

How did SIA support you on this journey?

I found out about SIA in April 2016 and decided to participate. And we won! However, money was not the

driver. The whole incubation and meeting peers was the true asset. SIA creates a culture of support and not fierce competition. Right from the beginning, SIA is your backup. To this day I am still good friends with some of them.

You also mentored SIA finalists from the Western Balkans at the regional incubation bootcamp in Skopje, a regional gathering supported by Erste Foundation and Western Balkans Fund. Why are these regional events important?

I was excited about the bootcamp, as it was the first regional cooperation within SIA. At the beginning of your entrepreneurial journey it is important to have a wider, cross-border perspective. Western Balkan countries are such small markets and we should aim to reach them all with our business.

I tried opening this perspective for finalists, and sharing my knowledge and experience. Moreover, it was a gathering of people exchanging knowledge and ideas. Everyone was learning from each other.

LEARN MORE:

freshys.mk



OUR JOURNEY 2019

KICK-OFF

In early 2019, we kicked off SIA in 16 countries in Europe, Central Asia, and Eastern Africa. This enabled young participants to engage in deep conversations with social entrepreneurs as role models. They learned about new ways of entrepreneurship and how social entrepreneurship leverages impact in today's society and economy. These experiences inspired many to start their entrepreneurial journey.

WORKSHOPS

SIA's events and workshops welcome all youth, happen country-wide, are 100% free of charge, and invite to strongly interact. 8,300+ young participants learned how to generate an idea, create their business and impact model. SIA's teaching outlines were co-created with our international academic partners and experts.

SUBMISSION DEADLINE

To drive their intention, 765 ideas have applied to participate in SIA's incubation. Many applications focused on the SDG topics of education and lifelong learning, poverty alleviation, health and wellbeing, sustainable communities and resilient cities. Our experienced jury provided personal feedback.

FINALISTS

In all 16 SIA countries the national jury selected the finalists for incubation. Juries consist of experts from the national ecosystem of social entrepreneurship and youth empowerment. Each jury selected 6 to 44 finalist ventures per country. Selection criteria were the idea's impact potential, degree of innovation, and feasibility and implementation capacity.



INCUBATION

All 217 finalist ventures participated in an intense incubation program between June and September. They prototyped and validated their business and impact model. Our international experts and mentors guided them. About 2,000+ mentoring hours enabled the finalists to focus on their business needs. Within the incubation, participants created a micro-ecosystem and reached out to their first followers.



VOTING

Additionally to our Jury Awards, one social venture per country received the Community Award. In September 2019, about 28,000 people voted for their favourite ventures. In September 2019, about 28,000 people voted for their favourite ventures. From each country the venture with the highest votes got promoted with the national community award.



CEREMONY

In late September and early October the national award ceremonies took place in all 16 SIA countries. 59 awarded ventures received seed funding to leverage their impact idea. More importantly, they received publicity, access to high value networks within the national social entrepreneurship scene, and free access to SIA's yearly flagship event, the SIA Summit.



SIA SUMMIT

70+ SIA winners from all countries gathered in Kyiv, Ukraine. Our Impact Camp enabled them to gain more experience and skills for their future journey. Within a Vision Retreat all SIA country organizers gathered to reflect on 2019 and strategize for 2020. Finally, selected partners and stakeholders of SIA's international community connected to share and learn about new ways of social entrepreneurship.

DIFFERENT COUNTRIES ONE VISION

Being part of SIA's international network of program hosts is a big asset. Throughout the years we got to meet and partner up with great organizations from our region and beyond. Peer-to-peer exchanges enabled us to constantly learn. We developed our own fundraising capacities. Today we play an active role in the world of social innovations in Serbia and beyond.

Ivan Vukašinović, SIA Serbia



IN 2019, WE WERE ACTIVE
IN THE FOLLOWING
16 COUNTRIES:

Armenia, Austria, Bosnia and Herzegovina, Croatia, Czech Republic, Georgia, Hungary, Kazakhstan, North Macedonia, Romania, Russia, Serbia, Slovakia, Turkey, Uganda, Ukraine.

In the upcoming years we are looking at different countries in Europe, Central Asia, the South Caucasus, the MENA region, and Eastern Africa. By doing so, SIA's map will never be a map of borders but of impact and community growth.

ONE MORE THOUGHT...

If anyone still doubts that young people can change the world, the recent global climate strike should be proof enough to reconsider:

A little more than a year ago, a 15-year-old girl sat alone outside the Swedish parliament for three weeks, protesting against her country's lack of action on the climate crisis.

Since then, millions of people in various countries, on various continents, have taken to the streets demanding change.

And now? Heads of state are making new commitments. The UN is pursuing multilateral actions. Grassroots movements for a more livable world are rising up in communities, big and small.

Although Social Impact Award does not call for students to take to the streets, it does share many things with this movement - its inspiration, its innovation, its energy, and above all, the belief that young people have a voice and when they raise that voice, that people will listen.



As our society begins to accept that “something has to change”, it needs fresh voices to weigh in on the discussion.

Voices that point us to new ideas, that tell of progress being made, that get us excited, and inspire us to hope again.

SIA is dedicated to not only making those voices heard, but to amplify them into actions with an impact. Every year, it seeks out young people with bold, new ideas, and nurtures them to develop solutions that will make a positive impact on the world.

Over the last 10 years, SIA has supported more than 31,000 young people across and beyond Europe as they began their social entrepreneurship journey. It has recognized and incubated close to 750 initiatives, created hundreds of partnerships and shared the experiences of young social entrepreneurs in more than 25 countries.

Now, just think, what if this community came together to make its voice heard?

In all their uniqueness, all their diversity. Combining a shared intent with very different facets. Bringing forth a perspective on the

world that is full of hope and aspirations, of care, and of commitment.

It may not be the easiest to do, but I happen to know from personal experience that social entrepreneurs enjoy a good challenge. Those voices - your voices - are exactly the ones the world is waiting to hear.



Hinnerk Hansen
Member of SIA's Managing Board

IMPRINT

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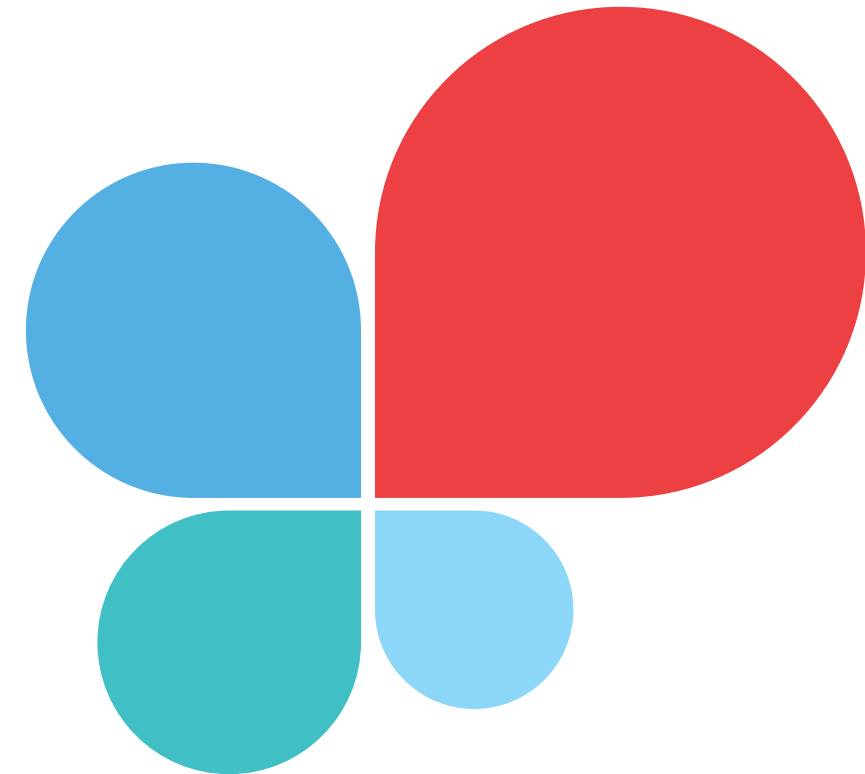
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Erika Büttner / lightsagency.com

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**EMPOWERING
YOUTH TO
MAKE A
DIFFERENCE**