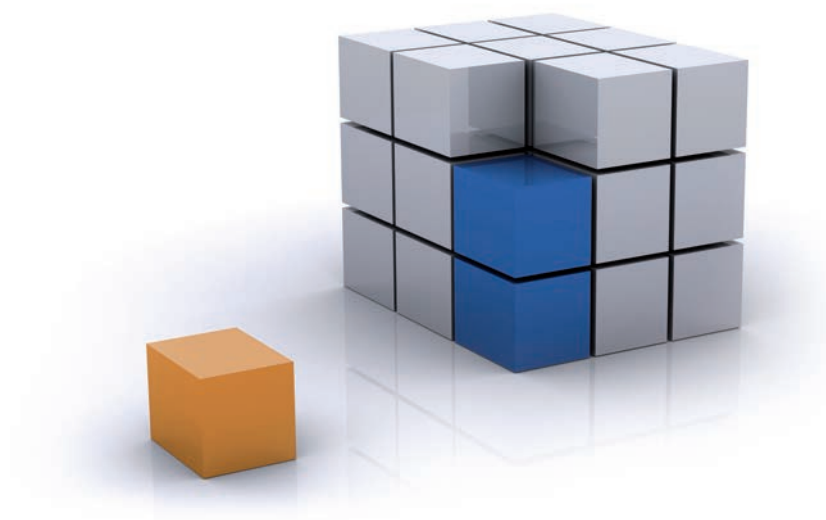


2017 SIT Impact Bootcamp

17-24 November 2017

Amarante & Lisbon, Portugal





The **EIB Institute** was set up within the EIB Group (European Investment Bank and European Investment Fund) to promote and support social, cultural, and academic initiatives with European stakeholders and the public at large. It is a key pillar of the EIB Group's community and citizenship engagement.

The **EIB Institute** supports social innovation and entrepreneurs who target social, ethical or environmental goals or seek to create and sustain social value. This is typically related to unemployment, equal opportunities, the marginalisation of disadvantaged groups and access to education and other basic social services.

SIT Impact Bootcamp

The SIT Impact Bootcamp 2017 is organised jointly with Católica-Lisbon SBE and will be held on its Lisbon Campus and at IRIS's headquarters in Amarante, Portugal.

This one-week full-time executive training course will help participants develop a scaling plan adapted to the needs of their initiatives, fine-tune the strategy of engagement with key stakeholders, develop their marketing and communication plans, prepare an investment case for financing the plan and, finally, prepare to pitch their scaling plan to an audience of investors.



Católica-Lisbon is a prominent business and economics school in Europe, placed 23rd in the Financial Times Top European Business Schools ranking. It is one of the pioneer schools in social entrepreneurship and impact investing in Portugal. It has a strong course offering in these areas (Building Impact Ventures; Impact Investing; Social Innovation), as well as a track record of developing award-winning global social innovations such as the Patient Innovation Project. Católica-Lisbon has launched a Chair in Social Entrepreneurship to promote research and teaching innovations in this field. The SIT Impact Bootcamp is being developed with the EIB Institute in the context of the Chair.

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Programme

17 November 2017 IRIS – Amarante

09:30 – 09:45 **Opening Session**
Luisa Ferreira, EIB Institute
Filipe Santos, Católica-Lisbon

09:45 – 13:00 **Scaling Workshop Part I**
14:30 – 19:00 Filipe Santos, Católica-Lisbon

19:15 **Welcoming Reception**

18 November 2017 IRIS – Amarante

09:30 – 13:00 **Scaling Workshop Part II**
14:30 – 19:00 Filipe Santos, Católica-Lisbon

19:15 **Dinner**

19 November 2017 IRIS – Amarante

09:30 – 13:00 **Scaling Workshop Part III**
14:30 – 19:00 Filipe Santos, Católica-Lisbon

19:15 **Dinner**

20 November 2017 Trip to Lisbon + Half Day for Local Visits

21 November 2017 Católica-Lisbon

09:30 – 13:00 **Marketing and Communication for Social Enterprises**
14:30 – 19:00 Joana Santos Silva, Católica Lisbon

22 November 2017 Católica-Lisbon

09:30 – 13:00 **Negotiations and Partnership Development**
14:30 – 19:00 Nuno Delicado, Pluris

23 November 2017 Católica-Lisbon

09:30 – 13:00 **Preparing the Investment Case**
14:30 – 19:00 António Miguel, Social Investment Lab

24 November 2017 Católica – Lisbon

09:30 – 13:00 **Fundraising and Pitching Techniques**
14:30 – 18:00 Kim van Niekerk, Coffee House Initiative

18:00 – 19:00 **Closing session: Key Learnings and Next Steps**
Kim van Niekerk, Coffee House Initiative
Filipe Santos, Católica-Lisbon

20:00 **Closing Dinner**

Faculty



Kim van Niekerk



Filipe Santos



António Miguel



Joana Santos Silva



Nuno Delicado

Faculty



Filipe Santos, *Católica-Lisbon, Programme Director*

Filipe is a leading academic expert in social entrepreneurship and social innovation. He is an Economist and has a Master's in Management and a PhD in Management Science and Engineering from Stanford University. Filipe is Full Professor and Chair of Social Entrepreneurship at Católica-Lisbon where he is also Senior Associate Dean for Faculty. He is Visiting Professor of Social Entrepreneurship at INSEAD, where he was a full-time faculty member from 2003 to 2014. From 2007 to 2014, he was the Academic Director of the INSEAD Social Entrepreneurship Initiative and Director of the INSEAD Social Entrepreneurship Programme. He co-founded IES-Social Business School in 2009, chaired the academic council of the Mapping of Social Innovation in Portugal in 2011, and co-founded the Laboratory for Social Investment in 2013. He was the founding President of Portugal Social Innovation in 2015-2016, a new public initiative to catalyse and fund social innovations in Portugal. He currently serves as a Board Member of the European Venture Philanthropy Association. He is a widely published and frequently cited author in the fields of organisation theory, entrepreneurship and social entrepreneurship. He has received teaching and research awards and has more than 4,850 citations in Google scholar. His detailed faculty profile, research publications, case studies and teaching awards can be found at: <https://www.clsbe.lisboa.ucp.pt/person/filipe-santos?parent-page=247>.



Kim van Niekerk, *Fundraising Coach, Trainer, Speaker, Adviser*

Recognised as one of the leading educators in fundraising and a respected coach, trainer and speaker, Kim has spent 11 years working across the social enterprise, charity and corporate sectors. Kim is currently a lecturer for the Institute of Fundraising's Diploma, a Fellow of the Royal Society for the Encouragement of Arts, Manufactures and Commerce, Trustee of the charity Sail 4 Cancer and an Associate of the open innovation experts, 100% Open. She is also completing the International Advanced Diploma in Fundraising Leadership. Before becoming a coach, Kim was a Founding Director of FSI, a foundation for building the capacity of small charities by delivering free expert fundraising and communications training. During its initial three years, Kim worked with over 400 non-profit organisations across the UK. Prior to FSI, Kim was engaged in fundraising with the UK's largest businesses, high net worth individuals and foundations as a Campaign Manager for the NSPCC's FULL STOP Campaign. In three years, Kim was promoted twice to co-ordinate lead gifts and major events in the UK and Russia and raise over GBP 16 million for the protection of children. Kim has trained, mentored and coached over 800 fundraisers of every shape, size and sector in the non-profit world.

António Miguel, *Social Investment Lab, Managing Director*

António is the Managing Director of the Social Investment Lab, a Lisbon-based social investment intermediary that he co-founded in 2013 and which develops financial and non-financial mechanisms to unlock capital for social change. António led the structuring of the first Social Impact Bond in Portugal, provided technical advice for the creation of Portugal Inovação Social and leads the technical work of the Portuguese Social Investment Taskforce. In 2011-2012, António was an Associate of Social Finance UK where he played different roles relating to the development of Social Impact Bonds. António is a Visiting Assistant Professor at NOVA SBE where he teaches the course “Microfinance and innovative social finance instruments”. He holds an MSc in Business Administration from Católica Lisbon. He is a Global Shaper of the World Economic Forum.



Nuno Delicado, *PLURIS, Founder*

Nuno Delicado is a Founding Partner of Pluris and has been a lecturer at the Lee Kuan Yew School of Public Policy and at INSEAD since 2012. He provides negotiation and conflict resolution training, facilitation, and consulting for both the private and the public sectors. At INSEAD, he co-developed the negotiation module and teaches on the INSEAD Social Entrepreneurship Programme. At LKYSPP, he teaches negotiation, dialogue, facilitation and consensus building for executive courses and Master's programmes, as well as social entrepreneurship courses. Examples of Nuno's projects include facilitating state budget discussions in view of economic scenarios for a country in Southeast Asia, supporting a global NGO resolving conflict between member organisations, a management team negotiating a new collective bargaining agreement with the employees' union, and a biotech start-up merger with another company. Previously, Nuno was a management consultant with Bain & Company, and earlier with McKinsey & Company. Nuno is also a social entrepreneur developing the youth sports initiative Sports Impact in Asian and African Countries.



Joana Santos Silva, *Católica-Lisbon, Invited Assistant Professor and Director for Digital Business*

Joana was distinguished with the Dona Antónia Adelaide Ferreira award in 2008, which is attributed annually to a Portuguese woman who has shown outstanding entrepreneurial and managerial skills. This award reflects a successful and diversified career, including managerial positions as a Director of a Multinational Pharmaceutical Company and Director of Strategic Development at Católica Lisbon. Joana has dedicated efforts to social projects. In particular, she led a team that won a national contest concerning a community outreach campaign against smoking and mentored a project that aimed to increase education related to food waste (Founder of Pensa.come Project). Recognised as a leading lecturer in Master's programmes on strategy, marketing and digital topics at Católica Lisbon, she coordinates several programmes in executive education, such as: Leading Brands, Digital Transformation, Digital Marketing and Leading Pharma, as well as, several customised programmes. An MBA from Católica-Nova and undergraduate in Pharmaceutical Sciences from the University of Coimbra, she is a PhD candidate in Management with a Specialisation in Strategy and has completed several postgraduate education programmes, notably at the Kellogg School of Management.



List of Projects

Project name	Sector	Country
Aprendices Visuales	Inclusion	SIT Finalist 2016, Spain/France
Blue Badge Style	Inclusion	SIT Finalist 2014, United Kingdom
Cypher	Health	SIT Finalist 2016, United Kingdom
Design by Pana	Inclusion	SIT Finalist 2015, Albania
Fit for Kids	Health	SIT Finalist 2015 and 2016, Denmark
Knok	Health	Social Entrepreneur, Portugal
MY Destiny	Youth, education	Social Entrepreneur, Portugal
OrtiAlti	Environment, inclusion	SIT Finalist 2013, Italy
Patient Innovation	Health	Social Entrepreneur, Portugal
Peppy Pals	Education	SIT Finalist 2015, Sweden
Rádio Miúdos	Education	Social Entrepreneur, Portugal
The Freebird Club	Ageing	SIT Finalist 2016 and 2017, Ireland



Projects

Aprendices Visuales (Spain/France)

Amélie Jézabel Mariage, Founder

Amélie Jézabel Mariage studied economics and politics in France, UK and Spain. She has a Master's in journalism. Self-taught, she is following many specialisation modules, such as "design thinking" at Stanford University, international human rights law and the INSEAD programme on social entrepreneurship in order to specialise in both the human rights and entrepreneurial fields.

In 2012, she founded the project Aprendices Visuales – a tech non-profit whose mission is to enable children with autism to develop their full potential. Thanks to this unusual "career", Amélie was invited to be a TEDx speaker, participated in the Nobel Peace Prize Summit and was recently recognised as one of the most influential young people in Europe by the Forbes list 30Under30.

Amélie believes that we can make the world better for generations to come if we are able to unlock the gifts of every child around the world.



Miriam Reyes Oliva, Founder

Miriam Reyes is a social entrepreneur and designer with a Master's in Communication. After working in one of the best international architecture offices, Herzog & de Meuron, in 2012 she founded the project Aprendices Visuales, in which she designs technological solutions for children with autism. Her work in the fields of technology, innovation and social transformation has been recognised by national and international awards such as UNICEF Entrepreneur, MIT Innovators Under 35 and the social award of the Fundación Princesa de Girona.

She has been invited to speak at TEDxBurgos and TEDxIE University Madrid. She has given numerous lectures, seminars and conferences in different universities such as the European University of Madrid, Universidad de Sevilla, CEADE and San Pablo CEU.

Miriam is passionate about visual learning, new educational trends and designing a world in which all children can develop their potential.



Aprendices Visuales (Spain/France)



Santiago González Rua, Developer

Yago has always been passionate about computing and new technologies. After completing his studies in architecture at Seville University in 2012, he decided to change his career path and study for a Master's in business and new portable device technologies. That same year, he decided to devote part of his time to working with Aprendices Visuales.

He has been developing mobile applications for different platforms and technologies such as iOS, Android and web apps. During the last few years, he has combined this technical activity with mobile team management, in which he has implemented the Agile work methodology to improve software development processes.

At Aprendices Visuales, Yago is the creator of all the interactive apps with pictogrammes. He truly believes that new technologies can bring equal opportunities for all children.

#Inclusion

Project in: Spain/France/Portugal

Aprendices Visuales is a tech non-profit organisation which helps children with autism to access the tools they need to develop their full potential. Inspiration came from the young cousin of the two founders, Miriam and Amélie, who was diagnosed with autism.

Through research, the creation of tools and raising of social awareness, they aim to build truly innovative solutions that can empower autistic children and have a positive impact on their lives. To date, 20 e-books and interactive Apps have been developed, containing more than 1,200,250 visualisations of the tools. Aprendices Visuales has received more than 21 national and international awards and generated a positive impact in Spanish, French, English and Portuguese-speaking countries.

www.aprendicesvisuales.org



@CuentosVisuales



Aprendices Visuales – aprendicesvisuales@gmail.com

Blue Badge Style (United Kingdom)

Fiona Jarvis, CEO

Fiona worked as a sales executive/manager for various software companies, including SAP UK where she helped establish the insurance business unit. She has successfully sold multi-million pound systems to the financial sector and has enabled small software companies in their growth towards successful IPOs.

Her company Blue Badge Style www.bluebadgestyle.com was founded in 2007 and is now her full time occupation and passion. Most recently she has designed and produced a range of stylish accessories for “people who have their hands full” – the first product is DRINK, a glass-holder that attaches to almost anything. She has an honours degree in Geography from the University of Manchester.



Charles Jarvis, Operations Director

Originally an engineer, Charles Jarvis has more than 20 years of international sales and marketing experience at technology firms, including more than 10 years living and working in Asia.

Since the late nineties Charles has led teams for predominantly North American-based enterprise software companies that wanted to significantly expand in EMEA and APAC to facilitate a liquidity event. These have included Accel-funded MetraTech (recently acquired by Ericsson), Platform Computing (acquired by IBM), Tangosol (acquired by Oracle), Persistence Software (successful IPO) and open source pioneers Cygnus (successfully acquired by Red Hat, which enabled Red Hat's record-breaking IPO).

Charles is based in Cambridge and has been involved with start-up activities in “silicon fen”, but he is currently consulting on projects that involve next generation LEDs (www.qti.kr). He is a founder member of the team at Blue Badge Style (www.bluebadgestyle.com).



Blue Badge Style (United Kingdom)

Eun-Joo Yoon, Social Media and Software Development Manager

Joo manages the online shop and the user community "Access All Areas" of Blue Badge Style.

She studied music at King's College London / BMus(Hons) and The Royal Academy.



#Inclusion

Project in: United Kingdom

A European project, Blue Badge Style aims to improve social inclusion through the BBS website and app. We provide information on what to do, where to go and what to buy to maintain a sense of style whatever the disability – "re-defining disability with style". No other company supplies such comprehensive information with the emphasis on style. We also have a unique rating system that awards goods and services up to three BBS ticks for accessibility, facilities and style, and "As Recommended by BBS" is becoming a valued brand. Our mobile app finds stylish venues near your location and displays our BBS ticks along with a review so that, at a glance, you can make an informed decision on whether to visit.

Our key innovation and major source of revenue are BBS Galleries and their associated access consultancy and training. These are sold to venues as high quality "access brochures" and portray a journey through a venue from the point of view of a disabled customer. They accurately show facilities and/or obstacles and reassure disabled customers prior to a visit. Additionally, we have produced a range of accessories for "people who have their hands full, from wheelchairs to baby buggies" – the ADDITI+ON collection. These are sold via the on-line shop and are crossover products for the able-bodied community. They will be a new source of revenue from Q1 2018.

 @bluebadgestyle  bluebadgestyle

Cypher (United Kingdom)

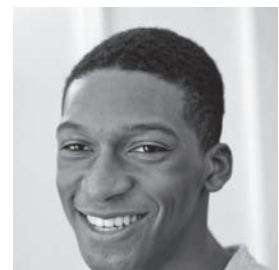
Catarina Dias, Co-founder

Catarina is young and passionate about being a voice for her generation, and is in her third year on placement, studying Psychology and Criminology at Coventry University. She has experience with working alongside ChildLine, the NHS, Victim Support, You&Co, and local ward crime panels in improving and developing services provided for young people.



Thomas John, Co-founder

Thomas is pursuing a career as both a photographer and a dancer. He is involved in community engagement projects to bring youth together and working part time to understand the work ethics to apply to his business as a photographer. He is passionate about the youth and is motivated to have a positive influence on everyone he meets to inspire change.



Sulaiman Faisal, Co-founder

Sulaiman is in his final year of sixth form, studying biology, chemistry and computing. He is enthusiastic about changing lives for the better, having worked with the NHS, his local council and youth organisations to further the opportunities available for young people in London.



#Health #Mental health

Project in: United Kingdom

PROBLEM: Evidence shows that for every £1 spent on the prevention of mental health disorders in young people through social and emotional-based interventions, up to £84 could be saved by the state in spending later in life (UK Department of Health, 2011).

SOLUTION: Cypher app addresses these problems by creating a safe and trusted mobile application for young people to (i) share what is on their mind with the primary aim of improving mental health (early intervention); (ii) provide easily accessible, personalised and localised support to young people experiencing mental health difficulties (early intervention); (iii) create reliable and up-to-date information on children's and adolescents' mental health; and (iv) support a change in how services for young people are commissioned and delivered.

TEAM: The Cypher app team is user-led through fifteen teenage co-founders. These young co-founders are the driving force behind the app from its design to its functionality and are at the heart of an all-round co-production within our team.

SOCIAL IMPACT: We have developed an insight graph to assess the relative wellbeing of our users and measure our impact upon our users over time. We are also in partnership with the charity Mind to test the social impact of interventions such as appCounselling. Additionally, we are working with local councils such as Enfield Clinical Commissioning Group in London to provide data analysis of our users in their area.

 @getCYPHERapp  CypherApp/ – team@cypherapp.uk

Design by Pana (Albania)



Pezana Rexha, CEO

Pezana Rexha studied architecture at the Polytechnic University of Tirana and graduated in January 2010. She had a variety of experiences before creating Pana. She has been working since she was 14 and started up her first enterprise when she was just 18.

In April 2013, Pezana took part in a competition on social enterprise and green ideas, which gave her the opportunity to create a highly innovative enterprise that was set to become a huge success in the market. Pana is a social enterprise that produces unique design furniture and accessories by upcycling reclaimed wood, old pallets and old wood furniture.

The social enterprise employs people from marginalised groups (orphans, retirees, Roma and members of the Egyptian community and people with a disability – or, as we like to call them, people with special ability), giving them the opportunity to have a profession and a decent life. The future is what Pana and Pezana are looking towards – to show that in small countries like Albania there is the possibility of creating something innovative, scalable and able to help people in need by giving them an opportunity, while at the same time (and most importantly) protecting nature.



Klaudia Trezhnjeva, Sales Manager

Klaudia studied German for one year and is currently pursuing business management studies.

During her first two years at university she participated in various training courses on management, politics and communication. She is a member of a number of student clubs at the university.

She has worked as an assistant to the President of the Albanian Forum for the Alliance of Civilizations (AFALC).

She is now part of Pana, a great team that manufactures furniture with recycled wood and designs the most beautiful and creative objects. Her work as sales manager is rewarding because of the positive feedback from the clients.

This experience has taught her that the most important thing for improving your skills and expressing yourself better is learning from the best and understanding that, when a person feels appreciated, they will always do more than is expected.

Design by Pana (Albania)

Romina Dokaj, Office Assistant

After high school Romina started working in her father's business as a finance and sales associate.

She worked as an intern in an architectural studio in Istanbul and as a design assistant in her home town of Durres. She mainly carried out CAAD-related tasks. These experiences showed her that team spirit and collaboration is what makes work easier and more fun and helps you to love the job you do.

In 2016 she graduated from university with an integrated diploma in Architecture.

At present, she is employed as an architect at Pana. She loves her job not only because she is doing design work, which is what she always wanted to do, but also because she is part of a social team. At Pana, furniture is made from recycled wood. She is building her professional path while being part of a noble mission.



#Inclusion

Project in: Albania

Pana is a social business that produces furniture from old and reclaimed wood, mostly pallets, providing a unique solution for the market depending on the client's need and philosophy and at the same time at a lower price than the market. We employ people from marginalised groups, empowering them through work. We have three main rules in our business:

- To have our own designs and production.
- To employ people from marginalised groups.
- To be eco-friendly

www.designbypana.com  @DesignbyPana  designbypana



Pelle Plesner, Co-founder and CEO

Pelle holds a Master's in Law from Copenhagen University with studies in Amsterdam and Stockholm. A former intellectual property rights lawyer in the entertainment/computer industries, Pelle decided in the spring of 2007 to embark on a new career as a fitness instructor in a local weight loss centre.

This career change quickly introduced Pelle to one of Europe's most serious public health problems: the childhood obesity epidemic. In November 2007, following heart-rending meetings with children suffering from obesity, Pelle decided to create an effective, attractive and scalable childhood obesity programme.

As a prize winner in the European Investment Bank Institute's 2016 Social Innovation Tournament and as a winner of the 2014 Reach for Change Game Changer competition in Denmark, Pelle Plesner has shown the energy, curiosity and courage necessary to succeed.



Ditte Gybel, CFO

Ditte Gybel has been an instructor at FitforKids since 2009.

Ditte has more than 20 years' experience of finance and control in international companies (Siemens and Configit), today at executive level. Prior to that Ditte held a position as project controller with financial responsibility for several +EUR 10 million projects.

Furthermore, she has optimised and implemented corporate processes across borders.

She is fluent in English and German.

FitforKids (Denmark)

Paolo Menescardi, Project Manager, Sports Educator and Trainer, Youth Worker, Coach, Consultant in the field of Sport, Education and Training

Paolo is President of L'ORMA, Sport and Social Promotion. He has more than 10 years' experience in sports and educational projects, organisation of sports events and management of volunteers in sport, training and education.

Paolo is a proposal writer, facilitator and trainer in Erasmus Plus, and a proposal writer and consultant in the design, drafting and writing of projects for the Italian Sport Orienteering Federation. He is the founder of Dodgeball Italia and Progetto BeGreen.

Educational Background:

Paolo has a degree from the University Catholic of Milan in "Sport and Movement Science".



#Health

Project in: Denmark

FitforKids is voluntary organisation that offers a free scientifically tested weight-loss programme to obese children and their families. FitforKids has proven that its low-cost programme, carried out primarily by volunteers and provided free of charge to participating families, can deliver above-average results, a superior user experience and successful partnerships with public sector health professionals. In a new and innovative way, FitforKids combines social media, smartphone apps, printed materials, storytelling, social events, physical training, nutritional advice and voluntary work to form a highly effective and attractive multi-component childhood obesity initiative for the 16 million overweight and 4 million obese children in Europe.

FitforKids, currently reaching 2,000 children in 25 municipalities throughout Denmark, is now ready to expand into Milan in Italy, in partnership with local sports association L'Orma.

From September 2017 – June 2018 the FitforKids Milano project will bring a fully localised version of the FitforKids programme to Italy as a pilot for knowledge generation and relationship building, all intended to prepare the FitforKids programme for an EU-wide roll-out.

www.fitforkids.dk  [fitforkids.dk](https://www.facebook.com/fitforkids.dk) – info@fitforkids.dk

Knok (Portugal)



José Bastos, CEO

For 17 years José has worked in finance and strategic planning in a multinational company. He has managed multi-cultural teams and developed businesses.

José holds a degree in Business Management from the University of Oporto (Faculdade de Economia). He has two post-graduate degrees in M&A and Strategy from the University of Chicago – Booth and Porto Business School. He is fluent in English, French and Spanish and can hold a conversation in Italian.



Inês Sequeira, Head of Customer Experience

Inês is attending her final year as a management undergraduate student at Católica Porto Business School. She is also working at Knok as Head of Customer Experience, while at the same time being the Chief Communication Officer at Católica Students' Corporation (junior enterprise).

She is fluent in English and a native speaker of Portuguese.



Alexandre Silva, Head of Growth

Alexandre is a management student at Católica Porto Business School who works at the same time as Head of Growth at Knok. He was a professional tennis player from the age of 16 to 20 and subsequently gave tennis classes until last year. He speaks English, Portuguese, Spanish, French and a little bit of German. Alexander is also the President of the Católica Porto Investment Club and he is learning to program!

#Health

Project in: Portugal

Knok is an app-based healthcare platform offering patients a holistic solution for their health through a combination of AI chatbots, video calls, face-to-face appointments at home and integration with hospitals in one single application.

This solution is convenient for the patient and efficient for the health system: the AI chatbot helps patients assess their condition and directs them within the app to existing possibilities of a video or face-to-face appointment. If the problem is serious enough, Knok directs the patient to the hospital.

Regardless of the proposed treatment pathway, the doctor (or hospital) receives information produced systematically regarding the patient's situation before the appointment, rendering the appointment more personal, whilst helping the doctor to achieve a more efficient utilisation of his time.

Additionally, the app can be linked to any health monitoring device, both sending reminders to the patients to make the reading, and subsequently act upon the reading via the AI engine, defining the reading as "normal" or immediately setting in motion one of the three courses of action proposed above.



@knokhealthcare



<https://www.facebook.com/knok.healthcare/>

MY Destiny (Portugal)

Carolina Pereira, Co-founder, Programme Manager

Carolina is a Portuguese sustainable development facilitator, surfer and creative. She is a co-founder of MY Destiny, #ChangingTheWorldThroughSurf, which provides educational programmes turning kids into change-makers – running in Indonesia, Portugal, Brazil, Panama and India. She is also a co-founder of Camp Surf Social Good, a gathering of leaders, founders and wave-makers from around the world, where social innovation and creativity meet the sea. She believes elements of surfing have the potential to ground human beings in a uniquely meaningful way. Carolina is a HeForShe (UN Women's movement) advocate, promoting gender equality in everything she does. She is the founder of the #GlobalGoals Boat, a collaborative boat designed for change-makers and purpose-driven travellers. Her goal is to mobilise people and businesses for global change and to encourage them to take action for what they believe in.

Most of all, she likes to create – seeking new eco and social alternatives, blending passions, travelling, loving change allied to creativity and nature.



Mafalda de Melo Justino Alves Navas, CEO

Mafalda is a 24 year old Master's student of Advanced Wildlife Conservation in Practice at the University of the West of England (UWE), Bristol, UK, and a social entrepreneur with MY Destiny.

She is passionate about wildlife, the ocean and humans' relationship with them. In the future, she aims to work in the areas she loves most – marine biodiversity conservation and the sustainable development of local communities.

She lives between Lisbon, Portugal and Bristol, UK. She previously lived on Maio Island, Cape Verde, for two years where she worked with the Maio Biodiversity Foundation. While there she studied Maio Island's cetacean, sea turtle and shark populations and worked with local communities on environmental awareness and sustainable development. Before that she volunteered with non-governmental organisations in Portugal, Cape Verde and Namibia on biodiversity conservation and social entrepreneurship while completing her BSc degree in Biology at the University of Lisbon.



MY Destiny (Portugal)



Diogo Silva, Finance and Strategy Coordinator

Life motto: "Leave the world a little better than you found it"

Diogo switched from humanities to sciences at high school, but ended up taking a BSc in Economics. After experiencing three amazing years in which he went from voting for the first time for an independent candidate that he campaigned for to founding a company aged 19 and scaling a social programme from Lisbon to Porto and Coimbra, at the age of 20 he was chosen from among 3,400+ applications to be one of 60 Global Change-makers at the Global Youth Summit 2012. After that, his life took a number of mysterious turns – from working on social projects like MY Destiny to his current employment at an innovation consultancy company, focusing on sustainable development.

#Youth #Education

Project in: Portugal/Brazil/Panama/India/Indonesia

Currently implemented in Portugal, Brazil, Panama, India and Indonesia, MY Destiny is a programme aimed at empowering young people to become change-makers in their own communities through surfing. We believe in a world in which every surfer is a change-maker working towards sustainable development. We believe in surfing's potential as a tool to transform people and shore communities worldwide.



ChangingTheWorldThroughSurf



mydestinysurf

OrtiAlti (Italy)

Elena Carmagnani, CEO

PhD in Architecture, graduated with honours in 1995 at the Polytechnic of Turin (Italy). Between 1997 and 1998 she was Resident Artist at the Akademie Schloss Solitude of Stuttgart (Germany). In 1997 she obtained a DEA (Diplôme d'Études Approfondies) from the Ecole d'Architecture Paris Belleville (France). She started her professional career in 1999 by founding the architectural firm Studio999, working on sustainable architecture and landscaping. In 2003 she completed a PhD in Building Design at the Polytechnic of Turin/IT.

From 2006 to 2014 she was the Communication and Cultural Activities Manager at the Urban Center Metropolitano of Turin.

In 2015 she founded OrtiAlti.



Emanuela Saporito, COO

PhD in Architecture, graduated with honours at the Polytechnic of Turin (Italy) in 2008. In 2013 she completed a PhD in Spatial Planning and Urban Development at the Polytechnic of Milan (Italy) with a thesis that explores the potentials and limits of pluralistic approaches in city planning. In 2011 she was a Visiting Scholar at the Harvard Graduate School of Design and the Kennedy School of Government. Since 2012 she has been a researcher at the Polytechnic of Turin (Italy), working on participatory planning, urban regeneration and collaborative decision-making.

She collaborates with public administrations as a consultant in shared administration practices, as an active member of Labsus (the laboratory for public subsidiarity).

She is co-founder of OrtiAlti.





Elisa Albarosa, R&D Director

An urban planner with a Master's in urban sociology research, Elisa has an international background, living mostly between France and Italy. Recently becoming part of the OrtiAlti's team, she works on local community engagement, participatory processes and communication.

#Environment #Inclusion

Project in: Italy

OrtiAlti, established in 2015, is a non-profit organisation working in the field of social innovation, cultural promotion, dissemination, research and experimentation concerning urban farming practices and reuse of unused urban areas (such as flat roofs), with the aim of involving citizens and buildings' inhabitants in taking care of and regenerating the urban environment.

The organisation's activities are especially aimed at promoting urban agriculture and its benefits for cities, inhabitants, environmental rehabilitation, social inclusion, critical consumption and sustainable food production.

The organisation works on social innovation projects aimed at generating social impacts and virtuous partnerships between public and private institutions, private companies, cultural centres and universities, promoting urban agriculture and rooftop farming as devices of urban regeneration and shared management of urban commons.

In 2016 OrtiAlti created the first community rooftop garden in the city of Turin, Ortoalto Le Fonderie Ozanam, by reclaiming the unused flat roof of a former foundry. OrtiAlti managed the design and construction process, developing the best technical and market solution for a non-ready technical and administrative context like Turin. At the same time, it tested its social innovation model by employing disadvantaged workers and local inhabitants in the construction and management phases.

ortialti.com  [@OrtiAlti](https://twitter.com/OrtiAlti)  [OrtiAlti](https://www.facebook.com/OrtiAlti) info@ortialti.com

Patient Innovation (Portugal)

Salomé Azevedo, Patient Innovation Platform Manager

Salomé is a teaching assistant (operations management) at Católica Lisbon School of Business and Economics. She did an internship in Carnegie Mellon University's Engineering and Public Policy Department. She obtained a Master's Degree in Biomedical Engineering from IST, Lisbon.

Salomé is fluent in Portuguese and English.



Ana Duarte, Communications Manager

Ana is responsible for communications and for researching and analysing solutions for the platform. Ana obtained her BSc in Communication Sciences from the Universidade da Beira Interior and her Master's degree in the same area from the Universidade do Porto.

Ana is fluent in Portuguese and English.



#Health

Project in: Portugal

Patient Innovation is the only online, free, multilingual and international platform on which the community of patients and caregivers can share solutions created by themselves to overcome a challenge imposed by a health condition or any kind of disease. The biggest advantage of this platform is its network effect: the more patients or caregivers share their solutions, the more information will be available to those who are looking for answers for their problems and the higher the potential value of each proposed solution is. We want to empower all patients and caregivers, by bringing together people from all the parts of the world, and from all kinds of social and cultural backgrounds.

The main goal of the project is to gather together as many platform users as possible, creating a big community of patients and caregivers who develop solutions that can help people suffering from all kinds of diseases and health conditions using their own approaches. Because we want to empower patients and caregivers, every year we celebrate the Patient Innovation Awards, an event at which certain selected platform users are given awards for their innovations and for their impact on society. More information on this event can be read [here](#).



@PatientInnov



PatientInnov

Peppy Pals (Sweden)



Rosie Linder, Founder and CEO

Rosie holds an MSc in Business Administration from Stockholm University. She has over five years' experience as a Group Assortment Manager/Business Controller for larger companies like NCC, Riksborgen and Eriksson.

Rosie is a passionate, award-winning businesswoman and entrepreneur who has worked relentlessly to find the best competences and talents, shaping a team based on mutual trust and admiration. She won the people's choice award "Entrepreneur of the Future" granted by Svenska Dagbladet, Sweden, and been carefully selected to lead the improvement of children's rights as a Change Leader at Reach for Change (acceptance rate of less than 1%, one of the toughest competitions for social entrepreneurs in Sweden).



Paulina Olsson, Co-founder and CMO

Paulina holds an MSc in International Business from Copenhagen Business School and has years of experience in customer service and sales at the Swedish bank SEB.

At the age of only 22, Paulina had the honour of being named one of Sweden's Top 10 most innovative entrepreneurs, and a year later, in 2016, she was selected to be a SOCAP Scholar at the largest social entrepreneur conference in San Francisco. For Paulina, waking up every day knowing that Peppy Pals is helping so many children and families across the world is a privilege.

Eleanor Roosevelt once said: "The future belongs to those who believe in the beauty of their dreams". For Paulina, this means that those who are too afraid to dream will never see change. This mantra is the driving force of most of her decisions in life.

#Education

Project in: Sweden

Peppy Pals develops fun and educational, award-winning apps, books and movies that nurture the social and emotional intelligence (EQ) of children aged 2-8 through storytelling and humour. We don't use text or language, score-stress or in-app purchases.

Today, 8 out of 10 children have been victims of bullying and/or cyber-bullying. In addition, a study from the University of Michigan shows that we have become 40% less empathetic over the last 30 years. Research demonstrates that early childhood is a critical period for fostering social and emotional learning (SEL). Still, practicing SEL has often been placed outside everyone's responsibility and as a consequence we are now experiencing the negative results.

Research suggests that higher EQ reduces the chance of being bullied or bullying others. Peppy Pals is the first company that has gamified EQ for kids. It has been designed in close collaboration with recognised early childhood education experts and psychologists.

Our spark of inspiration is the idea that playfulness, humour and storytelling can help children develop their EQ. Our vision is to create a world without bullying, hatred or exclusion.



@PeppyPals



PeppyPals

Rádio Miúdos (Portugal)

Verónica Milagres, Director-Creator and Projects Mentor

The founder of and visionary behind Rádio Miúdos, Verónica is the Director of this first kids' radio station in Portuguese. She has worked with children (aged 0-15) for more than 20 years in several areas including the recording of children's music, in which she won a platinum record, and cartoon voice dubbing. Verónica is a professional singer, a music teacher and a primary education teacher. She has also conducted children's choirs for over 10 years and worked with the pianist Maria João Pires on the Belgais project.

Having graduated in Primary Education and Musical Education at ESELx (Escola Superior de Educação de Lisboa), she is taking a Master's Degree in Portuguese Sign Language and Deaf Education at the Universidade Católica Portuguesa.

She does professional voiceovers, has sung professionally with the Gulbenkian Choir since 1998 and is the founder and soprano singer of PortuGoesas.

Verónica speaks Portuguese and English and has a knowledge of Portuguese sign language.



João Pedro Costa, Co-founder and Production Manager

His passion and dedication to radio broadcasting is long-standing and an integral part of his life. Founder of RUT Radio Universidade Tejo, back in his college years in the 80s he was a DJ and announcer at RFM and RGT in Portugal.

He moved to Asia and worked as a production manager and anchor at Radio Macau and as a correspondent at Kwave Japan and RTHK, Hong Kong. He was press advisor for the Orient Foundation (1992-1999). In 2000, he started at European TV station, Euronews, France, as a producer and journalist. Back in Portugal in 2008, he moved to Benfica TV, working as a post-production manager until 2010.

Since then he has been working on training youngsters to use online media and paving the way to launching Rádio Miúdos. At present, he is training kids at Rádio Miúdos and raising their awareness of the importance of mass communication through digital media in the future.

João speaks Portuguese, French and English.



Rádio Miúdos (Portugal)



Ana Raquel Pires, Production Assistant

Ana graduated in audiovisual and multimedia studies, and through professional opportunities has acquired experience in various creative fields such as photography, filming, image and video editing and graphic design.

Ana started working as a production assistant at Rádio Miúdos in June 2017.

Directly before moving back to Portugal in 2017 she lived in the United Kingdom for a year and a half where she worked for RR Donnelley and also as a freelance video editor.

Ana speaks Portuguese and English.

#Education

Project in: Portugal

Rádio Miúdos is the first radio for kids in Portuguese and broadcasts 24/7 online through www.radiomiudos.pt and an app for mobile. To our knowledge, it's the only radio of its kind in the world, where kids do their own shows and participate in producing the content of all broadcasts.

Already being listened to in more than 170 countries and territories, Rádio Miúdos started in November 2015 and is targeted at the Portuguese-speaking diaspora around the world, with educational programmes for kids and families. The Rádio Miúdos team already includes 20 kids participating in broadcasting and kid correspondents in Portugal and abroad.

The team includes teachers, journalists, musicians and radio professionals, and produces various programmes in the areas of science, psychology, paediatrics, philosophy, music and storytelling.

Beyond broadcasting, Rádio Miúdos operates outside the studio, performing radio workshops in schools and other venues, and animates events for kids, broadcasting live.

It has received awards from the Fundação Calouste Gulbenkian, Lisbon, and from the European Commission (Portuguese Representation) and has partnerships with the Fundação Calouste Gulbenkian, Instituto de Apoio à Criança (Child Support Institute) and Rede de Bibliotecas Escolares (School Libraries Network), among others.

radiomiudos.pt veronicamilagres@radiomiudos.pt

The Freebird Club (Ireland)

Peter Mangan, Founder and CEO

A seasoned professional with 20+ years' experience across diverse sectors including finance, arts, research and academia, Peter holds B.Comm (Finance) and MBS (Management) degrees from UCD, and PMP project management certification.

Following a stint in corporate banking, Peter joined Ireland's Music Network as Finance and Resourcing Manager in 1997. He then went on to become the Business and Finance Manager for UCD's start-up Institute of Biomolecular and Biomedical Research. This led to more senior managerial roles in the university, most recently Senior Manager, Research and Innovation, the role he left to focus on Freebird.

Winner of the 2015 European Social Innovation Competition, Peter is a passionate social entrepreneur who wants to use the sharing economy to improve the lives of older adults. Peter developed the idea for Freebird after witnessing the positive social experiences of his retired father in meeting and befriending senior guests from around the world at his countryside rental house.

Peter speaks English, French and basic Spanish.

^



Marie Carroll, Business Development

Marie is a highly experienced vibrant professional and successful entrepreneur with over 30 years' experience in areas such as business development and leadership, consulting and coaching, marketing and PR, community projects and social innovation. An enthusiastic practitioner of the principles of life-long learning and personal development, she recently graduated from the Anthony Robbins Mastery University programme, where she further developed her skills in leadership, strategic relationships and business development.

With a personal passion for empowering individuals to reach beyond their expectations, she produces strong, motivated and highly successful teams of people who share a common goal of excellence in delivery of their projects. Harnessing learning and "unlearning" from her broad spectrum career, her primary focus now is to support others in creating a successful model of engagement for a newly emerging socially minded business world. Currently navigating freebirdclub.com through its start-up phase, she is really enjoying the experience of developing positive social impact communities among older adults. Marie believes in and practices the principles of "communication and collaboration" to share success and further develop her passion for conscious leadership.



The Freebird Club (Ireland)



Sandhya Ramamoorthy, Marketing and Communications

Sandhya works on increasing brand awareness and international market penetration for the Freebird Club. She directs marketing and sales strategies for the evolving customer base, specialising in online advertising, social media and e-commerce. Sandhya undertakes web analytics to understand our customers' activity and drive conversions. Prior to Freebird, Sandhya spent five years in PR and marketing for government projects and start-ups in India. Sandhya holds an MBA from James Cook University, Singapore, and a degree in Computer Science from the College of Engineering, Guindy, India.

#Ageing

Project in: Ireland

Started in Ireland, the Freebird Club is a travel-based global social network for older adults. Operating as a peer-to-peer social travel and home-stay club, it offers a whole new way of travelling for older adults, a potential new source of income for hosts, and a fun and accessible way to meet new people and enjoy companionship in later life.

Freebird is a membership-based club, whereby senior member hosts can make spare rooms available to fellow member guests to come and stay for a nightly rate. Thus they can unlock some of the asset value of their homes when they most need it. By enabling seniors to travel, socialise and earn money in new ways, we seek to empower them in ways that enhance their self-esteem and overall well-being. In doing so, we address three significant social issues facing our ageing society: (i) loneliness and isolation among older adults, (ii) financial insecurity in later life, and (iii) lack of travel options for independent seniors.

Our mission is to connect and enrich the lives of older adults through meaningful travel. We do this by applying the "sharing economy" model for positive social impact among older adults globally.

freebirdclub.com  @TheFreebirdClub  TheFreebirdClub



Six years of creating impact and changing tomorrow today!!

It is now six years since in 2012 the EIB Institute held its first Social Innovation Tournament (SIT) in Luxembourg. This year already sees the Tournament's 6th edition, the competition having been held in 2013 in Budapest, Hungary, in 2014 in Madrid, Spain, in 2015 in Milan, Italy, and in 2016 in Ljubljana, Slovenia. This year 15 social innovation projects competed in Riga, Latvia, joining a growing community of 90 projects from 21 different countries working to create societal impact. It is just the beginning of a long journey packed with learning, networking, and creating opportunities to solve some of today's concerning problems. **The SIT started yesterday so today we are working with the best innovators in Europe to change tomorrow!**

In its first edition in 2012, the Hungarian project Hand-in-Scan won first prize for its hand hygiene system based on digital imaging technology for the direct control of hand washing effectiveness in the medical environment. Today, Hand-in-Scan has 20,000 individual users and is present in 17 countries; its hand hygiene systems are sold globally in Europe, Asia and North America it is working together with the WHO to reach more users.

In 2013, the Special Category Prize was introduced with the topic "environment". The prize was awarded to the Romanian-based paper recycling project Recicleta, which collects small quantities of waste paper from offices for recycling using cargo-bicycles and employing socially disadvantaged people. In Romania, standard commercial companies will generally only collect waste material in excess of 150 kg. Thanks to this scheme, substantial amounts of paper are recycled instead of being added to landfills and jobs are created. Funding comes from client fees, sponsorship, the sale of waste paper and state support. The two cargo-bicycles that are used are an efficient and eco-friendly means of transport with zero CO2 emissions.

When the Tournament was held in Madrid in 2014, the winner of the General Category was the French micro franchising initiative Adie. This aims to launch social micro franchise networks designed to offer turnkey business models to low-income entrepreneurs. Adie helps over 15,000 micro-entrepreneurs every year and generates 225 self-created jobs every week. In the same year, the Special Category Prize "urban and natural environment" was awarded to Blue Badge Style, a style website and app for disabled people that allows users to explore travel options, restaurants, theatres, sporting arenas and retailers. The app now has 250 downloads and 80,000 web visitors per year.

The fourth edition of the Tournament was held in Milan, Italy, on 24 September 2015, at the same time as the Universal Exhibition. The Special Category Prize was on the topic of "equal opportunities, with a special emphasis on people



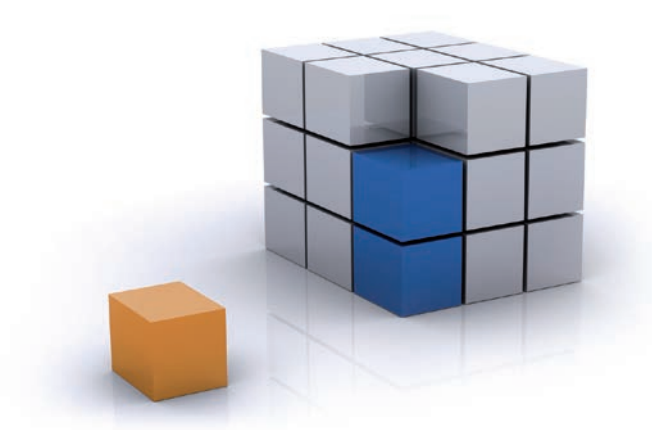
Luxembourg 2012



Budapest 2013



Madrid 2014



with disabilities” and was shared by Marioway (Italy), which has created an innovative hands-free, two-wheeled, self-balancing, verticalising, electric wheelchair for paraplegics, and BLITAB (Austria), which is introducing the world’s first tactile tablet for reading and writing for blind and visually impaired people. BLITAB was also awarded the Dean’s Circle Prize by a popular audience vote. In the general category, KOIKI, based in Spain, won first prize for its initiative that enables people with intellectual or physical disabilities in Spanish neighbourhoods to work as postmen/postwomen or messengers, delivering parcels or picking them up from their neighbours, walking or biking very short distances from their homes or local stores.

Last year’s fifth edition of the Tournament was held in Ljubljana, Slovenia on 20 October 2016. Aprendices Visuales based in France and Spain, a project that aims at helping children with autism to access the tools they need in order to develop their full potential, and BioCarbon Engineering (UK), which wants to counter industrial-scale deforestation using drones, won the first and second prizes in the general category. The Special Category Prize on the topic of “health, with a special emphasis on childhood obesity” went to Silent Secret (UK) for their application enabling teenagers (11 to 19 year-olds) to share secrets, thoughts, news and their lifestyle anonymously, thus creating a social community, and to FitforKids (Denmark), a programme specifically designed for obese children and their families promoting healthy eating habits and an active lifestyle. FitforKids, now reaching 2,000 children in 25 municipalities throughout Denmark, is currently ready to expand to Milan in Italy, in partnership with the local sports association L’Orma.

This year 15 social entrepreneurs met in Riga, Latvia, to compete for four prizes; all projects competed in the General Category and projects focusing on ageing also competed in the Special Category. A panel of judges from the academic and business communities awarded the two 1st and 2nd Prizes of EUR 50,000 and EUR 20,000 in the General Category to Complex Disease Detector and ColorADD respectively. The Freebird Club and Walk With Path won ex aequo the Special Category 1st Prize. The EIB Institute once again partnered with INSEAD Business School to offer up to two members of the 2017 SIT Finalist projects the opportunity to attend the 2017 edition of the INSEAD Social Entrepreneurship Programme (ISEP). This year EY Transaction Advisory services again offered business model fine-tuning to the General Category winner to help the entrepreneur with financing its business plan. As in previous years, the jury also awarded several mentoring vouchers to help the projects gain further impact. For the first time in 2017, the EIB Institute financed a residency at the IRIS Incubator (Incubadora Regional de Inovação Social) for up to two members of the selected project(s) for a period of between three and six months.



Milano 2015



Ljubljana 2016



Riga 2017

Notes

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Notes

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