Social Innovation Tournament

Final Event

16 October 2014

Instituto de Empresa
Madrid, Spain
The EIB Institute promotes European Union objectives by supporting European initiatives for the common good. Its work is divided into three strategic programmes: the Knowledge Programme; the Social Programme; and the Arts & Culture Programme.

Established by the EIB Institute in 2012, the Social Innovation Tournament (SIT) is the flagship initiative of the Social Programme.

The SIT promotes the generation of innovative ideas and rewards opportunities promising substantial societal benefits or demonstrating best practices with tangible, scalable outcomes. It targets the creation of social value in relation to the fight against social exclusion. It thus covers projects in a wide range of fields, from education and health care to natural or urban environment, through new technologies, new systems, and new processes. Improvements in these fields are critical to business success, and social innovation could have a substantial social impact.

All 15 projects compete for a General Category 1st and 2nd Prize of EUR 25,000 and EUR 10,000 respectively. Projects falling under the Special Category of Environment (urban and natural) will also compete for the Special Category Prize of EUR 25,000. Selected projects, not necessarily prize winners, will receive a voucher entitling the team to benefit from subsequent coaching/mentoring services.
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Agenda

09:00  Welcome coffee and registration

Morning Session

10:00  Welcome
Santiago Iñiguez, President, IE University
Moderator: Louise Pulford, Social Innovation Exchange
Relevant rules and procedures
Establishing the order of presentations (draw)

10:30  Presentations by Finalists (8)

12:45  Buffet lunch

Afternoon Session

14:00  Presentations by Finalists (7)

16:00  Coffee break

16:30 - 18:30 While the Jury deliberates ..... 

Lecture: The Social Stock Exchange and Impact Investing
Pradeep Jethi, Co-founder & Chair of the Admission Panel, Social Stock Exchange

Roundtable: What does it take to be a social entrepreneur
Participants:
Rodrigo Aguirre de Cárcer, (Reemprende)
Guadalupe de la Mata, (EIB)
Teia Gavrilescu, (VitorPlus; First Prize winner, category environment, SIT 2013)
Francisco Soler, (Creas)
Sofía Fernández de Mesa Echeverría, (Telefónica)
Francisco Polo, (change.org)

Closing remarks
Román Escolano, Vice President, European Investment Bank

20:30 - 23:00  Awards dinner (Casino de Madrid) (by invitation only)
Announcement of the winners and presentation of the prizes
## Order of presentations

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Sophie Robin

The President of the Jury, Sophie Robin is a founding partner of Stone Soup Consulting, a company focused on enhancing the social impact of organisations. Previously, she worked for the Food and Agriculture Organisation of the United Nations as the Liaison Officer with Civil Society Organisations for Latin America and the Caribbean. Sophie also worked for several NGOs and served as CEO for the Portuguese NGDO Platform. Within Stone Soup Consulting, Sophie advises social entrepreneurs and VP organisations on how to measure, monitor and report on their social impact. Sophie has lectured on the topic at the ESADE business school. She also sits on the Advisory Board of Grup33 – a Catalan-based NGO which aims to promote a therapy-based prison model as a strategy for reducing reoffending.

Paula Almansa

Paula Almansa is an entrepreneur, mentor and business angel with a background in finance and social entrepreneurship. Among other things, she co-founded Impact HUB Madrid and FromTheBench games, a leading developer of sports manager applications, where she is currently in charge of corporate development. She is an Associate Professor of Negotiation and Conflict Resolution Abilities at the Instituto de Empresa, where she previously taught Entrepreneurial Social Responsibility. Paula has over 10 years’ experience in investment banking, advising on mergers and acquisitions. She has worked for Merrill Lynch and Greenhill in London and for Crédit Agricole in Madrid. In 2005 she co-founded a social sustainable venture capital fund advising Spanish savings banks on their social investments and was the Director of Iberemprende Foundation, leading a programme to promote entrepreneurship in Colombia. Paula holds degrees in Business Administration, Law and Psychology and an MBA from the Wharton School of Business, where she studied on a Fulbright Scholarship. Paula is passionate about social causes and regularly volunteers both in Madrid, visiting homeless people, and abroad in Kenya, Malawi, Bolivia and India.
Olivier de Guerre

In 1987 Olivier de Guerre co-founded GT Finance/Crystal Finance before joining Crédit Suisse Asset Management in 1998 as a Managing Director. In 2003 he founded PhiTrust to help families and foundations implement financial, social and philanthropic strategies, in the belief that investors have responsibility by virtue of their financial and social investments. He has long-standing experience in asset management at the level of families/foundations and institutions, in particular assisting them with their investment strategies. Olivier is a Board member of Finansol, EVPA and the Philippson Foundation. He is also the Chairman of PhiTrust Active Investors and PhiTrust Impact investors.

José Tomás Frade

José Tomás Frade is currently working as a freelance consultant in the water and sanitation sector throughout the world, with a particular focus on developing countries. He is currently in charge of coordinating the national strategy of the Portuguese water sector for the period 2014-20 at the invitation of the government. Mr Frade worked for 24 years in the Projects Directorate of the European Investment Bank, from which he retired in November 2012. As Deputy Director and Head of the Water and Environmental Protection Division since 2000, he was responsible for managing a team of water specialists which, for over 10 years, has appraised and monitored all the projects in the water sector financed by the Bank in more than 80 countries. As a technical advisor at the EIB, Mr Frade was directly involved in the assessment and monitoring of more than 100 projects developed by both the public and private sectors in the EU, Eastern Europe, the Mediterranean, Sub-Saharan Africa, the Caribbean, Asia and Latin America. Mr Frade graduated from the University of Lisbon as a civil engineer in 1970. He began his professional career as a hydraulics researcher and taught water engineering at the university for six years. He worked as consultant in the water sector for 15 years before joining the EIB.
Rémy Jacob

In March 2014 Rémy Jacob retired as Director General at the European Investment Bank and Dean of the EIB Institute. Born in France in 1950, he studied business and management at the École Supérieure de Commerce et d’Administration des Entreprises de Dijon, France. He joined the Finance Directorate of the European Investment Bank in 1973. During his 39-year career at the EIB, he held a series of senior positions including four years as Director of Information Technology, five years as Director of General Affairs, five years as Deputy Secretary General, and five years as Director General of the Strategy and Corporate Centre. In 1992 he contributed to the creation of the London-based European Bank for Reconstruction and Development (EBRD). From 2000 to 2012 Rémy Jacob was a member of the Board of the European Investment Fund, the venture capital and guarantee arm of the EIB Group. He is presently a member of the Board of the non-governmental organisation ADA-Appui au Développement Autonome, which specialises in poverty reduction and microfinance.

Meredith Niles

Meredith Niles is the Head of Innovation in Fundraising at Marie Curie Cancer Care, the UK’s largest charity dedicated to providing free end-of-life care to patients with terminal illnesses. Prior to joining Marie Curie, Meredith was an Investment Director at Impetus Trust, a venture philanthropy organisation focused on helping innovative charities and social enterprises achieve scale. Meredith joined Impetus following a career in investment banking, where she was latterly an Executive Director at Goldman Sachs focusing on mergers and acquisitions and corporate finance assignments for clients in the retail and consumer products industries. Meredith is passionate about helping social purpose organisations achieve their goals and volunteers her time as a trustee of three UK charities: Toynbee Hall, Hestia Housing and Support, and Booktrust. She is a Fellow of the Royal Society of Arts and a member of the Institute of Directors. Meredith holds a BA with Highest Distinction and Highest Honours from the University of North Carolina at Chapel Hill and an MSc from the London School of Economics.
Johannes Weber

Johannes Weber, began his career as an entrepreneur and, among other things, founded and developed a career service for people with high potential. Following this he worked for a mutual fund company and became managing director in 2006. After a successful IPO of the holding company, Johannes became involved with PANDA Investment Management, an investment company with a focus on sustainable investments and a former partner of the World Wide Fund for Nature. Johannes sold PANDA Investment Management in 2008 and funded the Social Venture Fund in 2009. He is able to converse in five languages and was part of the NATO Kosovo Forces (KFOR) in Pristina in 1999. He is a graduate of the European Business School in Oestrich-Winkel and also attended the HEC in Lausanne, as well as studying entrepreneurship and finance at the International Business School in Budapest.

Louise Pulford

Louise Pulford became Director of Social Innovation Exchange (SIX), the largest global social innovation network, when it formally became an independent organisation in January 2013. Louise has been responsible for the SIX network for the last six years whilst it was being incubated at the Young Foundation. Louise co-wrote a Study on Social Innovation for the Bureau of European Policy Advisors and she co-manages the European consortium which runs Social Innovation Europe, the flagship network for social innovation of the European Commission. Louise regularly speaks on the value of networks, and delivers social innovation workshops all over the world. Prior to running SIX, Louise worked on a variety of projects at the Young Foundation, including coordinating its international work and the development of the UpRising leadership programme. Before that, she worked at a small social issues consultancy firm in Beijing. Louise was Chair of the Alec Dickson Trust, a charity providing small amounts of money to encourage young people to get involved in volunteering.
Final Event
Social Innovation tournament

Finalists
Marie Degrand-Guillaud
A graduate from ESCP Europe, one of the top French business schools, Marie worked for five years as a strategy consultant before joining Adie, where she now works as Marketing and Product Director. Her international background – Marie was project manager for an Indian NGO in Calcutta, junior Expert in Switzerland for the International Labour Organization, and a consultant in London for the Financial Report Council – as well as her training in social entrepreneurship – she followed the International Social Entrepreneurship Programme at INSEAD – have proven essential for her current job as Head of the Adie Social Microfranchising initiative.

Emilie Caron
A graduate from Sciences Po Paris and the Graduate Institute of International and Development Studies in Geneva, Emilie started her career as a financial manager of development projects implemented in Haiti and the Dominican Republic. She joined Adie in 2008 and, inspired by the association’s philosophy, began helping her companion build his start-up a year after, delivering organic baskets and recipes to happy Parisian families for almost three years. Rich with the experience, she joined the Adie Social Microfranchising team in 2011 and has been working on the initiative as a project manager ever since.

Adie Social Microfranchising initiative
Adie (Association for the right to economic initiative) was established in France in 1989 to help people excluded from the banking system create their small businesses. It is the first microfinance institution in Europe and helps over 10,000 micro-entrepreneurs every year, which represents 200 self-created jobs per week. However, some people want to create their own jobs but lack a viable business idea. Adie Social Microfranchising (ASM) was launched in 2009 to help these people by applying the concept of franchising to very small businesses. With the help of business partners (social entrepreneurs or large companies), ASM develops microfranchise networks. Microfranchisees benefit from a trademark, know-how, shared services and assistance provided by the microfranchisor in exchange for a limited initial investment and small royalties. The initiative has already created 120 self-employed jobs within the first two networks. ASM’s overall objective is to create between 3,000 and 5,000 jobs by 2020.
Zsombor Várnagy-Tóth is a user experience researcher and a cognitive psychologist. In recent years he has worked as an autism researcher at Hungary’s top university, where he has taken part in the development of the HANDS app (an evidence-based smartphone app to support adolescents with autism). Among other publications he has co-authored a book chapter on building and testing software for people with autism. His attention has now turned to building Auti Mate. His ambition is to make science and business meet in an innovation that takes the potential of people with autism to the next level.

Auti Mate recognises and develops the talents of autistic individuals, helping them to find their place in the community. Children can play online games that track the progress of skills development, and the games become increasingly challenging as the player progresses. The games are based on established cognitive psychological principles and are designed with people on the autism spectrum in mind. Auti Mate’s goal is to help increase the independence and fulfilment of people with autism.
Fiona Jarvis

Fiona Jarvis has lived and worked in London for 30 years. During this time she became progressively disabled but did not compromise on her lifestyle. She worked as a sales manager for various software companies, including SAP, selling multi-million pound systems to the financial sector. This involved entertaining clients, and consequently colleagues and friends consulted her on which was the latest cool place to go. She also recorded the obstacles she might meet whilst walking with sticks and now in a wheelchair. She believes passionately that disability and style should co-exist – the spirit of her new venture, Blue Badge Style. Fiona Jarvis established the Blue Badge Style website in 2007 to create a community of like-minded people for whom style and disability are not mutually exclusive. She first realised she might have multiple sclerosis after falling off her high heels in a bar once too often. She has become progressively disabled over a period of 25 years. However, Fiona has always refused to compromise on her own style, whether that’s eating in smart restaurants, wearing elegant clothes or going on glamorous holidays. Through all the challenges, Fiona has carried on and not compromised on style. She embodies the Blue Badge Style Spirit! As Coco Chanel said: “Fashion fades; only style remains the same”.

Blue Badge Style

Blue Badge Style is a Vogue/Michelin guide for people who want to maintain their style whatever their disability. This unique social network includes the disabled person, their friends and families. Our website and app provide information on what to do, where to go and what to buy and encourage social inclusion in a number of ways. Our unique rating system awards goods and services up to 3 BBS Ticks for accessibility, facilities and style. Our readers’ reviews are included in these and “As Recommended by BBS” is a sign of quality. BBS has also developed PADs (Pictorial Access Descriptions) – an online journey through a venue from the perspective of a customer with multiple disabilities. They show disabled people what to expect and reduce the anxieties of going somewhere unfamiliar. BBS aims to be a profitable, self-sustaining venture that encourages organisations to address the market in “disability with style”.

Blue Badge Style
Gregor Demblin

Gregor Demblin uses a wheelchair due to an accident and acts as an international expert on the topic of people with disabilities in society and business. For funding the inclusive online job platform Career Moves he received national and international awards and recognition. Since 2013 Gregor Demblin has been an Ashoka fellow. He is also a Global Associate of the Business Disability Forum in the UK and has consulted various institutions and businesses, e.g. the EU commission as well as the Czech government, on disabilities in the jobs market.

Career Moves

Career Moves, founded in 2009, is the first inclusive job platform in Europe which offers an equal opportunity for people with disabilities to apply for jobs. Our philosophy is that people with disabilities have the potential to work and perform according to their strengths just like everyone else. We focus on their abilities, not on their disabilities. We advocate for the potential of people with disabilities in the workplace and connect them with the business. Career Moves has developed an online recruiting tool which enables the perfect matching, bringing people with disabilities into jobs where their disability does not play a role. And we have developed a new consulting rationale, telling companies about the economic advantages they gain from hiring people with disabilities and from becoming disability confident. Career Moves’ vision is to make this society truly inclusive and allow people with disabilities to live a normal life!
Richard Laurits

Richard Laurits has a Master’s in Business Administration from Lund University and Singapore Management University. Before eDiabeat, he worked as a project manager in both Germany and the United States. He has been diagnosed with type 1 diabetes since the age of nine and therefore has a deep understanding and passion for the topic.

Annica Carnbring Belfrage

Annica Carnbring Belfrage has an academic background in the field of behavioural therapy at Lund University. She is a driven entrepreneur who ran her own business in product development for medical education for 10 years. She has engaged in numerous collaborations with the pharma industry and healthcare providers.

eDiabeat™

Within 20 years, it is estimated that more than half a billion people will suffer from diabetes around the world. eDiabeat is an engaging digital solution targeting people with diabetes and their loved ones. Our unique system improves adherence and quality of life and leads to a sustainable behavioural change. eDiabeat has a well diversified team and strategic partnerships have been established with patient associations, healthcare providers and researchers. After a clinical trial and pilot in Sweden, eDiabeat will be launched internationally during the first quarter of 2015.
Filisia

Georgios Papadakis

Georgios Papadakis is the founder and CEO of Filisia. He oversees research and is responsible for interaction design and business development. He has a professional and academic background in interaction design, sound design and project management. He holds a BSc with honours in Music Technology and an MA in Cultural Economics and Entrepreneurship. For several years he worked as a designer of interactive systems (software and hardware) for exhibitions and the performing arts. He has conducted research on gestural interfaces and organised several related events such as conferences, debates and workshops in different countries in Europe. He has also worked with people with special needs in the past.

Eirini Malliaraki

Eirini Malliaraki undertakes fundraising, accounting and administrative tasks. She holds a BSc in Accounting and Finance from the Athens University of Economics and Business. She has working experience in marketing research and accounting in the health sector. Eirini has also volunteered for actions involving people with special needs (Special Olympics). She is actively involved in entrepreneurial and finance clubs that promote entrepreneurship in the university and won business pitching and essay competitions before joining Filisia (Athens Start-up Weekend 2013).

Filisia

Filisia uses music technology to stimulate the rehabilitation process for people with musculoskeletal, cognitive and neurological disabilities. We develop sensor-based, musical devices that enable the creative expression of our users, while providing exercise motivation and supporting users’ sensory integration. Our systems combine hardware and software and engage our users by providing haptic, auditory and optical feedback. They are highly customisable to the needs and abilities of each user and support a wide range of interactions. For the past year, we have been collaborating with researchers, developers, therapists and parents to develop and successfully test five generations of working prototypes. Filisia is a multifaceted team of six and has won several health and social innovation distinctions. We are currently in the beta testing phase and plan to launch our product during the spring of 2015 in the UK, Germany and the Netherlands.
Hello Mum!

Krisztina Horváth-Karip

Krisztina Horváth-Karip is the mother of two children. She has a BSc degree in International Trade, and an MSc in Economics and International Relations (Corvinus University of Budapest). She was European Project Consultant at an Italian-owned consultancy company, and later started and was the international manager of an EQUAL programme. She was appointed Chief Financial Officer of the Faculty of Agricultural and Environmental Sciences of Szent István University. After the birth of her children she came up with the idea of – and implemented – the ÖKOMAMA programme to help mothers with small children get started in self-employment or return to the labour market.

Orsi Lipták

Orsi Lipták studied Spanish, Ethnography and Cultural Anthropology at ELTE (Budapest) and European Ethnology (Berlin). She obtained the EMCI certificate (European Master’s in Conference Interpreting) as a Spanish interpreter. As a mother of three children she realised how women with small children are excluded from society and the Hungarian labour market. She founded the Family Friendly Social Cooperative in 2010 to spread the family-friendly attitude in Budapest. She established the MiniPest – Family Friendly City blog and started working on HelloMum!, a family-friendly community ecocafé and co-working place. The HelloMum! business plan won a prize for innovation (NESsT Social Enterprise Development Programme) and is supported by grants from the EEA and Norway.

Hello Mum!

Soon to open, this Budapest café seeks to make the city more family-friendly. It offers a space for mothers, children and mothers-to-be to come together, attend events and act as an information resource for families living and visiting Budapest. In the three separate rooms it aims to provide a range of educational and competence-developing courses and co-working space for women, with an opportunity for child care in the meantime – so besides having a place to socialise they are empowered to achieve a better future performance on the labour market. Hello Mum! will offer ethically sourced local products in their café and sell goods made by WAHM (working at home mothers). It hopes to establish a place where women (and men) can eat, drink, talk and work while children are free to play and explore.
Félix González Herranz

Félix González Herranz graduated in telecommunications engineering from Universidad Politécnica de Madrid and TELECOM ParisTech and has a Master’s degree in Science and Engineering Management from Stanford University (Fulbright scholar). Félix has extensive experience in technology (Capgemini, France Telecom, the World Bank and the Inter-American Development Bank). Along with his brother, he also co-founded Juntosalamos, a platform to help entrepreneurs get ideas and connections to move their start-ups forward. He also volunteers for multiple social initiatives such as the Youth Council of the US embassy, online education at Stanford and the coaching programme at Helsinki España.

Miguel González Herranz

Miguel González Herranz graduated in telecommunications engineering from Universidad Politécnica de Madrid and TELECOM ParisTech. His international career began in 2009 when he joined Telefónica in Paris. In 2010 he moved to Dublin to join Google as a product specialist. In 2013 he started work as an engineer at Google Colombia, where he leads the Emerging Markets division in Colombia, Chile, Peru, Ecuador, Central America and the Caribbean. In May 2012, Miguel co-founded along with his brother Juntosalamos, a platform to help entrepreneurs get ideas and connections in order to make their ventures successful.

Juntosalamos

We entrepreneurs have something in common: our journey is full of challenges, questions and hypotheses to validate. Plus, we need connections and professional help to make our business grow. However, at least in Spain, there is no structured ecosystem in which we can get advice to solve our challenges, get our questions answered, validate our hypotheses and connect with other entrepreneurs, companies and people who may bring value to us. This is where Juntosalamos steps in. Juntosalamos is an open platform that allows the sharing of ideas and connections with and among any of the 3 million entrepreneurs that are fighting to realise a dream in Spain. In almost two years, we have built a community of 500+ advisors (including people from Google, the World Bank, Telefónica, Universidad Politécnica de Madrid, Stanford and many more) and have helped 800+ people through our joint intelligence platform and our genuine design-thinking workshops.
Stefan Sava
Stefan Sava is the president and founder of Inotech. He is a change-maker who tries to understand how production systems can be improved. He is a graduate in bioengineering from the Medical University of Iasi in Romania. He quit university twice before finally finishing when he understood that disrupting a field is better from inside the system than outside. So for his final project he developed his first product – an electric hospital bed that is half the price of the competition. Then he studied for a Master's degree in advanced materials and experimental analysis techniques, launching several projects in the field of waste recycling, such as making pavements from recycled plastics. In 2012 he entered the world of entrepreneurship as an NGO making ecological furniture: recycled office chairs and circular economy bean bags.

PinkLime Social Business
PinkLime is a new social business that recovers lost value from waste in an innovative way by making eco-products and creating jobs for people in need. We save a lot of carbon footprint by recycling office chairs, but the magic really happens when our customers buy from us a very attractive, highly resistant customised chair for half the price of a new chair. We also create cool eco-awarded bean bags from recycled Styrofoam, and these are really the landfill heroes by definition, considering the huge amount of Styrofoam that is saved from landfill forever.

Since we hit the market 10 months ago, we have managed to squeeze out of waste:
- Break-even for bean bags
- 20% profit for office chairs
- 1 person in need employed
- 105 kg of Styrofoam recycled
- 600 kg of metal and plastic recycled
- 12 tonnes of eCO2 saved
Constantin Petcou

Constantin Petcou is a Paris-based architect whose work stresses the intersection between architecture, urban planning, service design and semiotics. He is co-founder of the Atelier d’Architecture Autogérée, a professional organisation which conducts actions and research on participatory urban planning and architecture that involve local residents in self-managing projects in their neighbourhood, engaging in social and ecological practices, and initiating resilient networks. AAA won the Zumtobel Prize for Sustainability and Humanity in 2012, the Curry Stone Design Prize in 2011, the European Prize for Urban Public Space in 2010 and the Prix Grand Public des Architectures Contemporaines en Métropole Parisienne in 2010. Recognised as a global change-maker operating at the intersection of design and service, Mr Petcou was included on the 2012 Public Interest Design list, which maps the top 100 global leaders of ground-breaking movements. He is currently an invited design critic at Harvard Graduate School of Design.

Doina Petrescu

Doina Petrescu is Professor of Architecture and Design Activism at the University of Sheffield and co-founder of the Atelier d’Architecture Autogérée in Paris. Her cross-disciplinary research addresses outstanding questions in architecture and urban planning, focusing on issues of civic participation and gender and the relations between co-production and resilience. She has been a member of the RIBA Panel for Research (2010-2013), an expert on culture and sustainability for the Europe Asia Foundation, and a nominator for the Curry Stone Design Prize, USA, as well as an academic referee for Aalto University, Goldsmiths University, FNRS Belgium, MIT Press USA, and Brighton University UK. She is the editor of The Social (Re)Production of Architecture (2015) and Altering Practices: Feminist Politics and Poetics of Space (2007), and co-editor of Architecture and Participation (2005), Urban Act (2007), Agency: Working with Uncertain Architectures (2009), and Trans-Local-Act: Cultural Practices Within and Across (2010).

R-Urban

Located in Colombes, a suburb of Paris, R-Urban presents an innovative model of bottom-up resilient regeneration by setting up a network of civic hubs which generate closed ecological loops and host economic, social and ecological activities in the neighbourhood: urban farming, recycling, repairing, eco-living. Each hub is located within a 500-metre radius of the other and offers facilities and tools to promote sustainability: ecological devices to be used collectively (e.g. community gardens, workshop spaces and tools, cooking facilities and a mini-market) as well as training courses and opportunities for people to learn entrepreneurial skills and set up local economic activities. The first two hubs, involving urban agriculture and waste recycling, have been built and are currently in operation and the third - a cooperative housing unit - is under development. By providing opportunities for people to be engaged in experiences of making and doing, R-Urban educates the local community about responsible consumption and sustainable living and helps new stakeholders and civic initiatives to emerge.
Henrietta Kovács
I got my college and university degree in pedagogy. I have worked for 15 years in education. I have taught in high schools and at the University of Applied Sciences in Budapest (communication, business, tourism, art). Through personal experiences I have learnt the importance and the benefits of differentiation in pedagogy. This provides the basis for improving students’ quality of life in educational institutions. Immeasurable change occurred in my life rhythm when I became a mother of three sons. After the birth of my third child my private sphere and order of priorities changed completely. Although I enjoyed the life of a young woman with three typically developing sons, the minority was always in my focus: I knew many parents who were bringing up children with disabilities. I simply changed my attitude. I joined the civil sector and used my professional experience in pedagogy to help families with disabled youngsters to minimise segregation in the Hungarian educational system. I believe in and work for complete integration.

Károly Kisari
As an economist I was working for a multinational oil company in its sales department. Soon after the birth of my daughter I turned my interest towards people who are living with Down’s Syndrome. My daughter is 14 years old now, and she has Down’s Syndrome. At that time, the policy for disabled people was rather incomplete. Although today the situation is better, we often encounter deficiencies in their integration. In our civil association we are planning and implementing programmes for the minority in order to help disabled youngsters in their practical life. At the same time, we focus on the majority in Hungarian society in order to change social attitudes. In this flow, education plays a paramount role.

School4All
Many young couples’ fondest dream is to become parents. It is an indescribable, special feeling from the depth of the heart. They are happy at every new smile and step forward in development. They are very light-hearted. Unlike those couples who give birth to disabled babies. In Eastern Europe, thus in Hungary, their infants are segregated from the very beginning of their babyhood. The separation from their typically developing peers continues in their childhood and teens. In Hungary, children with disabilities, especially those with learning difficulties, are routinely sent to special schools. Most of them are never allowed to participate in educational programmes with typically developing peers. School4All is an integrative programme that allows children with an intellectual disability to participate in the life of mainstream schools, visit classes and accomplish artistic projects with their typically developing peers. School4All tears down the massive wall of prejudices by providing opportunities to get to know each other, build friendships and experience the benefits of cooperation and sharing. School4All points forward and provides a solid base for autonomous living and workplace integration.
Alice Holmberg

To design is to vividly experience what doesn’t exist yet, says Alice Holmberg, and as a designer and entrepreneur she has rich scope for doing so. Besides Small Works, she plays a key role in the London-based creative regeneration agency Clear Village, has recently established Pride & Produce, linking rural artisans to the experience economy, and teaches at the Universities of the Arts in Berlin and London. Hailing from Denmark, Alice has lived in Germany, Bangladesh, Greece and the UK - her current base - where she holds fellowships of the German National Academic Foundation and the Royal Society of the Arts.

Thomas Ermacora

Thomas Ermacora is a Danish-Italian placemaker, social entrepreneur and technologist, founder-designer of the urban regeneration agency Clear-Village.Org and founder-architect of the East London cultural innovation complex Limewharf.Org. He has collaborated on and produced a range of pioneering eco-awareness and sustainable living projects in fields from architecture to film and food as a creative and strategic director with iconoclasts such as Frank Gehry, Jan Gehl and Imogen Heap. Active as a hands-on futurist as well as contributing to diverse influence organisations like Bioneers, World-changing, Arup Foresight, INDEXawards, and RIBA Building Futures, his defining interest is in developing scalable participatory solutions using crowd-sourcing and co-creation processes, both via analogue tools and digital platforms.

Small Works

Small Works is a joint programme between Clear Village and Civa designed to turn derelict spaces into vibrant centres for social enterprise and community activities. At the heart of Small Works lies the belief that every community is brimming with potential and that it’s often just a matter of bringing it all together: spaces, ideas and people. The role of each Small Works centre differs, but the goal is always the same: to set in motion an economy of reciprocity that involves local residents and to foster social entrepreneurship in a cost-effective model that makes the most of what is already present. After opening the first Small Works space in London 2012, we have added two further centres to the family. Currently, we are building strong relations with large-scale landlords, working towards opening five further centres within the next two years and aggregating our experience in a replicable blueprint.
Florian Hoffmann
Florian Hoffmann is a social entrepreneur and innovator in the field of higher education. He is the founder of the DO School, a social enterprise with campuses in Hamburg and New York. In 2008, Florian co-founded the Swiss Dekeyser & Friends Foundation and he is also one of the co-founders of DEDON Island, an island resort fostering sustainable tourism in the Philippines. Florian holds an MPhil with Distinction in International Politics from St Antony’s College, Oxford, and previously studied at Bard College, Humboldt University and Duke University. Florian’s work has been covered in publications including the Financial Times, the Wall Street Journal, Fast Magazine, Enorm and FAZ. He lives with his wife in Berlin and New York.

Romy Kraemer
Romy is a passionate social entrepreneur coach and the programme director of the DO School’s Venture Lab. She has worked closely with over 100 emerging social entrepreneurs, ranging from a young Moldovan beekeeper to a Chilean eco-activist and campaigner and the organiser of a music festival in the Scottish Highlands. As a psychologist, Romy loves working with people and supporting them in finding inspiration and focusing on their goals.

The one year DO School Programme
Based in Germany, the DO School provides education that creates real impact. It teaches hands-on social innovation and entrepreneurship skills, empowering the next generation of change-makers and creating effective solutions to real-life challenges faced by leading organisations. Its one-year programmes for talented social entrepreneurs from around the world lead the participants from idea to action. Each fellow starts his or her own venture during this time, thereby creating a positive impact in their home society. Organisations that the DO School partners with include the Mayor’s Office in New York, H&M, American Express and Newman’s Own Foundation. With several thousand applications a year the DO School is expanding its programmes to various cities in Europe and America as well as online.
Kasia Gozdzikowska
Kasia Gozdzikowska (Poland) is a project manager, responsible for the overall coordination of projects, establishment of partnerships with NGOs and business partners, verification of participating food aid projects and coordination of volunteers’ work. With five years of solid advisory experience gained at law firms, international companies and public EU institutions, she decided to switch from the private sector to the international development sector. She collaborated with YOOOU (a Spanish NGO founded by Alejandro de León Moreno), supporting fundraising campaigns for microloan programmes for farmers’ communities. She has also been responsible for verifying and assessing volunteer projects around Southern America at VODAIR, a Chilean start-up positioning itself as a watchdog for transparency in volunteering and a beneficiary of the Start-up Chile accelerator programme.

Alejandro de León Moreno
Alejandro de León Moreno (Spain) is responsible for finance and operations. He has extensive experience in the non-profit sector and business development. He is the founder of two for-profit start-ups: www.cultcards.es (an agency bringing brands to the galleries) and www.bluemove.es (a short-term car rental company). He recently started working together with a start-up incubator of Ron Ritual (Movimiento Ritual) as an advisor/mentor for young entrepreneurs. He is the founder of the NGO YOOOU (Yooou.org), which is committed to breaking the vicious circle of poverty through scholarships and microloan programmes for impoverished communities. YOOOU is also behind the creation of the first free bookstore in Madrid, in which books are worth as much as one wants to pay for them. He previously worked for four years in investment banks (Morgan Stanley & JP Morgan).

Ufeed
Ufeed taps into the popularity of smart phones and social media to bring food to people in need. Using an app, smart phone users encourage brands to donate directly to a pre-approved NGO of their choice by sharing information about the donations on Facebook and Twitter. As a reward for involving brands in a charity process, Ufeed users receive promotional offers and discounts from the brands. The money donated through the app also helps sustain long-term food security in impoverished areas around the world.
Lukas Landerl

Lukas Landerl joined Helioz in April 2013. He is responsible for sales, marketing and communication with existing and potential distribution partners, NGOs and international organisations. Beyond that, he focuses on fundraising and preparing submissions and funding proposals. Mr Landerl has an MA in International Management from FH Joanneum Graz, and a BA in Economics from the University of Graz.

Matthias Lohner

Matthias Lohner joined Helioz in October 2013 and is in charge of business development, logistics and procurement. Studying at Newcastle University, UK, he earned an MA in International Studies. Over the past six years, he has also gained work experience in start-ups, political institutions, large corporations and many humanitarian projects.

WADI™

WADI™ is a solar powered UV-measurement device that enables visualisation of the process of solar water disinfection (SODIS) in a PET-bottle. SODIS is a natural process, in which the UV radiation of the sun deactivates harmful pathogens in the water. The duration of this disinfection process varies and is determined by the sun’s UV intensity. WADI™ was developed to visualise this process and make it reliable and practicable for people in low-income countries. SODIS with WADI™ provides low-income countries with a cost-effective and environmentally sustainable solution to gaining access to safe water. Compared with other disinfection methods, the advantage of SODIS with WADI™ is that it does not require filters, chemicals, batteries or maintenance for use. Also, this technique does not produce any CO₂ emissions. Helioz would use the EUR 25 000 prize money to implement a project to set up WADI™ for the Batwa pygmies in Uganda, in collaboration with the Jane Goodall Institute. Due to catastrophic water and sanitation conditions, their life expectancy is estimated at only 30 years.
Santiago Iñiguez

Santiago Iñiguez is the Dean of IE Business School and the President of IE University. He holds a Degree in Law, a Ph.D in Moral Philosophy and Jurisprudence (Complutense University, Madrid) and an MBA (IE Business School). He was a Recognized Student at Oxford University, UK. Mr Iñiguez has worked as a management consultant and has played an active role in the field of quality control and the development of management education in Europe. He is the Chairman of GFME (Global Foundation for Management Education) and a member of the board of AACSB. He also serves on the boards of Renmin University Business School (China), CENTRUM (Universidad Católica, Perú), Mazars Corporate University (France), the Russian Presidential Academy-RANEPA (Russia) and FGV-EASP Fundaçao Getulio Vargas (Brazil). He was described by the Financial Times as “one of the most significant figures in promoting European business schools internationally”. Mr Iñiguez is also President of the IE Fund in the US. He is Professor of Strategic Management at IE Business School. His most recent book, “The Learning Curve: How Business Schools Are Reinventing Education” (http://bit.ly/dXriHU) was published by Palgrave McMillan in November 2011. He is a Linkedin influencer and co-editor of www.deanstalk.net, a blog focused on management education issues. Mr Iñiguez is a regular speaker at international conferences and frequently contributes to different journals and media on higher education and executive development.

Román Escolano

Mr Escolano is Vice-President of the European Investment Bank, responsible for lending operations in Spain, Portugal, Asia and Latin America. He is also responsible for the Bank’s transport policy. Before taking office in September 2014, he was Chairman of ICO (Instituto de Crédito Oficial), the Spanish national promotional bank. Previously, he was Director of Institutional Relations at BBVA between 2006 and 2011 and Director of the Economics Department at the Spanish Prime Minister’s Office between 2000 and 2004. He has also held several positions in both the public and private sectors, such as member of the Board of Directors of Correos, FEVE and ICEX, advisor to the Spanish Minister of Labour and Social Security (between 1998 and 1999), Director of the Spanish Economic and Commercial Office in Thailand (between 1992 and 1997) and advisor to the Secretary of State for the European Communities (between 1991 and 1992). He has a degree in Economics and Business Sciences from the Universidad Autónoma de Madrid and has followed the Advanced Management programme at IESE Business School. In 1998 he became a state economist, obtaining a grade A in a public competitive examination, being the first in order of merit.
The Social Stock Exchange
Pradeep Jethi will discuss what the concept is and what it is doing to address market failure. He will provide case studies and examples of the types of businesses that are on the platform and provide an overview of a future European roll-out of the service.

Pradeep Jethi
Pradeep Jethi is the co-founder of the Social Stock Exchange and the Chair of its admissions panel. The SSE is an online platform for publicly listed social impact businesses: companies which are listed on a recognised stock exchange and able to demonstrate that their core product or service addresses a social or environmental need – in addition to seeking market-rate or market-beating returns – through the publication of an impact report. Prior to the development and launch of the SSE in June 2013, Pradeep spent three years at the London Stock Exchange as New Product Development Manager. At the LSE he built, developed and launched the Corporate Responsibility Exchange: a disclosure platform for extra-financial indicators (ESG measures). Pradeep has experience of gaining regulatory approval from the FCA for new products and has worked with both the issuer community and institutional investors. Prior to his career at the LSE, Pradeep was founder and head of FTdynamo.com, a Financial Times business and management information portal. Pradeep has previously worked as a consultant to the UK Government on social stock exchanges and regularly speaks at conferences on – and advises on – the social impact investing and social business marketplace. Pradeep is on the Tomorrow’s Company / Tomorrow’s Capital Markets working group and is a Fellow of the RSA. He holds a BA (Hons) from the University of British Columbia and an MA from the University of Sussex.
What does it take to be a social entrepreneur

Rodrigo Aguirre de Cárcer

Rodrigo Aguirre de Cárcer is the Director of the Vivergi Social Impact Fund. Vivergi is a EUR 50 million venture capital fund focused solely on social impact investing. Backed by a mix of private and public investors, our mission is to accelerate the success of early-stage social entrepreneurs who share our commitment to solving social and environmental challenges through business. Vivergi invests in Spain and potentially other European countries. Rodrigo is currently also a speaker and professor of social entrepreneurship and online start-ups and a mentor and business angel for various projects. He was a founding partner and CEO of the social business SocialBid, the first company in the world dedicated to helping NGOs raise funds through the online sale of products and services donated by companies and individuals. He was appointed Ashoka Fellow in 2009. Rodrigo has also served as managing director of eBay in Spain, where he was responsible for the Spanish local business (Classifieds), with over 3.5 million unique visitors a month and 40 million monthly page views. He was a member of the advisory board at Groupon, a senior associate consultant at Bain & Company (where he specialised in private equity), and a financial analyst at Goldman Sachs and Citigroup. Rodrigo has a Bachelor of Arts with a major in Economics from Northwestern University, graduating Magna Cum Laude. He is a Rafael del Pino scholar.

Guadalupe de la Mata

Guadalupe has more than 16 years’ experience leading social innovation, poverty reduction and microfinance projects worldwide as a senior manager in international development institutions such as the European Investment Bank and European Investment Fund. She is a partner at HUB Madrid, and for the past ten years has been a visiting professor at several universities, including the Instituto de Empresa, EOI and Universidad Autónoma. She has been board member of various microfinance banks, and she founded and directed the social innovation think tank Innovation for Change and the platform www.planetforsocialchange.org, giving support to myriad social innovation projects in the private and public sectors. Her blog www.innovationforsocialchange.org has become the most visited social innovation blog in Spanish.
Teia Gavrilescu

I believe our generation lives in a world which requires a new set of values, thinking and behaviours if we want to leave something worthwhile for the next generation. Sustainable development is for me a concept that could answer this challenge, so I am integrating it everywhere into my personal and professional life. I currently head the sustainable development association ViitorPlus (FuturePlus), an NGO that I founded in 2006 in Romania together with two colleagues. ViitorPlus (www.viitorplus.ro) is dedicated to implementing sustainable development at the individual, organisational and community levels. Among other initiatives, we are carrying out reforestation and environmental education projects in Romania and we have developed two social enterprises, including RECICLETA. In my previous job, I managed a new department of Strategic Planning for Sustainable Development within the Ministry of the Environment, mainly in charge of national strategy revision, approval and implementation, where I was also Romania’s link person with the EU institutions on sustainability strategy. Before that, I worked for about 3 years on integrating environmental and social considerations into the business operations of ABN AMRO Bank (at its headquarters and in Romania as sustainable development co-ordinator). I have over 14 years of NGO experience at different management levels in Romania, Belgium, Germany and Costa Rica with AIESEC and SOS Children’s Villages. I have been a trainer and facilitator at more than 100 conferences and workshops on personal and organisational development. I graduated from the Academy of Economics in Bucharest.

Francisco Soler

Francisco Soler works as an investment officer at Creas. He has a degree in economics from the Universidad Autónoma de Madrid (1997) and a Ph.D in market research into organic farming products (2002). He has worked as a researcher in the field of agricultural economics, and also as a consultant on environmental matters between 2002 and 2004. For eight years he was a corporate development manager at Mémora (owned by 3i Private Equity, and formerly by Acciona), and he recently worked at Finanziapyme as a financial advisor for small and medium-sized enterprises looking for funding.
Sofía Fernández de Mesa

Director of Corporate Social Innovation and Social Responsibility at Telefónica S.A. Management graduate from CUNEF, (Colegio Universitario de Estudios Financieros, Universidad Complutense, Madrid). She holds a master’s degree in business administration from INSEAD, France (1996). She joined Telefónica S.A. in 1999 and worked for the Financial Control department, where she was in charge of the feasibility business case for the shared services initiative. In 2001, she was appointed Corporate Director of Shared Services Center, Telefónica’s spin-off of the support activities, with operations in Europe and Latin America. In 2004, she became Director of Corporate Strategy at Atento, with operations in Europe, North Africa and Latin America. She introduced Corporate Social Responsibility as a chapter of Atento’s strategic plan (Norton&Kaplan Hall of Fame). In 2008, she became CSR and Social Innovation Director at Telefónica S.A., where she has since covered different areas of responsibility, including sustainability reporting, reputation measurement, reputational risk management (Business Principles Office and self-regulation), and social impact business opportunities (e.g. Social start-ups, ICTs and disabilities, child safety, low-income communities). Prior to her professional experience at Telefónica, she worked in the financial industry at CIMD A.V. (Spanish brokerage firm), where she specialised in fixed-income derivatives, (1990-1995) and as a consultant in AMS (risk management solutions firm, Telco division) in the United States (1997-1999).

Francisco Polo

Francisco Polo (Valencia, 1981) is the director of change.org in Spain. change.org is the world’s largest platform for social change. With more than 70 million users, change.org empowers people everywhere to create the change they want to see and enables companies and elected officials to engage in dialogue with their constituents. Spain is the country with the largest proportion of change.org users in the world. Francisco is the founder of Actuable.es, the Spanish petition platform launched in September 2010 that was the fastest-growing platform at the time in Spain, with more than 2.5 million users in less than one and a half years. Actuable merged with change.org in May 2012. Francisco coordinated a chapter of International Amnesty when he was 20 years old and was the leader of the “Say No to cluster bombs” campaign in Spain. He was profiled as one of the 100 most relevant people of 2011 by El País. Francisco has received the Baeza Diversa Award, given by the city of Baeza to people who have contributed to defending and propagating LGBT rights.
The European Entrepreneurship Foundation (EEF) was selected to organise a dedicated Bootcamp for the 15 teams. The two-day Bootcamp provided a very intense workshop-type programme, including a master class, pitching rounds, work group sessions, and individual team reviews. It was all organised by Peter Záboji, EEF’s president. He invited also entrepreneurs who acted as coaches and mentors: Lászlo Bacsa, David Trayford, Tamás Haidegger and Gabor Papp.

The event took place at Demola-Budapest, the business accelerator of Budapest University of Technology and Economics (BME).

The European Entrepreneurship Foundation, a not-for-profit organisation, was founded by Peter B. Záboji in 2005 in order to finance the very first Accelerator programmes in Europe, organised in collaboration with the two leading business schools INSEAD and IESE.

It is helping to build the next generation of European companies by working with highly successful entrepreneurs and entrepreneurial investors. It makes venture teams fundable by helping them with a rich coaching and mentoring programme.

It organises a variety of events for the start-up community, bringing entrepreneurs and early stage investors together, thus creating a more efficient ecosystem in which entrepreneurs start and grow businesses.

Since 2009, EEF has been most active in the CEE region, using Budapest as a start-up hub. The programme portfolio consists of three-month accelerator courses, First Monday Speaker Series and Ebreakfast@Prezi events. EEF offers bootcamp programmes, workshops and movie screenings in Bratislava, Cluj and Prague on a regular basis.
IE is an international institution dedicated to educating business leaders through programmes based on our core values of global focus, entrepreneurial spirit and a humanistic approach.

Our 500-strong international faculty teaches a student body composed of more than 90 nationalities on our undergraduate (IE University), Master’s and Doctorate degrees and executive education programmes. Our alumni, now numbering over 40 000, hold management positions in some 100 countries worldwide. If there is a school fully committed to fostering the entrepreneurial spirit, it is IE. The school itself was founded by entrepreneurs, and the entrepreneurial spirit forms an integral part of IE’s day-to-day fabric – from the teaching methods we use in our classrooms and the manner in which we develop new programmes for the next generation of students, to how we engage with the external community of investors, government agencies and start-ups. We know that the best way to manage change is to lead it, which is why our practical vision of training in entrepreneurial skills is based on teamwork and aimed at giving our students a broader perspective, to make it easier for them to be proactive and willing to assume risks while staying in touch with reality. As a direct result of the emphasis we place on an entrepreneurial spirit, more than 10% of our students set up a business immediately after they graduate from IE. Internationally recognised in the academic arena as a leader in innovation, IE’s success is unquestionably rooted in its entrepreneurial vision.