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. This includes reducing inequalities, enhancing knowledge, innovation and competitiveness and ensuring cohesion throughout Europe, mostly in EU Member States.

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.

The Social Innovation Tournament (SIT) is the flagship initiative of the Social Programme of the EIB Institute. The SIT final event is organised every year in a different country to reward and sponsor European entrepreneurs whose primary purpose is to generate a social, ethical or environmental impact. All finalists compete for the General Category 1st and 2nd Prizes, respectively EUR 50,000 and EUR 20,000. Projects addressing the topic of sustainable consumption and sustainable production (including circular economy) also compete for the Special Category 1st and 2nd Prizes, respectively EUR 50,000 and EUR 20,000.

Projects are typically related to combating unemployment, improving the environment, tackling the marginalisation of disadvantaged communities and promoting access to education in a wide range of fields, from healthcare to the natural or urban environment, through new technologies, new systems and new processes.

The Tournament runs in two rounds. A Selection Committee comprising mainly EIB Group experts in innovation, the environment and other relevant disciplines select 15 projects. The finalists are invited to a Mentoring Bootcamp to provide them with the necessary guidance for the finalisation of their proposals. At the Final Event, all the finalists have to present and defend their project before a jury composed of social innovation specialists.

Finalists from all SIT editions become members of the SIT Alumni Network. As members, they benefit from numerous opportunities such as (i) attend the SIT Impact Bootcamp, a full-time executive training course focused on scaling, pitching and engagement with investors, (ii) join an innovation grants programme (SITolarships), (iii) participate in conferences around Europe and network with investors, venture philanthropists and foundations who can help their project to scale. Furthermore, to explore synergies and complementarities with the growing community of social entrepreneurs supported by the Institute through the SIT, the Institute – together with PortusPark, a network of incubators and science and technology parks, and in partnership with the Municipality of Amarante (Northern Portugal), the Intermunicipal Community of Tâmega and Sousa, and IET-Tâmega Business Institute – has launched IRIS (Incubadora Regional de Inovação Social), a Regional Social Innovation Incubator designed to foster regional development through social innovation. Headquartered at IET-Tâmega Business Institute, IRIS provides all necessary conditions for accessing knowledge, networks of partnerships and social investors, turning Amarante and the Tâmega and Sousa regions into an EU benchmark for starting up, testing and growing new social entrepreneurship initiatives.
CONTENT

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8  MASTER OF CEREMONIES
9  WELCOME SPEAKER
10  JURY
14  FINALISTS
31  SIT ALUMNI TESTIMONIALS
33  ROUNDTABLE DISCUSSION
34  PANEL
38  STRATEGIC PARTNERS AND ASSOCIATES
41  NOTES
VENUE:
Croke Park Stadium, Jones’ Road,
Drumcondra, Dublin 3, Ireland

09:30  Welcome coffee and registration

MORNING SESSION
Master of Ceremonies: Chris Gordon, CEO, Irish Social Enterprise Network

10:00 – 10:30  Opening remarks
Andrew McDowell, Vice President, European Investment Bank
Katherine Zappone, TD, Minister, Department of Children & Youth Affairs, Government of Ireland
Chris Gordon  
Relevant rules and procedures
Establishing the order of presentations (draw)

10:30 – 12:00  Presentations by Finalists (8)
12:00 – 13:30  Lunch

AFTERNOON SESSION
13:30 – 15:00  Presentations by Finalists (7)
15:00 – 15:20  Coffee Break
15:20 – 16:20  Roundtable discussion
Developing a vibrant social innovation landscape in Ireland: what are the opportunities?

Moderator
Philip Boucher-Hayes, Journalist, RTÉ

Members of the Panel
Andrew McDowell, Vice President, European Investment Bank
Bairbre Nic Aongusa, Assistant Secretary, Department of Rural and Community Development
Deirdre Mortell, CEO, Social Innovation Fund Ireland
Peter Mangan, CEO and Founder, The Freebird Club
Clodagh O’Reilly, CEO, ReCreate

AWARDS DINNER (by invitation only)
19:30 – 20:30  Self-guided tour of Guinness Storehouse
Networking cocktail
20:30 – 23:00  Awards dinner and presentation of SIT 2019 winners
## ORDER OF PRESENTATIONS

<table>
<thead>
<tr>
<th>PROJECT NAME</th>
<th>SECTOR</th>
<th>COUNTRY</th>
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<td>BRAKE-OUT</td>
<td>Health</td>
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<td>FRUTA FEIA</td>
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<td>Circular Economy</td>
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<td>LONGTIME</td>
<td>Sustainable Consumption and Production</td>
<td>France</td>
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<td>MAKESENSE</td>
<td>Democracy and Citizen Empowerment</td>
<td>France</td>
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<td>MAP YOUR MEAL</td>
<td>Education and Youth</td>
<td>Cyprus</td>
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<td>MJN-SERAS</td>
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<td>ZOURI SHOES</td>
<td>Circular Economy</td>
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It is now eight years since the EIB Institute held its first Social Innovation Tournament (SIT) final event in Luxembourg in 2012. The Tournament’s eighth edition will take place this year, with previous editions having been held in Budapest (2013), Madrid (2014), Milan (2015), Ljubljana (2016), Riga (2017) and last year in Copenhagen (2018). This year, 15 social innovation projects are competing in Dublin, Ireland, and joining a growing community of over 100 projects from 25 different European 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 modern society’s most concerning problems. The SIT started yesterday, so today we are working with the best innovators in Europe to change tomorrow with innovation and imagination!

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 medical environments. Another winner from 2012, Piano C (Italy), continues its growth to this day with its training method aimed at professional reintegration that combines design thinking methodology, storytelling and women empowerment theories. Their method proved to be successful with 70% of participants demonstrating progression in the areas of employment outcomes, self-esteem and other tested aspects.

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 employs socially disadvantaged people. In Romania, standard commercial companies will generally only collect waste material in excess of 150 kg. This scheme enables substantial amounts of paper to be recycled instead of being added to landfills, and jobs are created. The cargo bicycles 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 Adie, the French micro-franchising. Adie aims to launch social micro-franchise networks designed to offer turnkey business models to low-income entrepreneurs. In the same year, the Special Category Prize for “urban and natural environment” was awarded to Blue Badge Style, a style website and app for disabled people, recommended by the Guardian and the Financial Times, that enables users to explore travel options, restaurants, sporting arenas and retailers. Blue Badge Style is currently developing the BBS Butler System – a series of accessories for wheelchair, rollator, scooter and buggy users.

The fourth edition of the Tournament was held in Milan in 2015. The Special Category Prize was on the topic of “equal opportunities, with a special emphasis on people with disabilities” and was shared by Marioway (Italy), with an innovative hands-free, two-wheeled, self-balancing, verticalising electric wheelchair for paraplegics, and BLITAB (Austria), with a tactile tablet for reading and writing for blind and visually impaired people. 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, in an environmentally-friendly way of either walking or biking short distances. As of December last year, KOIKI had 100 employees and it operates in several Spanish cities. Nevertheless, its goal is to continue to expand to other European cities because it is a very scalable model that can serve many individuals in need.
The fifth edition of the Tournament was held in Ljubljana in 2016. Aprendices Visuales, based in France and Spain, a project that aims to help children with autism to access the tools they need in order to develop their full potential, won first prize in the General Category. The second prize was awarded to BioCarbon Engineering (UK), a project that enables global-scale land restoration through automation and ecosystem intelligence. They are currently active in Australia, Myanmar and the UK. The Special Category Prizes on the topic of “Health, with a special emphasis on childhood obesity” went to Silent Secret (UK), currently known as Cypher, and to FitforKids (Denmark). Cypher developed an application that enables teenagers (11 to 19 year-olds) to share secrets, thoughts, news and their lifestyle anonymously. FitforKids helps families eat healthier and educates them with the goal of helping overweight children lose weight. Its programme is research-based and free of charge for its participants.

The sixth edition of the Tournament was held in Riga in 2017. Complex Disease Detector (Sweden), currently known as Heartstrings, won first prize in the General Category and ColorADD (Portugal) won second prize. Heartstrings is an accurate, non-invasive and affordable technology for screening and early diagnosis of heart disease. ColorADD is a unique, universal, inclusive and non-discriminative language that enables the colour-blind to identify colours, with a wide infinite spectrum of use in companies/entities whenever colour is a factor of identification, orientation or choice. Recently they entered into successful partnership with Mattel for the popular card game UNO and car manufacturer Toyota. For this edition, the special category had the theme of “Ageing”. The Freebird Club (Ireland) and Walk With Path (UK) shared the first and second prizes. The Freebird Club is a travel-based social network similar to AirBnB for over 50s adults, with almost 5 000 members across 73 countries. Its goal is to reduce the social isolation often experienced by older people, while at the same time generating extra income for them. Walk With Path is a healthcare start-up focused on improving mobility and reducing the risk of falls for vulnerable individuals, including the elderly and people with chronic diseases.

Last year’s Tournament took place in Copenhagen, Denmark. The first prize of the General Category was awarded to Gloweel (France) and the second prize to SPEAK (Portugal). Gloweel offers a sustainable living light source powered by waste products and producing reusable biomass, in order to illuminate our world by harnessing the natural power of bioluminescence. Gloweel has now raised nearly EUR 3 million in capital, has worked with huge companies such as LVMH, Adidas and Air France, and will soon collaborate with the municipality of Rambouillet (France) in an experimental urban lighting project. SPEAK is a social tech start-up that promotes the social inclusion of migrants and refugees by connecting them with locals through a language and culture exchange programme to which everyone can apply in order to share their language and learn a new one. iNex Circular (France) and Chrysalix Technologies – Bioflex (UK) received the 1st and 2nd prizes respectively in Special Category, for projects focusing on sustainable development with special emphasis on circular economy. iNex Circular, the “Tinder of Waste”, is a platform that enables one company’s waste to become the raw material of others, while Chrysalix Technologie – Bioflex is a solvent process that uses unwanted waste wood as a very cheap raw material to produce clean and low-cost chemicals, fuels and materials.
Chris Gordon

CEO

Irish Social Enterprise Network

Chris is the CEO of the Irish Social Enterprise Network and BCorp Ireland and Managing Partner of Collaboration Ireland.

Chris’s work focuses on leading and managing European and nationwide projects in the areas of social enterprise, social entrepreneurship, corporate responsibility, social impact, start-ups, cooperatives, exporting and SMEs in Ireland, and on leading a life of passion and purpose. He is a Director of Treehouse, Far & Wild and Founder of Socent.ie and the Irish Export Cooperative (ExportCoop.ie). Chris is the former Director of Social Enterprise NI.

Through Socent.ie, Chris built Ireland’s largest network of social enterprises, social entrepreneurs and social innovators. Through ExportCoop.ie, Chris brought together Irish SME exporters, reducing business costs through cooperative means and opening up new avenues for business growth. Chris engages in national discourse and policy development, providing sectoral reporting, support and proposals to government. Chris has featured in media including the Sunday Times, BBC, Irish Independent, RTÉ, Today FM, and the Sunday Business Post. He has contributed to national and European policy papers for political parties.

Chris is a Fellow of the Institute of Leadership & Management (UK), Social Innovation Fellow at StartingBloc (US), Constellations Society Fellow (France), Tällberg Pathfinder Fellow (Sweden) and US Department of State awardee on the Social Enterprise and Tackling Long-Term Unemployment programme. Chris’s passions are outdoor facilitation, youth work, social inclusion and community development.

Chris has a degree in Theoretical Physics from Queen’s University Belfast and a Master’s degree in Business from the University of Ulster, and has spent time at Babson College, Dorset College and Boston College.
Andrew McDowell
Vice-President
European Investment Bank

Andrew McDowell is one of the eight Vice-Presidents of the EIB who, together with President Werner Hoyer, form the Management Committee that runs the bank on a day-to-day basis. In that capacity, Vice President McDowell has oversight of the Bank’s treasury, economics and evaluation functions, as well as lending operations in energy and the bioeconomy. He is also responsible for institutional relations with 10 European and 14 Asian countries. Prior to joining the EIB in 2016, Andrew was Chief Economic Adviser to former Irish Prime Minister Enda Kenny from 2011, coordinating the policies that supported Ireland’s recovery from the economic crisis and sovereign bail-out. He took undergraduate and post-graduate studies in business, economics, finance and international relations at University College Dublin and John Hopkins University.

Katherine Zappone TD
Minister
Department of Children & Youth Affairs,
Government of Ireland

Katherine Zappone is an internationally-recognised political and social leader, with extensive experience in politics, social entrepreneurship, non-governmental organisations, and academia. By envisioning and building coalitions to support radical social change and substantive equality, Zappone has succeeded in securing constitutional and institutional reform to support equality, social justice, and the reduction of poverty in Ireland.

As a politician she has acquired ministerial office in Ireland, leading a large and cross-cutting, high-budget department. As a Minister, she brings her vision for equality and social change to the Council meetings of Ministers for Youth in the European Union, and to high-level interstate gatherings in the United Nations including the Security Council and General Assembly. As a Public Representative Katherine brings a wealth of experience working at grassroots level, with An Cosán and Childhood Development Ireland, two of her initiatives, sitting at the heart of Dublin South West.
JURY

HANS WAHL

MARTINA VON RICHTER

OLIVIER DE GUERRE

JUSTINA ALDERS-SHEYA

PIETER OOSTLANDER

ROBBIE SEMPLE
PRESIDENT
Olivier de Guerre
Chairman
PhiTrust Active Investors and PhiTrust Impact Investors

In 1987, Olivier co-founded GT Finance/Cristal Finance before joining Credit Suisse Asset Management in 1998 as a Managing Director. In 2003, he founded PhiTrust in order to support families and foundations in the implementation of financial, social and philanthropic strategies, believing that investors have responsibility through their financial and social investments. He has long-standing experience in asset management at the level of families/foundations or institutions, in particular through assisting them with their investment strategies. Olivier is a Board member of Finansol and the Philippson Foundation. He is also the Chairman of PhiTrust Active Investors and PhiTrust Impact Investors.

MEMBERS
Pieter Oostlander
Co-founder of Shaerpa
Fund Manager of SI² Fund

Pieter’s professional background is in accountancy and finance. He has held various top-level finance functions in several international companies. In 2004, he switched to the social investment and venture philanthropy sector, driven by the aspiration to make societal impact a significant part of his professional life. He became Director of the Noaber Foundation and helped lay the foundations of Shaerpa, a consulting and fund management agency. As a Founder of Shaerpa and fund manager of SI² Fund, Pieter is continuously working on what he himself calls “the marriage between the business approach and charitable goals”. He was a member of the Board of Directors of the European Venture Philanthropy Association (EVPA) for ten years, three of which as chairman. Pieter is also on the Board of Directors of Social Value International, an international network that promotes the use of a systematic approach to social value accounting.
Robbie Semple  
*Scale Manager*  
*Social Entrepreneurs Ireland*

Robbie runs the Scale Programme at Social Entrepreneurs Ireland, helping some of the country’s highest potential social enterprises to grow. He is a member of the Board of “On Purpose”, a social enterprise focused on leadership development for the new economy, working across the UK, France and Germany. Robbie is the founder of Worthwhile, an award-winning social enterprise that helps more young people begin careers in social impact. Previously, he has worked with several social impact organisations in the UK, including Nesta, the Bromley by Bow Centre and Student Hubs.

Martina von Richter  
*Impact Director*  
*Social Innovation Fund Ireland*

Martina is the Impact Director for Social Innovation Fund Ireland and has a distinct track record of driving change and innovations at a strategic level for organisations, with a particular focus on education and mental health. She has a strong ambition to strive for overall system change for the benefit of economies, society and the environment through innovation to achieve the Sustainable Development Goals 2030. Martina worked at the heart of European social ventures in previous years at Phitrust Partenaires and has started up three social enterprises herself. Her comprehensive personal experience as well as her strong entrepreneurial track record make her a highly regarded expert within the finance community and an advocate of impact investments.
Hans H. Wahl  
**Director**  
**Social Impact Initiative (SII)**

Hans joined INSEAD in 2007. He is an educator, trainer and human rights activist, based in Paris. He has more than 35 years of experience in education, management, and economic and political development in over 40 countries. Hans co-directs INSEAD’s Social Entrepreneurship Executive Education Programme (ISEP) from the school’s campus in Fontainebleau, France – one of the most highly respected programmes in the field, housed at one of the world’s leading business schools. Specifically, his work focuses on educational design, programme development and collaborative social impact ecosystems.

He is also a member of the Value Web, which facilitates complex, multi-stakeholder discussions to advance social change, and is a founding Director of the Governance and Justice Group, a multi-disciplinary group that carries out research and advises on issues of access to justice, rule of law and human rights. He established UNESCO’s Poverty and Human Rights Programme and has held senior positions at Amnesty International, Penal Reform International, and numerous community development organisations. Hans has launched several social ventures including a sustainable tourism organisation in the High Caucasus of Georgia. He has studied, written and consulted on issues of civil society development, human rights, and capacity building worldwide. He is Austrian-American and holds a Master’s degree in International Affairs from Columbia University.

Justina Alders-Sheya  
**Fund Manager**  
**Triodos Investment Management**

Justina is a Fund Manager within the Financial Inclusion fund management team at Triodos Investment Management (a globally recognised leader in impact investing, making money work for positive change). In that role, she manages Triodos Microfinance Fund, Triodos Fair Share Fund and Sustainability, Finances, Real Economies (SFRE) Fund. Justina has over 18 years of experience in the financial services sector, focusing on investment management, impact investing and financial inclusion. Before joining Triodos Investment Management, she held several positions at EY and at ING Group. Justina is a certified chartered accountant, holds a postgraduate degree in accounting from the Vrije Universiteit van Amsterdam, a Master’s degree in financial economics from the University of London and a bachelor’s degree in commerce from the University of Namibia.

Justina is a passionate impact investor, focusing on sustainable and positive impact-driven organisations globally. She is a strong believer in the role that impact investing can play in making money bring about positive change as well as generating healthy long-term financial returns.
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<td>Olcay Silahli</td>
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<td>Artur Santos</td>
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<td>Katja Zajko</td>
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<td>Martin Reddy</td>
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<td>Isabelle Henkens</td>
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<td>Sandy Beky</td>
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<td>Lewis Hornby</td>
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<td>Daniela Liebetegger</td>
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<td>Elsa Lomont</td>
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<td>Alizée Lozac'hmeur</td>
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**BRAKE-OUT**
(Belgium)

**Tim Maenhout**  
*Bridge Builder*

After his studies in Physical Education and Social Assistance, Tim started as Director of a day care centre. After 12 years, he joined the care sector for people with intellectual disabilities. Two years later, he became project coordinator for Brake-Out. He is an excellent networker and a creative person who sees opportunities in connections with other organisations and people. He is fluent in Dutch and speaks English and French reasonably well.

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**Kris Dietvorst**  
*Coach*

Kris is the coach for Brake-Out in Leuven. After her university studies and a short career in speech therapy, Kris became head of group and training manager in a centre for adults with intellectual disabilities. She then became a supervisor and coordinator at a secondary school for special education. Since 2012, Kris also has her own independent practice as a coach in the area of autism. In 2018, she took the leap and joined Brake-Out. Kris speaks English and Dutch well, and she understands German and French.

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**#HEALTH**

Project in: Belgium

Youngsters with mental disabilities are stuck in the school system without a positive perspective. Their whole life they are confronted with their imperfections. They have low self-esteem and they are not aware of their strengths and talents. They lack a positive perspective for an adult life in an inclusive society.

This reality differs enormously from the mission of Brake-Out: to achieve your full potential in an inclusive world. That is what Brake-Out wants for every youngster with a mental disability.

Brake-Out is a brand new training programme, which focuses on the talents and strengths of every participant. The programme offers different and diverse opportunities to develop skills associated with the talents discovered.

This programme is embedded in society. It entails cooperation between participants, entrepreneurs, schools and regular social organisations that leads to the creation of learning hubs where participants learn by experiencing, reflecting and practising their skills. In the end, participants have a clear vision of their own talents, strengths and needs. They know how to use their talents in different contexts, contribute to society and have a diverse network with qualitative relations. They are able to make plans for the future and undertake actions to realise these plans.

Brake-Out received the fourth prize in the Care Finding competition in 2018 in Belgium and was nominated for the Queen Mathilde Prize in 2019.

The learning programme is available in Ghent, Leuven and Antwerp, with the goal being to expand throughout Flanders.

[www.brake-out.be](http://www.brake-out.be)  
[@brake_out_vzw](https://twitter.com/brake_out_vzw)  
[info@brake-out.be](mailto:info@brake-out.be)
Olcay Silahli  
Co-founder and CEO

Olcay has more than a year of consulting experience with Deloitte and six years of fast-moving consumer goods (FMCG) experience with Unilever, as Brand Manager. At Unilever he managed food waste responsibility projects. He volunteered in Kenya to help children and was delegated by Unleash to attend “One Young World” to tackle food waste.

Through these experiences, he realised that there is no sustainable initiative to tackle food waste. Thus, he decided to create a social enterprise to show young people that it is possible to do a job that benefits people and the world.

In 2018, he was invited to the UN General Assembly as a speaker, as well as to the Social Good Summit in Geneva. He was also selected as “Thought For Food” ambassador.

Hasan Arda Eren  
Co-founder and CTO

Arda graduated in Computer Science from Bilgi University and worked as an academic for nearly two years before founding his own software company in which he created software for sector-leading companies.

Dedicated to doing good for the world, learning from people he encounters and teaching to those around him, his ambition is to leave a legacy for next generations with his passion and deep knowledge in the field of technology. By creating Fazla Gıda Waste Management Platform, Arda aspires to minimise the manual workload burden in tackling food waste and to create sustainable technology for the sake of people and the environment.

#CIRCULARECONOMY  
Project in: Turkey

One third of the food produced for human consumption in the world goes to waste. Eight percent of climate change is due to food waste. Food waste is mainly caused by inefficient inventory management, logistics operations and the high quality requirements of the food sector. Companies have difficulty getting insight on their shrinkage, or they do not know how to manage it.

There is no other waste management platform that provides holistic solutions – all surplus manageable from only one platform. Fazla Gıda’s vision is to reduce waste at source using the data gathered.

Fazla Gıda is a close end-to-end platform where there are two parties. The first party includes producers, retailers, distributors and HoReCa channels (hotels, restaurants, catering) that have surplus. The second party is formed by food banks, recyclers and HoReCa channels that can use surplus. Fazla Gıda’s platform enables modules for donation, re-selling and recycling. The first parties create a surplus listing and then the second parties can apply for these listings. The platform provides data analytics for both parties including stock keeping units, time and location to improve their decision-making in operations and procurement.

The project has saved 3 500 tonnes of food with donation, reselling, animal food production and recycling, hence preventing 9 500 tonnes of CO₂ emissions caused by food waste.

Fazla Gıda is supported by 500 start-ups, and is a Techstars alumni company. It was chosen as one of the nine companies to be supported by UNDP’s Accelerate2030 programme.

www.fazlagida.com  
@wholesurplus  
WholeSurplus  
@wholesurplus  
info@fazlagida.com
** João Delgado  
*Industrial Engineer*

João has a Master’s degree in Industrial and Management Engineering from the University of Lisbon, where he completed his Master’s thesis in retail logistics optimisation. After finishing his studies, he worked in production management in Madrid for six months, followed by six years in a major energy company, working in process management in production, markets and commercial processes. In January 2018, he joined Fruta Feia to do a job with a big purpose and to belong to an organisation where the main motivation is its collective impact within society.

** Artur Santos  
*Head of Environmental Education Programme*

Artur holds a Master’s degree in Environmental Engineering from the New University of Lisbon.

Besides working in nature conservation in Portugal, Cape Verde and Zambia, he also worked for several years as a researcher in the areas of remote sensing, plant ecology and ecosystem services. He quickly realised that he needed to leave the academic world and get involved in practical work.

Since 2017, he has been working with Fruta Feia and is responsible for the environmental education programme.

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**#SUSTAINABLECONSUMPTION #SUSTAINABLEPRODUCTION  Project in: Portugal**

In Europe around 30% of what is produced by farmers is wasted due to size, shape and colour, leading to the unnecessary waste of resources used in their production (water, soil, energy and human effort). Fruta Feia is a non-profit consumers’ cooperative that fights food waste caused by appearance, buying directly from local farmers the fruit and vegetables that they cannot sell in the regular market, and selling them in boxes directly to consumers at fixed delivery points. It was the first practical and collective solution worldwide to the problem of food waste upstream in the food chain, giving these products an economic value and generating revenue for farmers. Proven to be perfectly replicable, it can be applied in other regions with similar circumstances. It has also developed an environmental programme based on workshops directed at children to raise awareness of the environmental, social and economic impacts of food waste and to promote conscious choices as consumers.

[www.frutafeia.pt](http://www.frutafeia.pt)  
[@FrutaFeia](https://twitter.com/#!/FrutaFeia)  
[Fruta Feia CRL](https://linkedin.com/company/fruta-feia-c.rl)  
[FrutaFeia](https://facebook.com/frutafeia)  
[@fruta_feia](https://instagram.com/fruta_feia)  
[@info@frutafeia.pt](mailto:info@frutafeia.pt)
Katja Zajko  
*Co-founder and Director*

For the past six years Katja has been involved in developing and setting up social enterprises operating in the reuse industry in order to make them sustainable and less dependent on government support. With her international business experience and work abroad, she is in charge of expanding the network. Currently, she is developing the social enterprise RECOSI in Slovenia.

Katja holds a PhD in the area of social entrepreneurship and reuse organisations. She also obtained a Certificate of Completion from E-Waste Academy, issued by United Nations University and University of Limerick.

In 2018, she published a case study in Sustainability, an international, cross-disciplinary, open access journal with impact factor, under the title “Social Franchising Model as a Scaling Strategy for ICT Reuse: A Case Study of an International Franchise.”

Katja speaks fluent Slovene, English, Croatian and German.

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Martin Reddy  
*Founder*

Martin has worked in the area of ICT recycling and reuse for over 25 years, as Commercial Director and Operational Director for multinational non-profits and in the private sector. He has developed multiple social enterprises throughout Europe which continue to employ over 500 people, half of whom are people with disabilities.

Over the last 10 years, Martin has developed five ground-up reuse and recycling centres which have achieved the following standards: ISO9000, 14000, 18000, R2 and PAS141. During the same period, they recycled an excess of 100k tons of waste, electrical and electronic equipment (WEEE) and reused over 1 000 tonnes. Martin spent eight years as a technical trainer in the ICT sector and has developed course material across multiple ICT subjects for large blue chip organisations. As a founding member of RECOSI he organised an Electronics Reuse Conference in Dublin in 2014 which attracted 120 people from 14 different countries.

Martin is a native English speaker.
Isabelle Henkens  
**Co-founder**

Isabelle is a lawyer and psychologist. As a specialist in health and wellness at work, she did not expect that she would be working in the field of sexual violence. Yet, this is the case as many staff confided violence-related trauma that affected their work.

Working for corporate clients, business schools and law firms, she advises them in designing appropriate policies and manages sensitive cases in this complex area.

Her experience, her findings, the research she conducts and the scale of the problem led her to launch a multidisciplinary lab in order to design effective solutions to prevent and deal with these issues. The encounter with Sandy Beky, Marc Couloigner and Britt Artmeier, which led to the creation of HeHop, came as a blessing as it is ultimately a powerful tool that enables targets and bystanders to prove acts of violence. Isabelle speaks fluent French, English and Dutch.

Sandy Beky  
**Co-founder**

Sandy is an expert in leadership and circular economy. She has spent nearly 20 years in the corporate world working with multicultural, transversal and virtual teams. She strongly believes that people remain at the heart of systems, change and transitions, regardless of the evolution of technology and the sophistication of tools and processes. To promote new leadership models she founded KyoSei Solutions Lab in 2014. Deeply convinced that individual transformation is the path to transform society and save humanity, she works with business and academic organisations on leadership maturity. Sandy is a member of the French delegation at the Global Summit of Women, the co-author of several white papers (including topics such as women, health and climate, innovation and social networks, mentoring, and circular economy applied to human resources management), and speaks English, French, Spanish and Italian. HeHop is at the nexus of her passion for technology and her engagement to stand up with victims of violence.

**HEHOP**  
(France)

Violence generates serious physical and mental health issues. It is a lasting issue: children exposed to violence are much more likely to become violent themselves. Most assaults go unpunished as violence is largely underreported to the police. When reported, a low percentage leads to prosecution, and an even lower percentage results in conviction because of one main problem: the lack of tangible proof. The adverse impact is twofold. First, it discourages victims to file charges, and second, perpetrators do not face any kind of consequences, with the added risk of their reoffending. The vicious circle keeps on going, violent adults generating the next violent generation.

HeHop wants to break the circle of violence. The aim is to fight, dissuade and prevent all kinds of abuse (physical, sexual, emotional, verbal) in professional, private and public life.

HeHop provides a free app that transforms, via blockchain, a file into a proof, valid for legal procedures. In just one click, or with an audio command, a file (picture, video or audio) is timestamped, geolocalised and encrypted via blockchain. Recorded and hashed by a unique identifier, that file can be communicated to the police and legal authorities.

Anybody above 18 years of age who is the witness or target of any kind of violence can take action to prove the facts and get the perpetrator to face his/her responsibilities.

Stopping violent adults means creating a better place for children to grow and for adults to thrive.

www.hehop.net  
@_HeHop  
isabelle@hehop.net
Dehydration is one of the leading causes of death for people with dementia - Jelly Drops are hydrating treats that enable people with dementia to hydrate more often and independently.

Last year, Lewis’s grandmother Pat was unexpectedly rushed to hospital. Lewis and his family were told by the doctors to expect the worst. She was found to be severely dehydrated, and thankfully, after 24 hours on IV fluids, she was back to her normal happy self, and is still enjoying a good quality of life to this day.

After living in a care home for a number of weeks, Lewis observed that many people with dementia find eating easier and more intuitive than drinking. Even still, it is difficult to encourage them to eat. One way to overcome this is to offer them a treat! This format excites people with dementia; they instantly recognise it and know how to interact with it.

Jelly Drops are over 90% water with added ingredients to optimise hydration. When first offered to grandmother Pat, she ate seven in 10 minutes - the equivalent to a cup full of water! This would usually take hours and require much more assistance.

Jelly Drops were featured on Sky, BBC and TEDx and online videos have received well over 100 million views. There is now a waiting list of over 10,000 individuals and 1,000 care homes. Jelly Drops are delighted to be supported by the Alzheimer’s Society, the UK’s leading dementia support and research charity.

www.jellydrops.co.uk  @JellyDrops_  Jelly Drops  JellyDropsHydration  @jellydropshydration

Lewis graduated from the University of Bristol with a first class MEng in Civil Engineering and was awarded the prestigious Industrial Design Studentship from the Royal Commission for the Exhibition of 1851 to study Innovation Design Engineering at Imperial College London and the Royal College of Art - the top ranking art and design school in the world.
Elsa Lomont  
*Co-founder and CEO*

Elsa holds a Master’s degree in Management. She studied in France and Lithuania. Elsa started her career in Madrid for two years and was in charge of French-speaking markets for natural products. She also worked for a few months for the same company in Amsterdam. She finally came back to her home city Toulouse to launch her first company. Her role focuses on project management and creation of impact. Six years later, she was selected by Florent Preguesuelo to manage the LONGTIME® project.

Elsa is fluent in French, Spanish and English.

Daniela Liebetegger  
*International Director*

Daniela joined the Ethikis team in 2019 to bring the Longtime label to an international level. She has an extensive educational background in International Economics, Political Science, Sustainability and Corporate Social Responsibility, holding two Master’s degrees from the University of Innsbruck in Austria and the University of Geneva in Switzerland. Daniela has lived in ten different countries across the globe and speaks five languages.

After working for seven years with the United Nations in Democratic Republic of Congo and the Central African Republic, Daniela used her geopolitical knowledge to guide world-leading mining, electronics and jewellery groups in their supply chain due diligence work for conflict minerals. This experience enabled her to specialise in setting up traceability and responsible sourcing processes within the clothing industry. More recently, she undertook a Product Environmental Footprint for textiles within the European Commission’s pilot project.

#SUSTAINABLECONSUMPTION #SUSTAINABLEPRODUCTION  
*Project in: France*

This project is part of a dynamic societal change with the desire to move forward with regulation. This label is made by the people, for the people. It provides the certainty that the product bearing the label is manufactured for long-term use, as desired by 80% of consumers, and that it is economically repairable.

The Longtime team has chosen to develop a simple, strong and effective tool designed for consumers who are concerned about the global impact of their purchases, but also for consumers who want to acquire a product that is good value for money. It also tends to focus on manufacturers that are keen to offer products with an optimised lifespan.

Almost all citizens want consumer society to be transformed, with a real change in the technical and economic paradigm in order to consume better and more sustainably. In just a few decades, we have increased our consumption of raw materials on a global scale to exceed 60 billion tonnes per year. The label has an impact on the preservation of the planet’s resources, through their better use and reduction of waste.

Therefore, purchasing goods whose lifespan has been extended limits the use of our planet’s resources, reduces over-consumption and makes it possible to move away from disposable and wasteful products. It is not a case of looking to find “immortal” products but rather of fighting against the too short lifespan of products.

[www.longtimelabel.com](http://www.longtimelabel.com)  
[@ethikis](https://twitter.com/ethikis)  
[@LabelLongtime](https://www.linkedin.com/company/label-longtime)  
[@JellyDropsHydration](https://www.facebook.com/JellyDropsHydration)

[contact@ethikis.com](mailto:contact@ethikis.com)
Alizée Lozac’hmeur  
Co-founder

Alizée is one of the co-founders of makesense. After graduating from the leading European business school HEC Paris in Entrepreneurship, she started working for an impact investment fund, with the goal to fund and support social enterprises. This is how she discovered that a new generation of entrepreneurs, who were willing to create positive impact while developing sustainable business models, was emerging. With five other friends, they decided to create the makesense movement to support this new generation of social entrepreneurs and mobilise communities of volunteers around them. The movement grew very fast and they have spent the last seven years building it.

#DEMOCRACY #CITIZENEMPOWERMENT

makesense believes that everything is interconnected. To solve today’s social and environmental issues, everyone in society has a role to play. The young generations are at the forefront of this movement. However, it is often hard for them to find out how and with whom they can take action to have a real impact. makesense is now a community of 100 000 citizens and 6 000 social entrepreneurs, a network of five incubators across the world and a consulting firm supporting companies in their social and environmental strategies.

This project’s ambition is to have a significant impact and engage 10% of the 18-30 year-old population, i.e. 180 million young people, by 2030. To achieve this goal, makesense needs to multiply and automate its community training and support processes: this is why it is developing makesense Impact Factory.

makesense Impact Factory is a user-facing and back-end solution. On the front-end, it comes in the form of a mobile app, web-app, chatbot and communication tool. The makesense Impact Factory app will enable any citizen to create their tailor-made impact engagement journey by navigating through different functionalities depending on their location, skills and area of interest. makesense has already built a minimum valuable product of this app and it’s ready for demo.

www.makesense.org  
@makesense  
@makesenseorg
Eliza Danenfelde Kirpe
*Global Education Advisor*

Eliza studied Culture Management in Latvia, and is now based in Cyprus. She is a project and event manager with experience gained in cultural and educational events in Latvia, Spain and Cyprus. Eliza has around 10 years’ experience in international projects, training courses and youth exchanges, both as participant and facilitator/coordinator. Her interests focus on global education including solving environmental issues, sustainable consumption and production, social inclusion and equity and equality for everyone. Besides that, one of her passions is art. Recently, Eliza has been developing and improving her skills in graphic design. She believes that art in any of its expressions is a powerful tool to make a difference, raise awareness and bring about positive change. Eliza’s native language is Latvian, but she is fluent in English and Spanish, has intermediate knowledge of Russian and a basic knowledge of Portuguese.

MAP YOUR MEAL
*(Cyprus)*

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**#EDUCATION #YOUTH**

Project in: Cyprus

Map Your Meal (MYM) aims to achieve a change in attitude in the way consumers, and especially young people, make their food choices, and to contribute towards increasing awareness of global interdependencies and social injustice, as well as about the need for more sustainable food systems. MYM uses innovative tools to introduce a wide range of citizens to global issues by inviting them to learn more about their food. MYM is based on a comprehensive and user-friendly smartphone application and accompanying interactive learning materials which explore the origins of food and its socio-economic and environmental impact.

While many efforts are being made to trace the origin of products and promote ethical choices, we are not aware of any other app that can immediately provide a report on the greenness and fairness of a product in such a simple and quick way as MYM App does. MYM received the Global Education Innovation Award in 2017 based on criteria such as creativity, interconnectedness, potential for scaling up, sustainability and inspiring for public policy.

www.mapyourmeal.org  
@map_your_meal  
mapyourmeal  
@mapyourmeal  

hjosephides@futureworldscenter.org
MJN-SERAS (Spain)

Jordina Arcal
*International Affairs Manager*

Jordina holds a degree in Chemical Engineering and she has done various post-graduate courses at IESE Business School. She is an innovator and serial entrepreneur. She has been executive officer in several endeavours creating meaningful solutions, boosting companies and ideas, and guiding teams solving problems of uncertainty and complexity.

David Blánquez Caurel
*Co-founder, CEO and CTO*

David is a computer engineer in Physical Systems. He is specialized in industrial systems and has more than 20 years’ experience in the areas of artificial vision and automatics.

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#HEALTH

Project in: Spain

MJN improves the quality of life of people suffering from epilepsy thanks to MJN-SERAS, a wearable earpiece that performs an electroencephalogram of the patient. By applying AI algorithms, MJN-SERAS is able to interpret the brain signal, record epileptic seizures, objectively improve the medical monitoring and permanently assess the risk of having a seizure in the next minute to prevent the patient from suffering an accident due to an unforeseen attack. During 2018, we carried out a clinical trial in order to validate the results of the pilot test carried out in 2017. Thanks to this trial, we obtained the CE mark. Shortly, MJN-SERAS will also be able to use the electroencephalography readings to help patients with other diseases such as ictus, Parkinson’s disease, etc.

[www.mjnseras.com](http://www.mjnseras.com)  
jarcal@mjn.cat
OMOREADER
(Croatia)

Petar Reic
Founder and CEO
Petar obtained a Master’s degree in Journalism and Graphic Arts from the University of Zagreb and University of Zadar respectively.
He has over 15 years’ experience in visual communications, product development, sales and publishing.

Vanja Andric
Marketing and Sales
For the past five years, Vanja has been a local Director of the Founder Institute, the world’s largest start-up accelerator. During that time, he helped over 30 companies with their goal to reach a global market. He has worked with over 200 entrepreneurs and investors from the US and the EU. He has more than eight years’ experience in innovation, handling daily tasks in business growth, marketing and branding, customer care, and communication.

#HEALTH #INCLUSION

The OmoReader system makes it easier for people with dyslexia to read.

OmoReader© was developed by OmoLab visual communications laboratory, which connects groups of experts and institutions with the purpose of developing tools for people with reading and learning disabilities.

The project’s main focus is dyslexia. OmoLab’s mission is to help people suffering with dyslexia understand that this condition is in fact a gift of visual thinking, and educate the public about the potential dyslexic children have in order to empower them. Without proper assistance, children under the age of 11 might never live up to their full potential.

Dyslexics are visual thinkers. They use their creative process to deliver solutions because of their specific way of thinking. One well-known dyslexic was Albert Einstein. He used that visual thinking and creativity to redefine modern science and how we see the world.

www.omoreader.com  OmoReader  info@omolab.com

Project in: Croatia
Kaisa Vuorinen

**CEO**

Kaisa holds a Master’s degree in Education and she is a special education teacher. She is finishing her PhD in the University of Helsinki on character strength interventions in mainstream and special education classes. Kaisa is a famous and widely acknowledged speaker in Finland and many other countries. She has given keynote speeches in numerous high-level forums. Kaisa’s talent lies in her innovativeness and energy to pursue fresh goals in the spirit of OECD’s Learning Framework 2030. Her work has inspired thousands of kindergarten and school teachers, as well as principals and educational boards. Together with Lotta Uusitalo she has published scientific papers and “See the Good” titled books and cards.

Lotta Uusitalo

**Board Member**

Lotta holds a PhD in Special Education and she is a docent/adjunct professor in the University of Helsinki. Originally, she was a chemistry teacher and a special class teacher. Her research interests include positive education, learning disabilities, happiness studies and strengths teaching. In addition to scientific papers, she has written practical books and teachers’ materials together with her colleague Kaisa Vuorinen. She trains soon-to-be teachers and in-service teachers in positive psychology-related themes, particularly in classes with students with special needs. Lotta has created several social innovations aimed at promoting inclusive school settings, teacher education and family well-being. Today, she develops soft skills teaching, documentation and assessment tools for Positive CV, as a co-founder and member of a greatly motivated multi-professional, multi-talented team.

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Positive CV (PCV) is a research-based Finnish education programme for developing 21st century skills and strengths that has won many awards including “Ratkaisu 100”, a social innovation competition organised by the Finnish Innovation Fund SITRA in 2017.

PCV’s vision is to transform schools into learning forums where every student can excel irrespective of background, special needs, gender or race. PCV is developed by experienced teachers and researchers. Independent juries (SITRA in 2017, and Nesta in 2018) and educational authorities (Finnish National Agency for Education and Finnish Ministry of Education and Culture) have praised PCV for its effectiveness, innovativeness and feasibility.

PCV has two major objectives. On the one hand, teachers utilise PCV’s practical materials and digital tools during regular school days. PCV’s digital system is a teacher’s daily companion guiding them through the lessons. In short, PCV develops teachers with positive pedagogy.

On the other hand, by using fun digital games and activities, PCV engages students to learn to recognise their various skills and strengths. The digital PCV environment offers individual measurements of progress in 21st century skills and character strengths. PCV saves the evidence of skills visible in a variety of settings, such as at school, at home, within hobbies, and among friends. The data collected during school years will help students to learn about themselves when choosing careers and in other critical transition periods. PCV is a fully featured free service for individual teachers and classrooms designed to impact more than 1 million teachers and 10 million students.

www.positiivencv.fi/en ,positiivinenpedagogiikk
Xavier Marichal
Co-CEO

With a Master’s degree in Electrical Engineering and a PhD in Telecommunications, Xavier devoted the early years of his career to applied research in multimedia and telecoms. He successfully managed a large European research project, which enabled him to co-found Alterface in 2001, today a world leader of interactive attractions for amusement parks. Today, he is still active as advisor and Board member of several Belgian ICT start-ups.

Trained in carbon accounting and the ecosystem services review process, Xavier joined Factor-X in 2011 in order to help customers resolve their necessary adaptation to energy and climatic challenges with the pragmatic constraints of company management.

In parallel to having co-founded Usitoo as a cooperative, Xavier is also active in various citizens’ projects and transition initiatives.

#CIRCULARECONOMY

Social addiction to (over-)consumption results in environmental issues while only 1% of the objects we buy are used after 6 months. Usitoo is the ultimate zero waste approach that brings unused objects lying dormant in our cabinets and cellars (potentially to become waste) back into use. Usitoo’s goal is to democratise the product renting industry through e-renting, addressing the practicalities of delivery and ownership, while being a pioneer in circular economy.

Usitoo owns hundreds, and progressively thousands, of high-quality objects that are sorted, stored and maintained in-house. Individuals can book objects online and select a time and place for pick-up and drop-off. On the agreed day, the member comes and picks up the objects that Usitoo has arranged to be on site and on time as agreed.

Usitoo has received several awards in Belgium, highlighting its exemplarity as a “circular economy” project, including the 2018 prize of the ING fund for circular economy managed by the King Baudouin Foundation and the 2018 prize of the SEnSE fund from the Foundation for Future Generations, and won the 2019 Belgian Energy and Environment EEAward for circular economy. Usitoo has also been granted the “The Solar Impulse Efficient Solution Label” by the Solar Impulse Foundation.

www.usitoo.be  @Usitoo  Usitoo  Usitoo  @usitoo.be  info@usitoo.be
Malena Sigurgeirsdottir  
*Product and Innovation Director*

Malena loves insects like bees love honey, and she has dedicated her entire studies to the topic. From eating grasshoppers in Tanzania and digging up termites in Kenya, Malena has explored the topic of insects in relation to sustainability, nutrition, production and economics.

Malena is in charge of product innovation, production and sales. She holds a degree in Agriculture Development and is an alumnus of Cornell University. She is fluent in Danish, English, Icelandic and Faroese.

Jessica Buhl-Nielsen  
*Managing Director*

A philanthropist at heart, Jessica wanted to infiltrate capitalism from the inside by enrolling in a business school and later studying International Development, only to realise that the combination of profit and impact is a new form of capitalism.

Jessica is in charge of business strategy, finance and marketing. She holds a Master’s degree in Business and Development. She previously co-founded Carcel. She is fluent in English, Danish and Spanish.

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**#AGRICULTURE #FOODSUPPLY**

It is necessary to develop tasty and nutritious alternatives to traditional protein sources that are more sustainable to produce. Our current consumption of meat in Europe is unsuitable for our health and for the planet’s wellbeing. Producing insects requires 12 times less feed, 2,000 times less water and much less land than producing beef.

Wholi is a Danish food company founded by a business entrepreneur and an insect researcher and they are on a mission to create a sustainable and globally responsible food culture.

Wholi is a completely new kind of sustainable food that has a nutritional profile comparable to meat but a climate impact similar to plants. Wholi is made using an innovative technique and is based on peas and European-reared insects. It looks like meat and has no visible insects, but contains all the nutritional benefits: high protein (all essential amino acids), omega-3, iron, fibre, and vitamin B12. Wholi has a meaty scent of umami and a consistency like minced beef.

www.wholifoods.com  
wholi  
wholifoods  
@wholifoods  
info@wholifoods.com
Adriana Mano  
**Founder and CEO**

Adriana came up with the idea to collect plastic from the beach and use it in the production of sustainable and fashionable shoes. At the same time, she was looking to build community plans with municipalities, schools and NGOs, including clean-up actions on the beach, workshops and presentations in schools. This led her to found Zouri Shoes.

Adriana has experience in several areas: product creation, development, social empowerment and marketing with strong know-how in footwear. Adriana aims to replicate the Zouri Shoes model across Europe. Adriana’s mother tongue is Portuguese and she is fluent in English and Spanish.

Nuno Abreu  
**Communications Manager and PR**

Nuno joined the project at the very beginning as a communication manager and PR. Nuno is a community builder and code-switcher who aims to empower society with educational and artistic activities supported by creative communication strategies. With a Bachelor’s degree in Philosophy and a Master’s degree in African Studies, Nuno is now working as an investigator at the Centre for African Studies at the University of Oporto and as an Artistic Programming Assistant and Communications Manager at Theatro Circo. Nuno’s mother tongue is Portuguese and he is fluent in English and Spanish.
Max Mohammadi

HEARTSTRINGS

#Health

Prize winner: 2017  Project in: Sweden

The greatest advantage of being an SIT Alumnus is about being part of a unique network that provides you with invaluable future opportunities. Through the SIT network, you get a chance to meet brilliant minds from different countries, and to share, care and learn.

The SIT prize helped us a lot in taking our innovation to the next step, as it allowed us to build our complete platform.

#COMMUNITY #SUPPORT #SOCIALIMPACT

Claudio Sponchioni

JOBIRI

#Employment

Finalist: 2018  Project in: Italy

As a social entrepreneur, this has been one of the most enriching experiences of my life. Everything was covered: from professional development to company strategy, social impact assessment, networking with investors and other like-minded social entrepreneurs, not to mention the fun and enjoyment.

I recommend living this experience to the fullest as you are in the best place to find friends and mentors. Try to absorb every piece of information shared by teachers, investors and other entrepreneurs and network with everyone, without worrying about asking for suggestions or support.

#SUPERCHARGING #SOCIALENtrepreneurs
Peter Mangan

THE FREEBIRD CLUB

#Ageing

Prize winner: 2017  Project in: Ireland

The mentoring bootcamp for finalists really helped us to refine our business plan and enhance our impact agenda and overall pitch.

My recommendation to the SIT 2019 finalists is to stay connected to the EIB Institute and SIT Alumni after the Tournament is over, as there are excellent opportunities to take advantage of, including the Impact Bootcamp, educational webinars and other events and activities that provide exposure, PR and training. It is also a great way to stay informed of new funding sources and start-up opportunities in the wider social innovation and impact arena.

#VALIDATING #EMPOWERING #CONNECTING

Luisa Galbiati

SOLUNCH

#SustainableConsumption

Finalist: 2018  Project in: Italy

The visibility that our project received through the SIT helped us to get in touch with important stakeholders.

The greatest advantage of being an SIT Alumnus is the fact that you are part of a social innovation community that could really lead to positive change thanks to the opportunity of accessing professional training programmes, support and the value network.

#CHANGE #IMPROVEMENT #VALUENETWORK
ROUNDTABLE DISCUSSION

Developing a vibrant social innovation landscape in Ireland:
WHAT ARE THE OPPORTUNITIES?

Ireland’s first social enterprise policy was published in July 2019 and is focused on three key objectives: (i) building awareness of social enterprise; (ii) growing and strengthening social enterprise; and (iii) achieving better policy alignment.

Social enterprise and social innovation generally fall into the same category in Ireland. There is no policy on social innovation and the concept is not understood well. Social enterprise and social innovation are generally understood to be not-for-profit entities in Ireland. However, there is no special legal entity to enable them like in other countries (e.g. UK, US, and Italy).

Nevertheless, there are plenty of great examples of social innovation in Ireland, even if they do not necessarily self-identify as such.
PANEL

PHILIP BOUCHER-HAYES

ANDREW MCDOWELL

BAIRBRE NIC AONGUSA

DEIRDRE MORTELL

CLODAGH O’REILLY

PETER MANGAN
MODERATOR

Philip Boucher-Hayes
Journalist
RTÉ

Philip is an Irish journalist, broadcaster and author whose work appears most frequently on RTÉ Television and Radio. Much of his work focuses on the climate crisis, social justice issues, the environment, food and farming.

He is the presenter of many noted TV documentaries and series, “What’s Ireland Eating?”, “The Du Plantier Case” and “What Are You Working For?”. On RTÉ Radio he is a reporter on Drivetime and the presenter of the critically acclaimed podcast series “Treasure Island: The hunt for the Falcon Blanco”.

MEMBERS

Andrew McDowell
Vice-President
European Investment Bank

Andrew McDowell is one of the eight Vice Presidents of the EIB who, together with President Werner Hoyer, form the Management Committee that runs the bank on a day-to-day basis. In that capacity, Vice President McDowell has oversight of the Bank’s treasury, economics and evaluation functions, as well as lending operations in energy and the bioeconomy. He is also responsible for institutional relations with 10 European and 14 Asian countries. Prior to joining the EIB in 2016, Andrew was Chief Economic Adviser to Irish Prime Minister Enda Kenny from 2011, co-ordinating the policies that supported Ireland’s recovery from the economic crisis and sovereign bailout. He took undergraduate and post-graduate studies in business, economics, finance and international relations from University College Dublin and John Hopkins University.

Bairbre Nic Aongusa
Assistant Secretary
Department of Rural and Community Development

Bairbre’s mission is “To promote rural and community development and to support vibrant, inclusive and sustainable communities throughout Ireland”. As Head of the Community Development Division, Bairbre’s objectives include encouraging active citizenship (through the Public Participation Networks and by supporting volunteering), supporting the growth and development of philanthropy, developing the library service as a vital social support for communities and engaging with stakeholders to develop an overarching vision for the future of local and community development in Ireland. Supporting community development through funding programmes such as SICAP and the CSP, and ensuring best practice in the governance, management and administration of charities through oversight of the Charities Regulator, are also key responsibilities.

Bairbre previously served as Assistant Secretary in the Department of Housing, Planning & Local Government from 2014-2017, where she was responsible for Social Housing Policy and Rental Policy. Prior to taking up her Housing role, Bairbre spent 20 years in the Department of Health in various roles, including Head of Finance from 2012-2014. She was Director of the Office for Disability & Mental Health, within the Department of Health, from 2008-2012.
Deirdre Mortell

**CEO**

**Social Innovation Fund Ireland (SIFI)**

SIFI is a charity created by the Irish Government to stimulate philanthropy and back the best social innovations in Ireland. In three years, SIFI has created a EUR 30 million fund, which has backed 86 social innovations. Deirdre is also a founding board member of Women for Election, a non-profit organisation that inspires, equips and informs women aiming to run for political office.

For 10 years, as co-founder and CEO of “The One Foundation”, Deirdre led this ground-breaking Irish grant-making foundation to support high potential non-profit organisations in Ireland and Vietnam to deliver their goals, stewarding EUR 85 million in social impact, using the tools and methodologies of venture capital. During this time, she also launched Jigsaw and Social Entrepreneurs Ireland.

Prior to this, Deirdre was Director of fundraising, communications and advocacy at Barnardos for six years and head of fundraising for Oxfam Ireland. She has held numerous Board memberships, including for the European Venture Philanthropy Association, Women for Election, Barnardos, Uplift – People Powered Change, and has been Chair of Jigsaw.

Clodagh O’Reilly

**CEO**

**ReCreate**

Clodagh joined the ReCreate team as CEO in August 2017. Passionate about creating community, Clodagh particularly loves how ReCreate brings together the elements of creativity, sustainability and social inclusion.

Clodagh originally trained as an accountant with Roches Stores and her career has seen her gain experience in a wide variety of industries, including telecoms and retail. Clodagh has been working in the charity sector for over 10 years in the areas of health, international development and more recently community development.
Peter Mangan
Founder and CEO
The Freebird Club

With a Bachelor of Commerce and an MBS degree from University College Dublin, Peter’s career has spanned finance, the arts, and academia. Following a stint in corporate finance, he joined Ireland’s Music Network as Finance and Resourcing Manager. From there he joined UCD as Business and Finance Manager for the Conway Institute of Biomedical Research, and subsequently became Senior Manager at UCD Research and Innovation. He left this role in 2016 to launch the Freebird Club.

A winner of the European Investment Bank’s 2017 Social Innovation Tournament and previously the European Commission’s European Social Innovation Competition, Peter is a passionate social entrepreneur who wants to use the sharing economy to improve the lives of older adults.
IES-SOCIAL BUSINESS SCHOOL

IES-Social Business School is the first business school focused on Innovation and Social Entrepreneurship. It is the starting point for a path dedicated to social innovation in the creation of sustainable business solutions, offering a portfolio of training, research and consulting that responds to social entrepreneurs, social organisations, the public sector, companies, foundations and universities continuing to invest in excellence and a strong network of partners to inspire, train, support and connect organisations and people from all sectors of a converging economy.

Their educational offer is structured by the Social Entrepreneurship life cycle phases – problem and solution, business modelling, organisational growth and dissemination of the solution – and by management competencies, for people who want or are already developing, managing or investing in initiatives of high impact for society.

MENTORS

Carlos Azevedo, Diana Rafael, Mafalda Sarmento, Margarida Soares, Nuno Victor and Pedro Tunes (pictured below).

EY BELGIUM

EY Transaction Advisory Services (TAS) helps businesses drive competitive advantage by proactively managing their capital agenda, which determines how they strategically raise, invest, preserve and optimise their capital.

EY TAS works with a wide range of clients to help them make better and more informed decisions about how they strategically manage capital and transactions in an increasingly disrupted marketplace.

The winner of the General Category 1st Prize of the 2019 Social Innovation Tournament will be offered business model fine-tuning by EY TAS to help the entrepreneur with financing its business plan and to complement the services of the EIB, a major EY client.
INSEAD

Since 2016, the EIB Institute has been partnering with INSEAD Business School to offer up to two members of two 2019 SIT Finalist project teams the opportunity to attend the 2019 edition of the INSEAD Social Entrepreneurship Programme (ISEP). Launched in 2006, ISEP is a one-week programme that combines cutting-edge theory and practice integrated with the in-depth academic knowledge of the INSEAD faculty and insights from expert practitioners. It focuses on the business skills and frameworks that will help entrepreneurs, intrapreneurs and investors grow their ventures to scale and maximise their impact. The discussion of case studies, many of which have been developed by the INSEAD faculty, provides a platform to analyse the uniquely complex issues and challenges faced by impact business leaders.

The week-long INSEAD Social Entrepreneurship Programme continues to add value after its conclusion. Graduates form a dynamic community of high-level impact business, sustainability and social enterprise leaders. Numbering nearly 700 in over 80 countries, this network remains engaged through online collaboration, regular meetings and support. This exchange of ideas, innovations and experiences serves as a foundation for further research, knowledge and innovation for all involved.

SOCIAL ENTREPRENEURS IRELAND

Social Entrepreneurs Ireland (SEI) is a not-for-profit organisation that supports high-potential social entrepreneurs to tackle Ireland’s social problems. SEI’s “spark, seed, scale” programmes support social enterprises from start up to scale up. Since its foundation in 2004, SEI has supported more than 250 social entrepreneurs whose projects have directly impacted 1.7 million people all over Ireland, creating over 1,300 employment opportunities.

SOCIAL INNOVATION FUND IRELAND

Social Innovation Fund Ireland (SIFI) is a charity created by the Government, in order to establish a philanthropic fund of significant size and impact to aid the development of social innovation. Every euro raised in philanthropy is matched with a euro from the Department of Rural and Community Development through the Dormant Accounts Fund. In 2017, SIFI met its target to raise EUR 5 million in philanthropic funds, creating a EUR 10 million national social innovation fund, as provided for in the Report of the Forum on Philanthropy and Fundraising (2012), whose recommendation created SIFI. Furthermore, the Department of Rural and Community Development delivered on its Programme for the Government pledge to build a EUR 50 million Social Innovation Fund in Ireland. The mission is to provide growth capital and support the best social innovations in Ireland, enabling them to scale and maximise their impact. To date, SIFI has partnered with corporates such as Bank of America, IPB Insurance and Mason Hayes & Curran to raise over EUR 29 million in philanthropic funding, to open 24 funds and has supported over 100 of the best social innovations in Ireland.
CAIS RECICLA

The materials distributed at this event were produced by CAIS Recicla.

CAIS Recicla is a waste reducer and a life-changing creative workshop from Portugal. It is a training project run by Associação CAIS that enables artistic creations that empower poor and socially excluded people, helping them with their personal and social skills, and thus increasing employment opportunities and citizenship awareness. Through recycling, our users craft eco-friendly products that are later sold to the public.

GRAPHIC DESIGNER

Caroline Schuler, Ocean Visuals

In graphic recording and facilitation, Caroline Schuler combines her passion for visualisation, creativity and design with a keen eye, an open ear and a good sense for group dynamics. She translates stories, strategies and ideas into images that are not just beautiful, but, more importantly, serve processes of clarification, transform complication into complexity, and enhance collective memory. Caroline commits to tasks with a deep “head, heart and hand” presence.
Wi-Fi access:
Croke Park Wifi
#SIT19Dublin