European Investment Bank · Institute

7 October
Lisbon, Portugal

PITCHING COMPETITION

Social Innovation Tournament

2021

Tenth Edition

TOMORROW TODAY

European Investment Bank · Institute

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

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

Social Innovation Tournament

The **Social Innovation Tournament** (SIT) is the flagship initiative of the Social Programme of the EIB Institute. The SIT pitching competition is organised every year in a different country to reward and sponsor **European entrepreneurs** whose primary purpose is to generate social, ethical or environmental impact.

To mark the tenth anniversary of the SIT in 2021, winning projects in the General Category and the Special Category will be awarded a first or second prize of €75 000 and €30 000 respectively, and an Audience Choice Award of €10 000. This year, the Special Category prizes will go to projects focusing on sustainable living.

Two projects will be selected to attend INSEAD's Social Entrepreneurship programme in Fontainebleau, France.

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 selects 15 projects. The finalists are invited to a mentoring programme comprised of a mentoring and rehearsal bootcamp, pitching training and one-to-one online training to provide them with the necessary guidance for the finalisation of their proposals. At the pitching competition 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 and can access webinars and training programmes on scaling impact, communications, engagement with investors, fundraising, measuring and managing impact and digital marketing. This is in addition to being able to apply for small grants – the SITolarships – and being supported by a network of EIB Group experts. SIT Alumni also benefit from partnerships with corporates (e.g. Amazon Web Services and EY) and with top business schools (Católica Lisbon School of Business & Economics, INSEAD, IE, Oxford).

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AGENDA

PITCHING COMPETITION: GRAND FINALE

Venue: Fundação Champalimaud (Av. Brasília, s/n, Lisbon – Portugal)

Master of Ceremonies: Fernanda Freitas, Eixo Norte-Sul

Morning session

09:30 – 10:00	Welcome coffee and registration
10:00 – 10:30	Opening remarks : **Ricardo Mourinho Félix**, Vice-President of the EIB **Mariana Vieira da Silva**, Minister of the State for the Presidency, Portugal Relevant rules and procedures Establishing the order of presentations (draw)
10:30 – 12:30	Presentations by Finalists (8)
12:30 – 13:30	Lunch break

Afternoon session

13:30 – 15:00	Presentations by Finalists (7)
15:00 – 19:00	Online Voting for the Audience Choice Award

AWARDS DINNER (BY INVITATION ONLY)

Venue: Palácio da Rocha do Conde d'Óbidos – Cruz Vermelha Portuguesa (Jardim 9 de Abril, 1-5, Lisbon – Portugal)

19:30 – 20:30	Networking cocktail
20:30 – 23:00	Awards dinner and presentation of SIT 2021 winners

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www.sit2021.org

ORDER OF PRESENTATIONS

Project name	Sector	Country	#
ADVITOS	Health	Germany	
ANGIODROID	Health	Italy	
BEYOND LEATHER MATERIALS	Sustainable consumption and production	Denmark	
CELLUGY (ECOFLEXY)	Sustainable consumption and production	Denmark	
INCLUSIVE EDUCATION	Inclusion	Germany	
IRRIOT	Agriculture and food supply	Sweden	
MAGRID	Education and youth	Luxembourg	
NUVENTURA	Energy	Germany	
ORANGE FIBER	Circular economy	Italy	
REPURPOSE GLOBAL	Circular economy	Norway	
THE NEWSROOM	Democracy and citizen empowerment	Portugal	
UVERA	Health	Poland	
VORTEX BLADELESS	Energy	Spain	
WASSER 3.0	Water	Germany	
WHEELMAP	Accessibility	Germany	

Social Innovation Tournament

IF YOU CAN, YOU MUST:

TEN YEARS OF CREATING IMPACT AND CHANGING TOMORROW TODAY WITH INNOVATION AND IMAGINATION!

It is now ten years since the EIB Institute held its first Social Innovation Tournament (SIT) pitching competition in Luxembourg in 2012. The Tournament's tenth edition will take place this year, with previous editions having been held in Budapest (2013), Madrid (2014), Milan (2015), Ljubljana (2016), Riga (2017), Copenhagen (2018), Dublin (2019) and last year, due to the pandemic situation, on-line. This year, 15 social innovation projects are competing in Lisbon, Portugal, and joining a growing community of over 131 projects from 31 different European countries (EU, EFTA and enlargement 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 pressing problems.

In its first edition in 2012, the Hungarian project HandInScan won first prize for its hand hygiene system based on digital imaging technology for the direct control of handwashing effectiveness in medical environments.

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 while also creating jobs. The cargo bicycles used are an efficient and eco-friendly means of transport with zero CO_2 emissions.

When the Tournament was held in Madrid in 2014, the winner of the General Category was the French micro-franchising initiative Adie. 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, theatres, sporting arenas and retailers.

The fourth edition of the Tournament was held in Milan in 2015. In the General Category, Koiki, based in Spain, won first prize for its initiative that enables people with intellectual or physical disabilities to work as postal delivery workers or messengers in Spanish neighbourhoods, delivering parcels or picking them up from their neighbours in an environmentally friendly way (either walking or cycling short distances). With 110 employees in 16 cities across Spain, Koiki had 100% growth in 2019 before the pandemic struck. Despite the current challenging times, the demand for Koiki's deliveries has increased 100% with e-commerce booming across Spain. With a very scalable business model, Koiki's goal is to expand to Portugal and other European cities.

The fifth edition of the Tournament was held in Ljubljana in 2016. First prize in the General Category went to Aprendices Visuales, a project based in France and Spain that aims to help children with autism access the tools they need to develop their full potential.

The sixth edition of the Tournament was held in Riga in 2017. For this edition, the Special Category theme was "ageing", which saw the Freebird Club (Ireland) and Walk With Path (United Kingdom) receive first and second prize. The Freebird Club is a travel-based social network for over 50s similar to Airbnb, 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 older people and those with chronic diseases.

At the seventh edition in Copenhagen, Denmark, the first prize in the General Category was awarded to Glowee (France) and the second prize to SPEAK (Portugal). Glowee offers a sustainable living light source powered by waste products and produces reusable biomass to illuminate our world by harnessing the natural power of bioluminescence. 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 open to anyone who wants to share their language and learn a new one.

2012 – HAND-IN-SCAN

2013 – RECICLETA

2014 – BLUE BADGE STYLE

2015 – KOIKI

2016 – APRENDICES VISUALES

2017 – WALK WITH PATH & FREEBIRD CLUB

2018 – GLOWEE

2019 – HEHOP

2020 – NAVILENS

The eighth edition took place in Dublin, Ireland, and HeHop (France) and Jelly Drops (United Kingdom) received first and second prize in the General Category. Fazla Gıda (Turkey) and Zouri Shoes (Portugal) received first and second prize in the Special Category for projects focusing on sustainable consumption and production.

HeHop seeks to break the circle of violence. The app gathers legal evidence essential to tackling all kinds of abuse (physical, sexual, emotional and verbal) in professional, private and public life.

Fazla Gıda is a waste management platform that provides holistic solutions, enabling the reduction of waste at source.

In 2020, due to the pandemic, the final pitching competition took place online. Navilens, (Spain) and BeeOdiversity (Belgium) won the first and second prize in the General Category, while Sponsh (Netherlands) and PlasticFri (Sweden) won the first and second prize in the Special Category for environmental projects with a strong focus on biodiversity and ecosystem conservation. HeraMobileApp (Turkey) was the winner of a new category, the Audience Choice Award.

Navilens wants to make cities smarter and more inclusive by empowering visually impaired people using cutting-edge technology based on a proprietary computer vision algorithm that is more powerful than a QR code. Available in 24 languages, it replicates the concept of using a mobile phone camera to read signage information, allowing visually impaired people to be more independent in unknown spaces.

Sponsh developed a temperature-sensitive smart material that produces water from air, using the natural cycles of day and night. Launched in 2018, the company's first products are water-producing tree guards for reforestation projects to help young trees survive their first harsh summers. After 10 years, Sponsh will have planted 80 million trees, turned 174 000 ha of degraded land into forests and absorbed 68 million tonnes of CO_2 from the atmosphere.

MASTER OF CEREMONIES

Fernanda Freitas

CEO and founder

Eixo Norte-Sul

Fernanda Freitas was born in Porto, has been a mother for 26 years and shares her home with her family, books and cats. People say that she was born chattering — and she loves telling stories. She worked as a TV presenter and journalist for more than 15 years and was invited to be the Portuguese president of the European Year of Volunteering (2011) where she got to know the inside story about the third sector in her country. After learning more about social entrepreneurship (IES/INSEAD), she collaborated with several institutions that work with social impact. In 2017, she founded the NGO Associação Nuvem Vitória which she is still heading: with the help of hundreds of volunteers, hospitalised children all over the country are read bedtime stories every night.

Fernanda was awarded the National Order of Civil Merit.

nuvemvitoria
@nuvemvitoria
Fernanda Freitas
@FernandaFreitas

Ricardo Mourinho Félix
Vice President
European Investment Bank

Ricardo Mourinho Félix has been Vice-President of the EIB since 16 October 2020. The Vice-Presidents, together with President Werner Hoyer, form the Management Committee that runs the Bank on a day-to-day basis. Vice-President Mourinho Félix has oversight of the Bank's funding and treasury, economic analysis and research activities as well as of lending operations supporting the blue economy, the EIB's migration response, and those in support of EU programmes such as the Recovery and Resilience Facility (RRF), InvestEU and the Just Transition Mechanism in the context of the European Green Deal. He also oversees relations with rating agencies, national promotional institutions, the OECD and think tanks.

Vice-President Mourinho Félix is responsible for institutional relations with Spain and Portugal, Algeria, Morocco, Tunisia and Latin American and Caribbean states.

Before joining the EIB, he was Deputy Minister and Secretary of State of Finance in Portugal for five years. He was made a member of the Portuguese Government after a 20-year career at Banco de Portugal where he became Head of the Portuguese Economy Division in 2013. He holds a master's degree in Economics from the NOVA School of Business and Economics and a degree in Economics from ISEG Lisbon School of Economics and Management.

@RicardMourinho

Mariana Vieira da Silva
Minister of the Presidency and of Administrative Modernisation
Portugal

Mariana Vieira da Silva was born in Lisbon in 1978. With a degree in Sociology from ISCTE-IUL, Mariana Vieira da Silva has completed the coursework for a PhD in Public Policy at ISCTE and is currently finishing a dissertation on health and education policies in Portugal. She worked as a researcher at CIES-IUL in the area of public policies, health policies, education policies and justice policies, with several publications on these topics. She also worked as a trainer at INA and IPPS-IUL.

From 2009 to 2011, Mariana served as Advisor to the Secretary of State Assistant to the Prime Minister, and between 2005 and 2009 worked in the cabinet of the Minister of Education Maria de Lurdes Rodrigues.She was part of the organising team of ISCTE's Public Policy Forum and was a member of the Advisory Board of "Descobrir" — Gulbenkian Programme for Culture and Science, from Calouste Gulbenkian Foundation.

She served in the XXI Constitutional Government as Secretary of State Assistant to the Prime Minister, from November 2015 to February 2019, and as Minister of the Presidency and of Administrative Modernisation in February and October 2019.

JURY

JUSTINA ALDERS-SHEYA

ELENA CASOLARI

FILIPE ALMEIDA

CONCEPCIÓN GALDÓN

KATELL LE GOULVEN

OLIVIER DE GUERRE

PIETER OOSTLANDER

President of the Jury

Concepción Galdón

Director

IE Center for Social Innovation & Sustainability /
Lead of IE Sustainable Impact Teaching & Research

Concepción Galdón is the social innovation director/academic lead at IE University, where her role is to promote academic content on social innovation across schools and programmes, encourage more research in social innovation and reach out to organisations and partners interested in social innovation. She is also a professor of Entrepreneurship and Innovation at IE. In addition, Concepción is the president of social venture Puentes Global which she co-founded in 2009. She is a member of Ashoka Spain's venture board and the investment committees of several impact funds. Concepción is an Economics graduate of Universidad Autónoma de Madrid and has a Master's degree in Public Administration and International Development from Harvard Kennedy School. Concepción holds a PhD in International Economy and Development from Universidad Complutense de Madrid, which gave her an Outstanding Award for her doctoral dissertation. Her PhD research focuses on the use of technology in social entrepreneurship. She has published papers in peer-reviewed journals and chapters in books. She regularly contributes to mass media and is a speaker at international conferences. Her professional experience includes founding an NGO and working for the UN's Procurement Division, Banco Santander's Latin America Division and the Liberian Government under Ellen Johnson Sirleaf, who was awarded the Nobel Peace Prize in 2011.

IE University
@IEuniversity
Concepción Galdon PhD
@ConchitaGaldon

Members of the Jury

Elena Casolari

Co-founder and partner, OPES Italia Sicaf EuVECA,
Co-founder and chairwoman, Fondazione OPES-LCEF

Elena believes in the transformative power of impact investing and the social enterprise movement, and is an advocate and practitioner of gender-smart investing. She is the co-founder and partner of OPES Italia Sicaf EuVECA, which invests in impact enterprises in Italy, and OPES-LCEF Fund, an impact investment vehicle that provides financial resources and management support to early-stage social enterprises whose businesses serve low-income people and disadvantaged communities.

For 10 years, Elena was CEO at ACRA, an international NGO, and before that spent 12 years in the investment banking industry covering emerging markets. Elena serves as a director at Fondazione Umano Progresso, the Social Impact Agenda for Italy, and she is also a member of the General Council of Fondazione Compagnia San Paolo, one of the leading banking foundations in Italy. She is also a director at LBV, an edtech startup promoting diversity in workplaces, and Selco India, a social enterprise delivering sustainable energy solutions for the poor. After graduating in Management, Elena was a Monbusho fellow at the Hitotsubashi University in Tokyo for two years.

Elena Casolari @CasolariElena @opes_impact

Filipe Almeida

President
Portugal Inovação Social

Filipe Almeida is currently president of the Portugal Inovação Social (Portugal Social Innovation) Mission Unit, a public entity created to promote social innovation and social entrepreneurship, and to develop the social investment market in Portugal. This government initiative is a pioneering public programme in Europe that mobilises around €150 million of European funds. He is also a professor at the University of Coimbra and a researcher at the Centre of Social Studies (CES/FEUC) and the Centre of Cooperative and Social Economy Studies (CECES/FEUC). He holds a PhD in Business Administration from EBAPE/FGV (Brazilian School of Public Administration and Business, Getúlio Vargas Foundation, Rio de Janeiro, Brazil) and a PhD in Business Management from FEUC (Faculty of Economics, University of Coimabra, Portugal). He also holds a Master's degree in Business Sciences from FEUC, having attended the MBA programme at Virginia Polytechnic Institute and State University (United States). He is the author of several books and articles on business ethics, corporate social responsibility and academic fraud.

Portugal Inovação Social @PtInovSocial

Members of the Jury

Olivier de Guerre

Chairman
PhiTrust Active Investors and PhiTrust Impact Investors

Olivier co-founded GT Finance/Cristal Finance in 1987 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 ON PURPOSE UK and EVPA, among others. He is also the chairman of PhiTrust Partenaires Social Investment Fund and a member of ADMICAL, a French network of corporate foundations.

Olivier de Guerre Phitrust @PhiPartenaires

Pieter Oostlander

Co-founder, Shaping Impact Group,
Fund manager, SI² Fund and INZET

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. Up until 2011 he was director of the Noaber Foundation. This is where he laid the foundations for Shaping Impact Group, which was known as Shaerpa at the time. Shaping Impact Group is an impact fund management and impact consulting group. Pieter works tirelessly on what he calls "the marriage between the business approach and charitable goals." He has been a member of the board of directors of EVPA for ten years, three of which as chairman. Pieter is also a member of the board of directors of Social Value International, an international network nurturing and promoting the use of a systematic approach to social value accounting.

SI2 Fund @Si2Fund
Pieter Oostlander @Shaerpa_pieter www.shapingimpact.group

Justina Alders-Sheya

Impact investor, fund manager
Triodos Investment Management

Justina is a fund manager in 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 the Triodos Microfinance Fund, the Triodos Fair Share Fund and the 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 IM, she had a number of roles at EY and ING Group. Justina is a certified charted 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.

Justina Alders-Sheya MSc. RA CIA Triodos Investment Management @TriodosIM

Katell Le Goulven

Founding Executive Director
Hoffmann Global Institute for Business and Society at INSEAD

Katell Le Goulven joined INSEAD in April 2018 as the founding executive director of the Hoffmann Global Institute for Business and Society. Previously with UNICEF, she founded a policy planning unit to analyse global trends and emerging issues, and inform UNICEF's strategic positioning, while also leading UNICEF's corporate engagement with international financial institutions. She has held senior positions in high-level commissions that defined the policy implications of the data revolution, climate change and global public goods for the development agenda. She has over 20 years of professional experience at the interface of research and decision-making, designing policies and strategies in addition to advising senior executives in international organisations and governments. She holds a PhD in Agricultural Economics, an MSc in Tropical Agronomy, and an engineering degree. She lives in Fontainebleau with her husband and three children.

INSEAD @INSEAD
Katell Le Goulven, PhD @Katelllegoulven

FINALISTS

CATHERINE SCHREIBER

LORENZO CASADEI

MARTINA PETKOV

BEATRICE TOGNI

FRUZSINA SOMODY

MIKAEL EYDT

ISABEL ALVAREZ-MARTOS

PARUNTUNGAN SIHOMBING

GESA KOBS

JOHAN WENDT

SAMUEL WUNSCH

TAHEREH PAZOUKI

NICHOLAS OTTERSBACH

ELISABETH MARTIN

ANOOP RAJ RAO

FINALISTS

ENRICA ARENA

ALICE KAIMANN

PETER WANG HJEMDAHL

ARPITHA SANDEEP

PEDRO HENRIQUES

MAGDALENA JANDER

JENNY ROMANO

ADAM KICIAK

RODRIGO RUPÉREZ

KATRIN SCHUHEN

DAVID YÁÑEZ

SILKE HAUBENSAK

HOLGER DIETERICH

JUDYTA SMYKOWSKI

FINALISTS

ADVITOS
Germany

Catherine Schreiber
Deputy CEO and COO, co-founder

Catherine is responsible for strategy development and deployment, process and project management, as well as fundraising and investor relations.

She holds a diploma in Mechanical/Medical Engineering from the Technical University of Munich and a Bachelor's degree in International Business Management (EMA). With the founder, Catherine has not only taken the ADVOS device from the idea stage to market approval, but has also transformed ADVITOS from a startup into the fully compliant medical device manufacturer it has now become.

Her responsibilities have included implementing the ISO 13485 quality management standard, norm compliant software and usability engineering, prototype development for (pre)clinical testing, and project management. Since 2009, Catherine has established the finance, human resources and legal departments and successfully closed financing rounds and grant applications, securing the capital needed for continuous therapy development and business scale-up. In her free time, has Catherine started to provide coaching for social projects (refugees, sports) and early-stage medtech founders.

Martina Petkov
Strategy development

Martina joined ADVITOS in 2013. Prior to that she held various roles in the medtech and laboratory space. Being passionate about medicine, biology and chemistry since her childhood, she decided to study Biomedical Engineering in Aachen. Her subsequent Master's degree in Industrial Engineering with a focus on Entrepreneurship, Marketing & Strategy at the Technical University of Munich helped her round out her scientific background, paving the way to her current role.

Throughout her years at ADVITOS, Martina has dedicated her work to commercialising the therapy. She has been working in various projects and departments ranging from R&D, marketing and sales to fundraising, business and strategy development. As part of the market access team in Germany, she contributed to the successful market introduction of ADVOS after its CE-certification. Her current responsibilities are the development of the US regulatory and reimbursement strategy and the overall preparations for entering the US market.

#health

Project in: Germany

ADVITOS is a Munich-based, fully certified medical device company specialised in the development and commercialisation of multiple organ support therapy ADVOS (ADVanced Organ Support). ADVOS is used in acute care to treat severely ill patients with multiple organ failure. It is the first blood purification treatment for liver, lung and kidney support and direct blood pH correction that is integrated in a single device and based on one single technology. Multiple organ failure is the leading cause of death in 60% of all intensive care patients (500 000 deaths per year) in western Europe and the United States. The coronavirus pandemic has increased this number dramatically as COVID-19 often causes organ damage affecting the heart, liver and kidneys, and eventually leads to multiple organ failure. Currently, extracorporeal organ support is only provided by standalone procedures which target single detoxification organs and fail to address multiple organ failure as a systemic disease. Current clinical practice is to attach the patient to one device per failing organ – resulting in high workloads, complexity, costs, incompatibilities and the risk of error. The ADVOS device enables the removal of kidney (water-soluble) and liver (protein-bound) toxins, CO_2 and acid (lung support) in a single setup based on the same technology. Clinical data show that ADVOS improves patient survival from 10% up to 50%. Recently, ADVITOS was awarded first prize at the Innovation Award Bavaria 2020 and third place at the EIT Health Catapult 2019.

www.advitos.com **info@advitos.com** advitos gmbh @advitos

ANGIODROID
Italy

Lorenzo Casadei
Marketing manager

Lorenzo is a physicist who loves to work, think and imagine with enthusiasm and passion. He is an open-minded dreamer whose creativity, determination and competitiveness set him apart. He takes care of business development and 360-degree marketing at Angiodroid. Deeply focused on innovative opportunities, he deals with new business and investment strategies, scouting out activities and collaboration opportunities with the European Network. He has developed several medical devices for cath labs, ICUs and homecare. He has also been in active collaboration with Bologna University and the S. Orsola Hospital for research projects and innovation development for eight years, and is always open to new challenges and networking opportunities, constantly thinking out of the box.

Beatrice Togni
Operations manager

Beatrice is full of energy and enthusiasm. She is a graduate in Political Science with a specialisation in International Relations, and began her career in Angiodroid in the commercial back office before developing a passion for logistics and export management. Today she leads a young and dynamic team and supervises the entire operation and supply chain process, while also supporting the sales area.

Challenges are a constant feature of her working life, but as she herself says, they help her grow and provide her with an incentive to always give her best.

#health

Project in: Italy

Angiodroid is the first and only automatic CO_2 injector designed and approved for the use of carbon dioxide as a contrast agent in angiographic procedures.

The proliferation of imaging exams involving the administration of iodine (ICM) as a contrast agent has significantly increased the number of patients at risk of contrast-induced-nephropathy (CIN). Today, CIN is responsible for one-third of all acute kidney injuries in patients, with repercussions on the quality and sustainability of life of about 1.5 million people in Europe every year.

The rising age and incidence of comorbidity within the broad cohort of patients receiving ICM means that CIN prevention remains a major challenge in over 15 000 hospitals in Europe. CO_2 is a safe and biocompatible alternative to ICM, and does not cause any kidney damage in patients. With Angiodroid, the angiographic result is fully equivalent. CO_2 was recommended in 2018 by the European Society of Vascular Surgery.

Automated Carbon Dioxide Angiography (ACDA) is an opportunity to tackle the rise in CIN, and today several studies propose the use of CO_2 with Angiodroid as a preferred option to prevent the risk of CIN and dialysis for patients. Reaching the standard of care level for ACDA means that a safe method that protects kidneys will be available for everyone in Europe. The Angiodroid project was awarded with the PGMX 2020 company prize for being an innovative project with the ability to generate a strong social impact.

www.angiodroid.com **info@angiodroid.com** Angiodroid @angiodroid @BeeOdiversity

BEYOND LEATHER MATERIALS

Denmark

Mikael Eydt

CEO and co-founder

Mikael is from Germany but has been living in Denmark for more than three years and studied Economics with focus on sustainability. Mikael believes that all businesses should be built with a strong emphasis on sustainability in order to succeed. That is why at Beyond Leather, they are turning something that was once seen as waste into a high value product that aims to solve the leather problem.

Fruzsina Somody

Marketing and communication

Fruzsina is a marketing and communication design specialist. She has a diverse background in online media and marketing with experience in creating written and graphic content, social media management, and project management. Passionate about storytelling and community-building, she believes that these are the pillars of every successful brand. With Beyond Leather Materials, she is shaping the future of leather every day by sharing the company's story with the world and leading the material revolution with Leap.

#sustainableconsumption #sustainableproduction **Project in: Denmark**

Beyond Leather Materials set out to disrupt the leather industry with Leap, the sustainable leather alternative made from upcycled apple waste. The company was founded in 2017 in Copenhagen by Hannah Michaud and Mikael Eydt. They raised a €1.1 million investment in 2020 and expanded from four to seven employees in the same year. Their innovative material was recognised at multiple startup competitions. Beyond Leather was a finalist at Creative Business Cup Denmark 2018 and Scale-Up Denmark 2019, and won the clim@ 2020 competition hosted by the Green for Growth Fund. Beyond Leather's Leap material is about to debut in the fashion market and will be available on an industrial scale by 2022. But the company will not stop there — it is looking to conquer all the industries where traditional leather is used today.

www.explore-leap.com **mikael@beyondleather.dk**

Beyondleather @beyond.leather @beyondleather

CELLUGY (ECOFLEXY)
Denmark

Isabel Alvarez-Martos
CEO and co-founder

Isabel received her BSc in Chemistry with a minor in Analytical Chemistry at the University of Oviedo (Asturias, Spain) in 2009. Afterwards, she continued her PhD studies at the interface of materials science, electrochemistry and biochemistry. Isabel received her PhD in 2013 and moved to Denmark where she worked as a postdoctoral researcher at iNANO (Aarhus University) and was granted a Marie Sklodowska-Curie individual fellowship. Her research has been published in 18 original papers and two book chapters.

In April 2018 she became co-founder and CEO of Cellugy, where she is currently in charge of company development and fundraising. Thanks to her passion and expertise, the company has grown from one to ten employees, secured non-dilutive funding, landed partnerships with Fortune 500 companies, and won 14 awards globally. She defines herself as a results-driven startup and science enthusiast, passionate about sharing knowledge and bringing new research ideas to life.

Paruntungan Sihombing
COO/CFO and co-founder

Parun holds a Bachelor's degree in Industrial Engineering from the Bandung Institute of Technology (Indonesia) and an MBA focused on entrepreneurship from IE Business School in Madrid, where he was awarded an IE Asia Pacific Talent Scholarship. He is a certified lean six sigma green belt and about to achieve his lean six sigma black belt from PMI, London. His expertise covers business process re-engineering, target operating models, performance diagnostics, organisation design, human resources performance optimisation and systems implementation in the field of operations, supply chain and finance. Parun oversees the financial operations and the day-to-day administrative and operational functions of the company. He is responsible for ensuring that the business operations are efficient and effective and that resources are being managed properly, in addition to looking after financial planning and risks, record-keeping and the financial reporting of the company. He defines himself as a people person, with a passion for technology and green energy.

#sustainableconsumption #sustainableproduction **Project in: Denmark**

Cellugy is a Danish biotech startup based in Aarhus, with global ambitions to help end plastic pollution and its environmental destruction.

Their product, EcoFLEXY, is the next-generation sustainable barrier coating designed for the packaging industry. Allowing brand and manufacturing partners to meet aggressive sustainability goals, bio-cellulose material EcoFLEXY is the first step in their bio-fabrication journey. Made out of market-sourced, bio-converted excess sugars, EcoFLEXY is currently being developed for packaging partners looking to produce a versatile, recyclable and biodegradable barrier coating solution.

EcoFLEXY is a bio-fabricated material grown from plants. A water-based product that cuts out all harmful volatile organic compounds, EcoFLEXY is biodegradable by design, allowing us to create circular products that are easily recycled. It reduces CO_2 emissions by up to 80% when compared to traditional plastics.

Since its foundation in April 2018, Cellugy has been awarded many prizes and in 2021 was granted €2.38 million from the EIC Accelerator's first Green Deal Call, which supports SMEs and innovators in developing and marketing new innovative products that could drive economic growth. The grant has a success rate of 3%, constituting a major milestone.

www.cellugy.com **info@cellugy.com** Cellugy Cellugy @cellugy

INCLUSIVE EDUCATION

Germany

Gesa Kobs

Managing director

Gesa started working at the Institute for Inclusive Education in Kiel as a regional manager in 2017. Her responsibilities included acquiring new locations for the implementation of qualification programmes, and supporting these at the project management level throughout. In August 2019, Gesa became the managing director and is pleased to continue driving forward the social impact of the Institute.

She is a geographer at heart and spent several very happy years researching and teaching geography at the University of Trier, focusing on sustainable tourism in Kenya, development cooperation and tourism for all.

Samuel Wunsch

Educational specialist

Samuel has worked as an educational specialist at the Institute for Inclusive Education since 2016. In his role, Samuel gives lectures and seminars to students at universities across northern Germany to raise awareness about the lives and needs of people with disabilities. From 2013-2016, Samuel successfully completed the three-year course to become an educational specialist, becoming one of the first six people worldwide to do so. He has represented the Institute for Inclusive Education at various international conferences.

Prior to his current role, he worked at the electrical installation division at the Drachensee foundation, a workshop for people with disabilities.

#inclusion

Project in: Germany

The Institute for Inclusive Education in Kiel, Germany, runs a three-year full-time vocational diploma course for people with so-called intellectual disabilities that enables them to work at universities as lecturers. The programme connects and supports people in colleges and universities, politics, administration, associations and companies so that they can successfully put inclusion into practice. People with disabilities receive a qualification for educational work, which creates employment. As educational specialists, the people at the institute make a valuable contribution to educational work, giving students a greater awareness of the lives and needs of people with disabilities.

The Institute for Inclusive Education has received several awards over the years: the Paul-and-Käthe-Kraemer Award for Inclusion in 2016 and the Ashoka fellowship for founder Jan Wulf-Schnabel; the Zero Project Innovative Practice Award; the KFW Award for Social Entrepreneurship; the Integration Award SoVD; the Place of Excellence in the Land of Ideas; and the Global Goals Lab – Impact Award in 2017.

www.inklusive-bildung.org/en **institut@inklusive-bildung.org**

IRRIOT
Sweden

Johan Wendt
CMO, co-founder

Johan co-founded IRRIOT in 2018 to help the world save water and to feed our growing population.

Changing and improving the world through entrepreneurship is what defines his work. Johan started and built one of Europe's largest afterschool programmes where children are given free tutoring in mathematics and coding. The programme, known as Mattecentrum, was awarded second prize in the General Category of the 2013 SIT. Johan was elected Sweden´s leading social entrepreneur several times and he has been an Ashoka Fellow since 2012.

#agriculture #foodsupply

Project in: Sweden

IRRIOT is the European pioneer in wireless precision irrigation. It implements the next generation of commercial irrigation solutions. Using IRRIOT's wireless precision irrigation system, farmers will be able to cut water usage by 50%, increase crop yields by 30%, optimise human resources, shrink their carbon footprint, and reduce eutrophication and soil erosion.

In cooperation with a Swiss company, IRRIOT is developing its system further into a “bio-intelligent irrigation and fertilisation system” where plants will be able to provide themselves with the right amount of nutrients and water. The electromagnetic impulses that plants send out when stressed will be harnessed, analysed and relayed to IRRIOT’s main computer. When needed, IRRIOT will then distribute nutrients and water. This will revolutionise the way food is grown today, not only greatly increasing crop yields, but also removing unnecessary fertilisation and reducing water usage.

In 2021 IRRIOT was elected the 231st leading agtech company in the world by Food500.

www.irriot.com **info@irriot.com** IRRIOT

MAGRID
Luxembourg

Tahereh Pazouki
Project manager, founder

Tahereh has a Bachelor's and Master's degree in Computer Science and a PhD in Psychology, both of which helped her find the direction she wanted to pursue and explore in her career. During her doctoral studies, she developed an early math learning solution called Magrid. After finishing her PhD, she co-founded LetzMath and continued researching and developing educational solutions for individuals with special needs to promote equal opportunities for them to learn, experience and excel.

Elisabeth Martin
Business development

Elisabeth is completing a Bachelor's degree in International Business Administration at the Rotterdam School of Management. Besides studying, she is always looking for opportunities to gain practical experience in the world of business and further expand her skills. She is a student assistant at the university IT services department and a committee member of the university's entrepreneurship association. Elisabeth started working with Magrid at the beginning of 2021.

#education #youth

Project in: Luxembourg

Magrid is a language-free educational application for training cognitive and mathematical abilities in young children.

Cognitive abilities and mathematics are the entry point for all STEM fields and related professions. Already today, and even more tomorrow, these fields will be required for developing the economy and society as a whole. Given the hierarchical development of mathematics, very complex concepts build on easier ideas. However, when you think about how we learn mathematics in schools, instruction is shaped and conveyed by language. So children who are struggling with language will automatically also struggle with maths.

Magrid is a unique language-free solution designed to overcome the language barrier in maths education and provide all children with equal learning opportunities. The Magrid solution was approved by the Luxembourg Ministry of Education, which then purchased and implemented it in 100% of public schools in Luxembourg.

Magrid was named a World Summit Awards Global Champion in the field of learning and education.

www.magrid.lu **contact@magrid.lu**

Magrid Lu magrid_learning_solution @LearningMagrid

NUVENTURA
Germany

Nicholas Ottersbach
Business development, marketing manager

Nicholas has an academic background in business and politics at the University of Bristol. He is experienced in working with e-commerce and the energy/environmental areas, coordinating accelerator projects, organising events and interacting with policymakers, fundraising and startup pitching. He is always looking to contribute to a greener, smarter and more sustainable global power sector.

Anoop Raj Rao
Project engineer

Anoop is responsible for Nuventura's procurement activities and the selection of its suppliers. He is a mechanical engineer by training and his professional experience is predominantly in the energy and chemicals sector. Anoop holds a Master's degree in Mechatronics, Robotics and Automation Engineering.

#energy

Project in: Germany

Nuventura develops medium-voltage gas-insulated switchgear technologies that replace sulphur hexafluoride (SF6) — the world's strongest greenhouse gas — with dry air. The company is developing a completely sustainable grid technology that contributes to the energy transition by tackling annual SF6 emissions that are equivalent to the yearly CO_2 emissions produced by around 100 million cars. It is also working on the technology's full digitalisation.

Nuventura is an R&D company whose business model is to enable switchgear manufacturers to expand their own product portfolios. Manufacturers can license Nuventura's switchgear design or buy key components from Nuventura to incorporate in their own switchgear offerings. In so doing, the company facilitates the transition to an SF6-free switchgear industry which will be required by regulators in the European Union, United States and other regions in the coming years.

www.nuventura.com **info@nuventura.com**

Nuventura Nuventura @SwitchNuventura

ORANGE FIBER

Italy

Enrica Arena

CEO, co-founder

Enrica is in charge of marketing, communication, fundraising and research and development at Orange Fiber. Having studied International Cooperation for Development and Communication, she has worked in the field of communications for the non-profit sector and as project manager for the Bibliotheca Alexandrina and UNDP-Egypt, which is where her passion for social entrepreneurship as a driving force for growth started.

Alice Kaimann

Project management consultant

Alice provides support for scale-up project management, sustainability certification strategy, market research, competitive positioning analyses and funding opportunities. With a degree in Management Engineering, she gained sector-specific expertise through specialisation courses at Central Saint Martins in London.

#circulareconomy

Project in: Italy

Orange Fiber addresses the need for sustainable materials in fashion. It is the world's first company to produce a patented fibre from citrus juice by-products, repurposing them to create high quality, low impact fabrics for fashion. Orange Fiber uses waste, it saves on land, water and fertilisers, while avoiding environmental pollution.

Fashion is among the most polluting industries due to the unsustainable extraction and processing of raw materials and the cycle of using and disposing of garments. Globally, an improved material mix could deliver 41 million tonnes of greenhouse gas emissions savings, and a 1% increase in the circular model's market share reduces emissions by 13 million tonnes of CO_2-equivalent.

Thanks to continuous research and development combined with strong brand-building and communication, Orange Fiber has in recent years achieved significant milestones such as a partnership with Lenzing, Europe's leading producer of sustainable fibres, international IP protection with a trademark and patent extensions obtained in the main citrus-producing countries, market endorsements with clients such as H&M, Ferragamo and E. Marinella with over 500 commercial requests in the last two years, and an equity crowdfunding campaign raising €650 000, involving 350 impact investors.

www.orangefiber.it

Orange Fiber SRL @orangefiberbrand @ orangefiber

REPURPOSE GLOBAL
Norway

Arpitha Sandeep
Partnerships manager

Arpitha has been working with rePurpose for a year and prior to that worked for the Big Four as a consultant. She has a total of seven years of professional experience. She completed her Bachelor's Degree in Commerce with a focus on finance.

Peter Wang Hjemdahl
CMO, co-founder

Peter founded rePurpose three years ago. He completed his undergraduate studies at the University of Pennsylvania. He is a Chinese-Norwegian social entrepreneur, impact storyteller, and international development strategist who is passionate about building powerful movements that systematically solve climate change while empowering marginalised communities worldwide.

Peter is on the Forbes 30 Under 30 in Asia list. He has professional experience spanning ten countries (India, Singapore, China, Morocco, Jordan, Ethiopia, UK, Norway, US and Zambia) and five sectors (circular economy, health technology & global health, affordable education, renewable energy & energy access, and sustainable cities).

#circulareconomy

Project in: Norway

rePurpose is a global movement of conscious consumers and businesses going plastic neutral. As the world's first plastic credit platform, rePurpose make environmental action delightfully simple for companies of all sizes by financing the removal of as much nature-bound plastic waste as they produce while greening their product experiences to reach and retain purposeful consumers.

rePurpose was awarded the President's Engagement Prize at the Wharton School of the University of Pennsylvania in 2018, and was selected as one of the Top 12 Environmental Startups by the UN Environment Programme.

www.business.repurpose.global **arpitha@repurpose.global**

rePurpose Global @ rePurpose Global @repurposeglobal

THE NEWSROOM
Portugal

Pedro Henriques
CEO, founder

Pedro's academic background is in Economics (University of Porto) and Management (HEC Paris), but he has spent most of his career as a data scientist, working in the field of big data. He worked for two years as a consultant for Deloitte, and four years in data science, most recently leading a team of analysts for LinkedIn. This experience was an opportunity to explore the data of one of the world's biggest social media companies and research how users interact, connect and share content on the platform. At The Newsroom, Pedro leverages this range of experience to bridge business objectives with highly technical requirements. He is responsible for the building and iteration processes of The Newsroom's business model.

Jenny Romano
Business and product strategy, co-founder

Jenny is a social entrepreneur with a strong interest in mis- and disinformation, as well as sustainability and the circular economy. Her professional background lies in digital sales at Google, where she also mentored startups focused on the United Nations Sustainable Development Goals across Africa and Europe, solution engineering at Salesforce, as well as startup incubators - HEC Paris Incubator and UnLtd Tamil Nadu. Her academic background is in International Economics (Bocconi University) and Business (HEC Paris and CEMS), with additional studies undertaken in Business Sustainability Management at the University of Cambridge, Circular Economy at the University of Exeter | Ellen MacArthur Foundation, and Cyberpsychology at IADT Dublin. At The Newsroom, she is responsible for business and product strategy, aligning the two with the company's impact ambitions, as well as partnership development.

#democracy #citizenempowerment **Project in: Portugal**

The Newsroom's mission is to fight misinformation and promote plurality online. Founded in October 2020, the Newsroom believes that misinformation is at the root of — and affects — all the major issues our society is facing today. It focuses in particular on news in the three areas that misinformation online can have the strongest negative impact offline: the climate, politics and healthcare.

The Newsroom's solution combines four critical features: (1) scale: using artificial intelligence to help assess the trustworthiness of articles and claims online, driving impact at scale; (2) ease of access: our information is delivered through a browser extension and is seamlessly integrated in the places already accessed by users when they are looking for news; (3) transparency: highly transparent models enable users to understand clearly what is behind the score given to each asset; not providing a black-box solution means that The Newsroom can build trust with users, and educate them on which critical areas to analyse when assessing the trustworthiness of an article; and (4) context: we don't just score an individual asset, we also identify other assets that can provide a balanced set of views on the topic users are reading about.

The Newsroom was selected to showcase its product concept at the Web Summit in Lisbon. It was also shortlisted as one of the 35 most promising early-stage startups by EU-Startups, and was a finalist for the "Political Voice" category of the Impact Shakers Awards.

www.thenewsroom.ai **info@thenewsroom.ai**

thenewsroom @TheNewsroom_AI

UVERA
Poland

Magdalena Jander
CEO

Magdalena is a technology scout with extensive experience of developing life sciences and business projects. Before UVera, she managed GeneaMed - a university spin-off developing a new drug candidate for the treatment of chronic lymphocytic leukaemia. In 2018, with Dr Adam Kiciak and Professor Jacek Wierzchoś, she established the Polish-Spanish biotech startup UVera.

She was the recipient of two international fellowships – at Sorbonne Université Pierre et Marie Curie in Paris and at Osaka University in Japan where she oversaw projects for Novartis and Sumitomo Electric Industries on medical applications in the biotech and pharma industry. Magdalena has a PhD in Molecular Biology from the University of Medical Sciences in Lublin.

Adam Kiciak
CMO

Adam is a medical doctor, scientist and multidisciplinary entrepreneur. Adam brings to the company more than 10 years' experience in clinical trial coordination and monitoring as well as expertise in IP protection. His research interests are broadly in cancer treatment, probiotics, biodiversity, the microbiome, plant extracts and developing novel pharmaceutically active leads. When not serving as partner and medical advisor at UVera, Adam is CMO at NanoGroup SA, a holding company devoted to polysaccharide nanoparticles used to embed anti-cancer drugs. Adam has a truly interdisciplinary background, as an author and co-author of many medical publications as well as coordinator and supervisor of more than 20 field studies devoted to greenhouse gas production and waste-pollution reduction, conducted in livestock, cattle and poultry holdings (production and experimental farms) in Poland, Spain and China.

#health

Project in: Poland

UVera offers skin protection against the whole spectrum of UV sun radiation as well as other harmful factors such as blue light. It takes an innovative and interdisciplinary approach to fulfilling its mission of providing society with natural and safe UV protection products with no negative impacts on the planet.

Regular synthetic chemical UV filters cause DNA damage and strong allergic reactions, while increasing the risk of cancer as well as disrupting the endocrine system. What's more, they are responsible for the destruction of coral reefs and the marine ecosystem. There is a clear need for new, safe and naturally produced UV sunscreen filters. UVera provides the solution with our ecologically friendly novel compound produced using a specific species of cyanobacteria. It is extremely stable and offers unparalleled protection from the harmful effects of sunlight. And most importantly, it is safe for the human body as well as the natural environment.

UVera has been awarded many prizes, including the first prize for best Healthcare Startup at EIT Health InnoStars Awards in 2019 and the 2020 Horizon EIC Accelerator "Green Deal" grant, to name but a few. Founder Magdalena Jander was also elected businesswoman of the year in the Innovative Technologies Awards organised by the Sukces Pisany Szminka Foundation.

www.uvera.eu **info@uvera.eu**

UVera Revolution @uvera.company

VORTEX BLADELESS

Spain

Rodrigo Rupérez

CEO

Rodrigo has 14 years of experience as an entrepreneur in renewables and holds an MBA in Economics from IESE Business School. He was a pioneer in developing solar photovoltaic installations in Europe and South America. He was a consultant for the United Nations, UNCTAD-UNFSS, CARICOM and the Andean Community Secretariat on renewable energy, sustainable value chains and voluntary sustainability standards (VSS). He was co-founder of Zinertia Renovables SL which was subsequently acquired by ELECNOR, a leading company on the Spanish stock exchange.

David Yáñez

CTO, co-founder and inventor

David is visionary, rigorous, pragmatic and has the highest technical profile at Vortex. He is an electrical engineer, with a specialisation in industrial electronics and automation, and completed a Master's degree in Information and Telecommunication Engineering in Natural Computing. As an expert in hardware development, he is responsible for the special equipment process.

David's previously worked as a technical hardware developer at the Institute of Catalysis and Petrochemistry (belonging to the Spanish Council for Scientific Research — CSIC), project manager of technical facilities at FCC and laboratory head at Checkout Control. An achievement he is proud of was with Deutecno Noses and Sensors SL. Its artificial nose won the 2011 Ibero-American Innovation and Entrepreneurship Award, and was later acquired by a Spanish-based multinational company.

#energy

Project in: Spain

Vortex Bladeless is a tech startup transforming the cost of wind energy generation through the development of devices capable of harnessing energy from the wind in a sustainable and innovative way which radically differs from conventional wind power.

The Vortex wind turbine is not actually a turbine, since it does not rotate. It is based on the phenomenon of aeroelastic resonance. The device oscillates with a quiet non-aggressive movement which makes it perfectly suited to being placed anywhere without disturbing wildlife. Vortex is a new wind generation technology that offers the following main advantages: very low maintenance requirements; silent electricity generation; gearless; no shafts; few environmental hazards; little oxidation and corrosion in off-shore environments; and good space optimisation.

The idea came suddenly to David Yáñez in 2012 after watching a video of the Tacoma Narrows bridge oscillating in the wind. This idea was kept in a drawer until the time was right in 2015 when the Vortex startup story began.

After considerable efforts in R&D, Vortex has secured five patents covering the key areas of the technology and the company has been supported by the European Commission's EASME foundation through the Horizon 2020 programme, CDTI in Spain and Fundación Repsol.

www.vortexbladeless.com **vortexbladeless@vortexbladeless.com**

vortexbladeless @vortexbladeless @vortexbladeless

WASSER 3.0
Germany

Katrin Schuhen
CEO, founder

Katrin is the inventor at Wasser 3.0. After completing her doctorate in chemistry (Ruprecht-Karls University Heidelberg) in 2007, Katrin worked in the medical technology and polymer-producing industries before setting up her own research group as part of her Junior Professorship for Organic and Ecological Chemistry (2012 – 2018) at the University of Koblenz-Landau (Germany). Since then, she has been working on new material classes for the removal of microplastics and micropollutants from all kinds of water as well as on their detection and reuse, in addition to the possibilities of digitised process control.

Silke Haubensak
Communication and organisation

Silke, as a founding member of Wasser 3.0 gGmbH, is responsible for science communication as well as social business and organisational development. Silke studied Cultural Anthropology (MA, Ludwig-Maximilians-University in Munich) and has more than 15 years of experience in human resources, training & development and organisational development in the financial services sector. She is also a certified trainer, coach and mediator.

#water

Project in: Germany

Wasser 3.0 gGmbH, founded in May 2020, is a German non-profit organisation enabling new levels of environmental and health protection in (waste) water treatment. The combination of high-tech materials, low-tech processes and a systemic perspective achieves the highest possible impacts.

Wasser 3.0 not only provides innovative solutions for detecting and removing harmful particles from water, but also considers their reuse. The solutions developed by Wasser 3.0 are affordable and easy to integrate, while at the same time being modular, scalable and low maintenance. In view of the extent of global water pollution, the systemic approach of Wasser 3.0 works with a focus on effective waste prevention strategies and preventive, environmentally friendly action, including in the areas of education and awareness.

As a sustainability entrepreneur, Wasser 3.0 is a non-profit company acting across multiple sectors with the aim of making measurable contributions to the UN Sustainable Development Goals in the areas of clean water, green innovation, climate protection and responsible production.

Among many other awards and distinctions, Wasser 3.0 has received the Global Innovation Award (UAE), the Solar Impulse Efficient Solution Label for Wasser 3.0 PE-X®, the German Innovation Award in Gold, and was selected as one of the 18 Innovators for the Future in 2020 by The Futures Project.

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Wasser 3.0 gGmbH @wasser3punkt0 @wasserdreinull

WHEELMAP
Germany

Holger Dieterich
Co-founder

Holger is a board member of the non-profit association SOZIALHELDEN and founder of several digital solutions for accessibility and inclusion. He is also a consultant on the topic. With Raul Krauthausen in 2010, he founded Wheelmap.org, now the largest online map of accessible places. In 2015, he founded the open data platform Accessibility.Cloud. In 2018, he advised the United Nations on its Flagship Report on Disability and Development. Before joining Sozialhelden full-time, he managed a startup accelerator. He holds a degree in Design from the Berlin University of the Arts with a focus on the digital user experience.

Judyta Smykowski
Community manager and domain expert

Judyta , born in Hamburg in 1989, studied cultural journalism at the University of the Arts and online journalism at the Hochschule Darmstadt. She is a domain expert, trainer, copywriter and editor for disability and inclusion at Sozialhelden. In this role, she produces podcasts and articles, and is a speaker with a focus on the media landscape.

#accessibility

Project in: Germany

Wheelmap is a map of wheelchair-accessible places. Anyone can easily find places, enter them on the map and rate them using a traffic light system — worldwide and free of charge. Information on over 2.3 million public places is currently available. More than 300 new entries are added every day. Since 2010, the map has been helping wheelchair users and people with other mobility impairments to plan their day more effectively. It is now available in 32 languages.

The Wheelmap team believe in the power of open data and cooperate with OpenStreetMap, among others. All collected information is also available as a free dataset on the company's accessibility.cloud platform. Today, Wheelmap not only shows wheelchair accessibility, but can also include 150+ different accessibility aspects of public places, helping people with all kinds of disabilities.

www.wheelmap.org

Sozialhelden @ wheelmap

SIT ALUMNI TESTIMONIALS

CLOUDCUDDLE (Netherlands)

#health

Lotte Leufkens

CEO

"The Social Innovation Tournament was highly important for us because it gave our business a certified international stamp of approval. And of course you have the chance to win a tonne of money that you can put towards your growth plans."

SPONSH (Netherlands)

#climate #environment

Lourens Boot

CEO and CIO

"The SIT provided us with solid business coaching, helped us nail our impact model, provided world-class communication and pitch training, and generated a lot of traction."

NAVILENS (Spain)

#inclusion

Javier Pita

CEO and Co-founder

"We are very happy with our participation in the SIT. For the people, the atmosphere, the coaching, the advice and the prize."

BEEODIVERSITY (Belgium)

#climate #environment

Michael Van Cutsem

CEO

"We've participated in many contests and the SIT is by far one of the best. We became a member of the SIT Alumni network which gives us a lot of new opportunities."

HERA MOBILE APP (Turkey)

#health

Neeru Narla

CMO

"The SIT doesn't just help support social entrepreneurs through funding opportunities, it provides tools to train the next generation of those who want to be leaders in social change."

MENTORING AND PRIZES

To mark the tenth anniversary of the SIT, the 15 selected projects will compete for **prizes worth a total of €220 000**. Finalists will compete for four cash prizes awarded by a jury of specialists from the academic and business worlds. **First and second prize projects** in the General Category and the Special Category will **receive €75 000 and €30 000** respectively. The Special Category prizes will go to projects focusing on sustainable living.

Two projects will be selected to attend INSEAD's Social Entrepreneurship programme in Fontainebleau, France.

This year's competition will also feature an online vote by the audience. **The project with the most votes will receive the €10 000 Audience Choice Award**.

EY Brussels mentoring voucher

EY Transaction Advisory Services (TAS) helps businesses drive their 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 first prize in the General Category of the 2021 Social Innovation Tournament will be offered business model fine-tuning by EY TAS to help the entrepreneur with financing their business plan and to complement the services of the EIB, a major EY client.

INSEAD Social Entrepreneurship Programme

Since 2016, the EIB Institute has been partnering with INSEAD Business School to give up to two members of two 2021 SIT finalist project teams the opportunity to attend the INSEAD Social Entrepreneurship Programme (ISEP). Launched in 2006, ISEP is a one-week programme that combines cutting-edge theory and practice 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 itself, 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. With nearly 700 members 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.

STRATEGIC PARTNERS AND ASSOCIATES

Before the pitching competition, all 15 finalists have the opportunity to fine-tune and perfect their ideas at the mentoring bootcamp, online coaching sessions and rehearsal bootcamp delivered by Pioneers.

Pioneers designs, organises and delivers customised programmes that serve the needs of participants and ensure effective support for innovative and impactful ideas. Since 2009, their driving force has been their mission of building an ecosystem of tech innovators to create a prosperous future together.

They are entrepreneurs themselves with an approach based on creative and iterative lean startup processes, supporting different challenges and addressing specific needs with actionable insights.

Pioneers has a global reach with strong expertise in fostering entrepreneurship in Europe. Through their global network and European ecosystem, they connect a variety of different stakeholders including institutional organisations, startups, investors, corporations and established market players. They have been working in the European startup scene for more than 10 years and developed comprehensive expertise on what it takes to create a successful and impactful startup.

Mentors

Michaela Stephen, Verena Judmayer and Michael Obrist.

www.pioneers.io

Goodbag is a loyalty programme that replaces the loyalty card with a smart reusable shopping bag and rewards users for making the sustainable choice of bringing their own bag. Every Goodbag has a small integrated NFC chip that users can scan using a contactless system to receive exclusive discounts and rewards. For every bag that it sells, Goodbag plants trees to combat climate change, and with every scan, users can choose to plant more trees and receive feedback about their environmental footprint. Goodbag was an SIT 2015 Finalist.

www.goodbag.io

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 of group dynamics. She translates stories, strategies and ideas into images that are not just beautiful, but more importantly, also serve clarification, transform complication into complexity and enhance the collective memory. Caroline commits to tasks with her "head, heart and hand."

www.oceanvisuals.net

Based in the heart of Porto since 2010, Oupas! is a design studio run by Cidália, Joana and Sofia, a team of three women from the north of the country who are obsessed with cats. They met at college while studying graphic design, but they soon found their mutual passion: building handcrafted objects. Their materials of choice are paper and cardboard, both of which are so versatile, easy to handle and environmentally sound! From small objects to stage and event designs, or even a life-size cardboard city… they can make it all happen! Oupas! is a traditional Portuguese expression which means "let's go!" or "let's do it!" — a fitting motto for this team.

www.oupasdesign.com

NOTES

European Investment Bank · Institute

Social Innovation Tournament

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