

**Change  
tomorrow  
today**  
11<sup>TH</sup> EDITION

# PITCHING COMPETITION

**SOCIAL  
INNOVATION  
TOURNAMENT**

**29 SEPTEMBER 2022  
VIENNA**



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.



The Social Innovation Tournament (SIT) is the flagship initiative of the EIB Institute's Social Programme. The SIT final event 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.

In 2022, the winning projects in the General Category and the Special Category will be awarded a first prize of €75 000 and a second prize of €30 000, plus an Audience Choice Award of €10 000. This year, the **Special Category prizes** will go to projects focusing on the **blue and green economy**.

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, including healthcare, the natural and urban environment, and new technologies, systems and processes.

The tournament has two rounds. A Selection Committee comprising mainly EIB Group experts in innovation, the environment and other relevant disciplines selects 15 projects. The finalists are then invited to a mentoring programme consisting of a mentoring and rehearsal bootcamp, pitching training and one-to-one online training to provide them with the necessary guidance to finalise 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 and can access webinars and training programmes on scaling impact, communications, investor engagement, fundraising, measuring and managing impact and digital marketing. This is in addition to being able to apply for small grants—SITolarships—and being supported by a network of EIB Group experts. SIT Alumni also benefit from partnerships with corporates (such as Amazon Web Services and EY) and with top business schools (Católica Lisbon School of Business & Economics, INSEAD, IE and Oxford).

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# AGENDA

## PITCHING COMPETITION: GRAND FINALE

Erste Campus, Grand Hall (Am Belvedere 1, 1100 Vienna)

### Morning session

09:30	<b>Welcome coffee and registration</b>
	<b>Master of ceremonies</b> Katharina Moser, founder and managing director, MOSAIK
10:00 – 10:30	<b>Opening remarks :</b> Marjut Falkstedt, Secretary General, European Investment Bank (EIB) Boris Marte, Chief executive officer, ERSTE Foundation
	<b>Relevant rules and procedures</b> <b>Establishing the order of presentations (draw)</b>
10:30 – 12:30	<b>Finalist presentations (eight projects)</b>
12:30 – 13:30	Lunch break

### Afternoon session

13:30 – 15:00	<b>Finalist presentations (seven projects)</b>
15:00 – 16:00	<b>Guided tour of FLiP — Erste Financial Life Park</b>
15:00 – 19:00	<b>Online voting for the Audience Choice Award</b>

## AWARDS DINNER (by invitation only)

Palais Ferstel, Grosser Ferstelsaal (Strauchgasse 4, 1010 Vienna)

### Evening event

19:30 – 20:30	<b>Networking cocktail reception</b>
20:30 – 23:00	<b>Awards dinner and presentation of SIT 2022 winners</b>

 EIBInstitute

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 @EIBINSTITUTE

#SIT22Vienna

[www.sit2022.org](http://www.sit2022.org)

# ORDER OF PRESENTATIONS

PROJECT NAME	COUNTRY	SECTOR	#
<b>ALGAENERGY</b>	Spain	Agriculture and food supply	
<b>BEETLE FORTECH</b>	Austria	Green economy	
<b>EUFONIA</b>	Germany	Inclusion	
<b>HALE</b>	Italy	Health	
<b>IMAGILABS</b>	Sweden	Education	
<b>JUNKER APP</b>	Italy	Circular economy	
<b>LIGNOVATIONS</b>	Austria	Sustainable consumption and production	
<b>MYCOTEX BY NEFFA</b>	Netherlands	Sustainable consumption and production	
<b>NEWCY</b>	France	Circular economy	
<b>PILLIO</b>	Germany	Health	
<b>RESORTECS</b>	Belgium	Sustainable consumption and production	
<b>ROSI</b>	France	Circular economy	
<b>SEADS</b> (Sea Defence Solutions)	Italy	Circular economy	
<b>WAVEOUT BY DREAMWAVES</b>	Austria	Inclusion	

## IF YOU CAN, YOU MUST:

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

It is now eleven years since the EIB Institute held its first Social Innovation Tournament (SIT) final event in Luxembourg in 2012. The tournament's 11<sup>th</sup> 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), online due to the pandemic situation (2020) and Lisbon (2021). This year, 15 social innovation projects are competing in Vienna, Austria, and joining a growing community of over 146 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 theme of "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.

When the tournament was held in Madrid in 2014, the winner of the General Category was the French microfranchising initiative Adie. Adie aims to launch social microfranchise 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).

The fifth edition of the tournament was held in Ljubljana in 2016. First prize in the General Category went to Aprendices Visuales, a project 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) share 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 startup 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). 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.

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 for tackling all kinds of abuse (physical,



**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**



**2021- MAGRID**

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, the final pitching competition took place online due to the pandemic. 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.

In 2021, the tournament was held in Lisbon (Portugal). Magrid, an evidence-based pedagogical solution for educators and parents to help children develop cognitive, visual-spatial and maths abilities won the first prize in the General Category. Cellugy (EcoFLEXY), a Danish biotech startup tackling plastic

pollution by replacing single-use plastics with 100% natural bio-cellulose, was awarded the first prize in the Special Category, dedicated to projects focusing on sustainable living. The Institute for Inclusive Education (Germany), which develops educational offerings delivered by people with disabilities, won the second prize in the General Category. Orange Fiber, an Italian venture that produces patented sustainable fabrics from citrus fruit by-products to develop quality fabrics for the luxury fashion sector, won the second prize in the Special Category as well as the Audience Choice Award.

# MASTER OF CEREMONIES



## **Katharina Moser**

Founder and managing director, MOSAIK

Katharina Moser designs and moderates interactive formats and events that connect people to enable better collaboration on sociopolitical issues. After working at the Austrian Foreign Office, the British Council and the European Forum Alpbach, she founded the agency MOSAIK in 2015. Her "Routes" project was awarded the Europe State Prize, among others. She has developed, organised and moderated around 200 events and sees her focus in the design of authentic encounters as the basis for cohesion and cooperation. Since 2020, she has specialised in the design of online and hybrid formats and works as an experience designer for the Global Peter Drucker Forum and Media Apparat, among others.

She is on the board of Bürgerforum Europa and the Austrian Society for European Politics, and is a founding member of Alliance4Europe and a member of the BMW Responsible Leaders Network.

[in Katharina Moser](#) [@katharina\\_moser](#) [@katharina\\_mosaik](#)

[www.katharinamoser.eu](http://www.katharinamoser.eu)



# WELCOME SPEAKERS



## **Marjut Falkstedt**

### Secretary General of the European Investment Bank (EIB)

Marjut Falkstedt has been the Secretary General of the European Investment Bank (EIB) since March 2018.

Prior to that, she was Deputy Secretary General of the EIB (from September 2015), and between 2013 and 2015 served as Deputy Chief Executive of the European Investment Fund, where she was responsible for risk management and compliance, finance and budget, information, and middle and back office.

Before joining the EIB group, Marjut worked for the European Commission in the Directorate-General for Economic and Financial Affairs (ECFIN), where she held various roles in the field of SME and infrastructure financing as well as sovereign lending. Prior to that, she had different responsibilities in audit and lending within Dresdner Bank.

[in Marjut Falkstedt](#) [@MarjutFalkstedt](#)



## **Boris Marte**

### Chief executive officer of the ERSTE Foundation

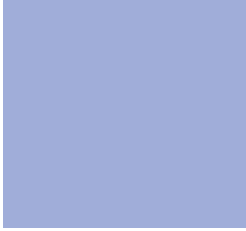

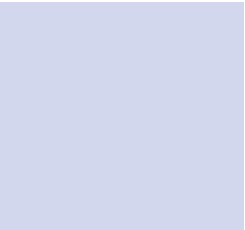


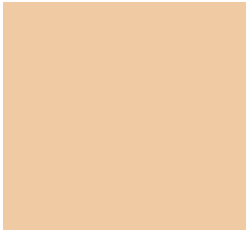








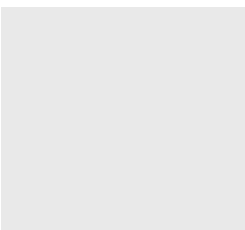

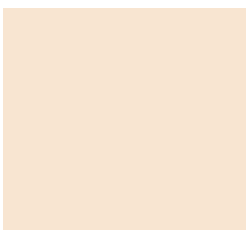




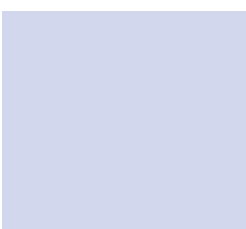


Before working for Erste Group, Boris Marte held various positions in the fields of politics as a member of the cabinets of the Austrian Vice-Chancellor and Federal Minister for Science and Research, and the Cultural Commissioner of the City of Vienna. In this function he was project manager responsible for the Viennese Holocaust Memorial designed by Rachel Whiteread in Judenplatz, Vienna.

Boris is chairman of the Austrian Filmmuseum (Österreichisches Filmmuseum) and chairman of the University Council of the Academy of Fine Arts in Vienna (Akademie der Bildenden Künste Wien). He is also a member of the Board of Trustees of the Viennale (Vienna International Film Festival) and a member of the Supervisory Board of Kunsthalle Wien. Boris is a law graduate from the University of Vienna and Sorbonne II, Paris.

[in Boris Marte](#) [@BorisMarte](#)



# JURY

	 <b>PIETER OOSTLANDER</b>			
		 <b>CONCEPCIÓN GALDÓN</b>		 <b>ELENA CASOLARI</b>
				
	 <b>IILONKA JANKOVICH</b>		 <b>JUSTINA ALDERS-SHEYA</b>	
				
		 <b>KATELL LE GOULVEN</b>		 <b>OLIVIER DE GUERRE</b>
 <b>REINHARD MILLNER</b>				

# PRESIDENT OF THE JURY



## Pieter Oostlander

Founder of Shaping Impact Group, fund manager of SI2 Fund, INZET and SI3 Fund

Pieter founded what is currently known as Shaping Impact Group in 2011 as an impact fund management and impact consulting firm. Shaping Impact Group works with investors, philanthropists, funds and foundations to generate maximum societal impact.

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 started shaerpa, which was the foundation for Shaping Impact Group.

He works tirelessly on what he calls "the marriage between the business approach and societal 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.

[in SI2 Fund](#)

[@SI2 Fund](#)

[in Pieter Oostlander](#)

[@Shaerpa\\_pieter](#)

[www.shapingimpact.group](http://www.shapingimpact.group)

# MEMBERS OF THE JURY



## Concepción Galdón

Director of IE Center for Social Innovation and Sustainability/  
Lead of IE Sustainable Impact Teaching and 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, with 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 United Nations' 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.

[in IE University](#)

[@IEUniversity](#)

[in Concepción Galdon PhD](#)

[@ConchitaGaldon](#)

# MEMBERS OF THE JURY



## Elena Casolari

Co-founder and partner of OPES Italia Sicaf EuVECA,  
co-founder and chairwoman of 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 ten 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 Umamo Progresso, a family-run foundation, and 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 poorer people. After graduating in management, Elena was a Monbusho fellow at the Hitotsubashi University in Tokyo for two years.

 @opes\_impact

 Elena Casolari

 @CasolariElena



## Ilonka Jankovich

Venture partner, Rubio Impact Ventures

Ilonka Jankovich is a serial entrepreneur of Dutch and Hungarian origin. At the beginning of her career she spent ten years as an M&A lawyer at Clifford Chance and had her own law firm. After that she founded the legal recruitment firm Legal FlexForce based in the Netherlands, which was sold to Monster in 2001. In 2003, she moved with her family to Hungary where she started a recruitment business — ProfiPower — which became the market leader and was sold to Randstad in 2010. In 2013, the Randstad Innovation Fund was set up, which she manages together with Paul Jacquin. In 2015-2019 she was selected as one of the top 100 global female staffing leaders, and in 2018 and 2019 she was included in the global top 100 corporate venture capitalist power list.

She currently serves on the boards of Crunchr, Brazen, Shiftboard, Exact and Flow Traders and joined Rubio Impact Ventures to lead the People Power team. Ilonka is an angel investor who is passionate about what education and work can do to enhance people's lives and loves to support businesses that are able to make a systemic impact and have ambitious business goals.

 Rubio Impact Ventures

 Ilonka Jankovich

 @IlonkaJankovich

# MEMBERS OF THE JURY



## **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 Investment Management, she had a number of roles at EY and ING Group. Justina is a certified chartered accountant, holds a postgraduate degree in accounting from the Vrije Universiteit 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.

[in Triodos Investment Management](#)

[@TriodosIM](#)

[in Justina Alders-Sheya MSc. RA CIA](#)



## **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.

[in Katell Le Goulven, PhD](#)

[@Katellgoulven](#)

# 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 for families, foundations and institutions, in particular in 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.

[in](#) Phitrust

[@PhiPartenaires](#)

[in](#) Olivier de Guerre



## Reinhard Millner

Senior researcher, lecturer and co-founder and head of the Social Entrepreneurship Center at WU Vienna

Reinhard Millner is a senior researcher and lecturer at WU Vienna (Vienna University of Economics and Business), and co-founder and head of the Social Entrepreneurship Center at WU. He has a training background in business administration and economics, having studied in Vienna, St. Gallen and London, and holds a PhD from WU Vienna. Since 2013, he has also served as academic director for the NGO Academy, offering a range of capacity-building programmes to NGOs and social enterprises in 14 countries in Central and Southeast Europe, to which he contributes in the areas of programme development, curriculum design and programme implementation. Furthermore, he is academic director of the MEGA Academy, an acceleration programme for Austrian social enterprises in the field of education, and is responsible for the professional master's course in social innovation and management at the WU Executive Academy.

Reinhard Millner was a visiting scholar at the Stockholm School of Economics and visiting lecturer at the Zeppelin University in Friedrichshafen and at the Centre for Philanthropy Studies of the University of Basel, among others. He regularly teaches courses for the WU undergraduate and executive programme. He was a member of the GECES sub-group on social impact measurement, a group of experts of the European Commission developing a methodology to measure the socioeconomic benefits created by social enterprises. In addition to his academic responsibilities, he serves on the advisory boards of several non-profit organisations and is a jury member and project evaluator for a number of award schemes. In these roles, he has assessed over 2 000 projects so far.

His research interests centre on social innovation, social entrepreneurship, impact investing, philanthropy and foundations, and social impact assessment.

[in](#) Reinhard Millner

[www.wu.ac.at/sec](http://www.wu.ac.at/sec)

# FINALISTS

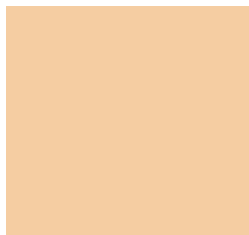
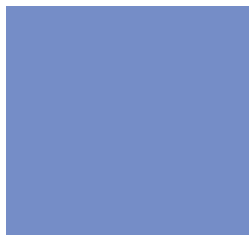
				
	 <b>CARLOS RODRÍGUEZ-VILLA</b>			
 <b>MARÍA SEGURA FORNIELES</b>		 <b>MATTHIAS SAMMER</b>		
 <b>FRANCESCO SPAGGIARI</b>			 <b>GAIA SALIZZONI</b>	
		 <b>PAOLO FORNARI</b>		 <b>VITTORIA BROLIS</b>
 <b>DORA PALFI</b>				
			 <b>MARTINA FARINA</b>	



# FINALISTS



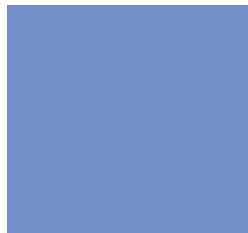
**MARTIN  
MILTNER**



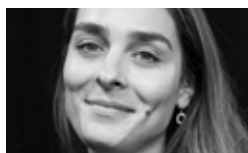
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HOITINK**



**CAROLINE  
BETTAN**



**SOLENE  
DALIFARD**



**GEORGIA XYDIA  
CHARMANTA**



**CÉDRIC  
VANHOECK**



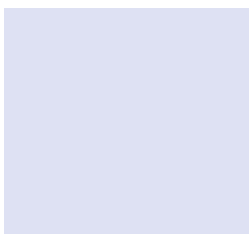
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KHAN**



**RAWAA  
AMMAR**



**HSIN-HSIN  
FAN**



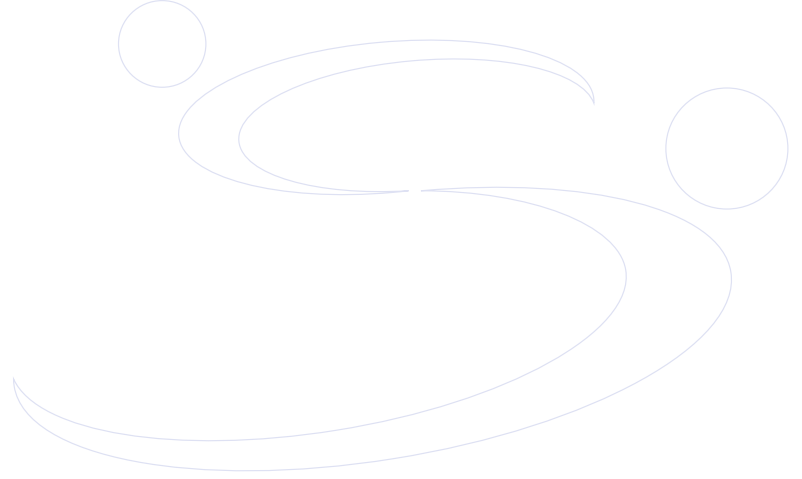
**FABIO  
DALMONTE**



**HUGO CORREIA  
DUARTE FURTADO**



# FINALISTS



## ALGAENERGY

COUNTRY: SPAIN

#AGRICULTURE #FOODSUPPLY

AlgaEnergy is a biotech company specialised in the field of microalgae. It commercialises microalgae-based agrobiological inputs that efficiently combat the effects of climate change while sustainably increasing crop yields and improving their quality, reducing chemical inputs, maximising farmers' competitiveness and regenerating soil health.

The company has been distinguished with over 25 awards, including the Blue Invest Award from the European Commission in Brussels, the Solar Impulse Efficient Solution Label from the Solar Impulse Foundation in France, and the Expansión Award for best initiative oriented towards the SDGs by the media group Expansión in Spain, among many others. It is the first B Corp certified company in its sector worldwide.

[www.algaenergy.com](http://www.algaenergy.com) [info@algaenergy.com](mailto:info@algaenergy.com) [in algaenergy](https://www.linkedin.com/company/algaenergy)



### Carlos Rodríguez-Villa Förster

Managing director

Carlos is an economist with experience in business development, biotech, agtech, e-commerce and media management. He previously worked as country director at AFA Press for USA Today and as country manager at Zalando Spain. Carlos has been at AlgaEnergy since 2013, now as managing director. He collaborates with different associations related to the bioeconomy, biotech and innovation. His mother tongue is Spanish, he is fluent in English and German and has a good level of French.



### María Segura Fornieles

Deputy general manager and technical director

María is an industrial and chemical engineer. She has a master's in renewable energies and has worked at AlgaEnergy since 2009, where she is the technical director and deputy general manager. Her mother tongue is Spanish and she is fluent in English.

# FINALISTS

## BEETLE FORTECH

COUNTRY: AUSTRIA

#GREEN #ECONOMY

Our habitat is getting stripped of one of its most valuable ecosystems: forests. To sustain a continuous supply of this perfectly regenerative resource, forests must be prevented from collapsing. To achieve this, Beetle ForTech has developed a holistic timber tracing and forest monitoring system. Timber tracing involves a smart handheld and location-aware tagging device that enables individual logs to be traced back to their exact position of growth. The tool collects GNSS and environmental data for every single harvested tree and applies specifically developed waste-free codes onto logs on-site. Data are encrypted and sent to a cloud system once network connection is established. Later, processors read encoded logs via industrial computer vision and can thus ensure that end products have been produced responsibly.

Interconnected with this in-situ tracing system is a satellite-based forest monitoring system to observe what is going on in forests around the world. Are there harvesting activities? Where exactly? Are they legal? How much biomass has been extracted or is regrowing? After all, information on timber origin, legal state and volume is what truly enables regenerative forest management. Our goal is to give each single harvested tree an identity, digitalise the entire timber value chain and thus make transparency a matter of course.

[www.beetlefortech.com](http://www.beetlefortech.com) [info@beetlefortech.com](mailto:info@beetlefortech.com) [in beetle fortech](https://www.linkedin.com/company/beetle-fortech) [@BeetleFortech](https://twitter.com/BeetleFortech)



### Matthias Sammer

Co-founder and Chief technology officer

Matthias began his journey with an apprenticeship as a wood and saw technician at a leading Finnish paper and wood manufacturer. After working in the industry for several years, he developed a profound understanding of timber industry processes. His strong exploratory curiosity led him to study international business, behavioural science, data science and economics. Over the years, Matthias has gained insights into various industries, such as travel, insurance and finance. In 2019, all these pieces came together when the Beetle ForTech project was born.

# FINALISTS

## EUFONIA

COUNTRY: GERMANY

#INCLUSION

Sub\_Bar by Eufonia is a space for every artist, including those who are deaf or hard of hearing, to create and perform a new art form, in an innovative, transforming, inclusive cultural format. It is the result of artistic and scientific research, inspired by diversity and beauty: a new, inclusive and creative playground for talents who come from sound and silence.

Eufonia aims to create a new cultural and artistic ecosystem, developed around the use of subfrequencies and the focus on the haptic sense. Ignored by compositional practices, our sense of touch is home to our deepest memories and most instinctive reactions, talking a language of pain and pleasure, trauma and comfort, summer and winter. What happens when we stimulate it with music? We invited hearing, hearing impaired and deaf artists to create original works using only subfrequencies, which are frequencies between 30 Hz and 150 Hz: their compositions are played through powerful subwoofer systems, transforming venues into musical pressure rooms, for an unprecedented listening experience that activates the whole body. These performances and installations induce a different kind of focus, and the haptic stimulation created by the music results in a clear sense of relaxation and mind and body alignment.

[www.eufonia.io](http://www.eufonia.io) [hello@eufonia.io](mailto:hello@eufonia.io) [in eufoniasound](https://www.linkedin.com/company/eufoniasound) [f eufoniafestival](https://www.facebook.com/eufoniafestival)



### Francesco Spaggiari

Founder and creative director

Francesco Spaggiari is an Italian-Peruvian creative director, artist, DJ, electronic music producer and performer with a strong interest in psychology, psychotherapy, neurology and perception. He studied communication and marketing at the University of Modena and Reggio Emilia, and his creative output sits at the intersection between art and science, using curiosity as a catalyst for social transformation. Francesco speaks Italian, Spanish, Portuguese, German, English and French. His career as a touring artist has allowed him to travel the world and get in touch with several different cultures, resulting in a lasting fascination for diversity.



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# FINALISTS

## HALE

COUNTRY: ITALY

#HEALTH

One in four women suffer from chronic pelvic pain (CPP), a persistent pain condition lasting more than three months in the pelvic area. It is related to conditions such as vulvodynia and endometriosis, and symptoms such as pain during intercourse or heavy menstrual pain. Patients with chronic pelvic pain suffer from severe psychological health issues at a disproportionately high rate compared to their healthy peers, resulting in a reduced quality of life. Hale is a mobile app providing personalised digital therapy to live peacefully with this condition. The Hale online community also aims to break down the strong stigma that is often associated with these conditions by making people more aware and connected. The app is designed to be a "care everywhere" tool, which creates monthly personalised plans using artificial intelligence to help people better manage pain interference. These are based on an online assessment tracking symptoms, goals and routines. The project was born from the personal experiences of the founders, who want to ultimately break down taboos about chronic pelvic pain and make people's life better and more conscious. This is why the community is central: Hale's products are patient-led, meaning they are designed for and with the community, which can contribute to and validate them directly. Combining sound scientific knowledge with patients' experiences can lead to products which are both clinically valid and truly useful for people. We believe this to be a new frontier in the digital healthcare innovation system.

[www.halecommunity.com](http://www.halecommunity.com) [hello@halecommunity.com](mailto:hello@halecommunity.com) [f halecommunity](https://www.facebook.com/halecommunity) [i halecommunity](https://www.instagram.com/halecommunity)

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### Gaia Salizzoni

#### Co-founder and Chief executive officer

Gaia is in charge of business strategy and product development, pushing forward the project's vision. She holds a degree in political science and a Master of Science in innovation management. Thanks to her studies, she has lived in five countries and now speaks English, Spanish, Italian and German fluently. Before Hale, she held different management positions in digital consulting projects, research centres and foodtech/enertech startups, always at the juncture between business and tech. She believes that new social entrepreneurship models will tangibly shape future social paradigms, merging progress with sustainability.

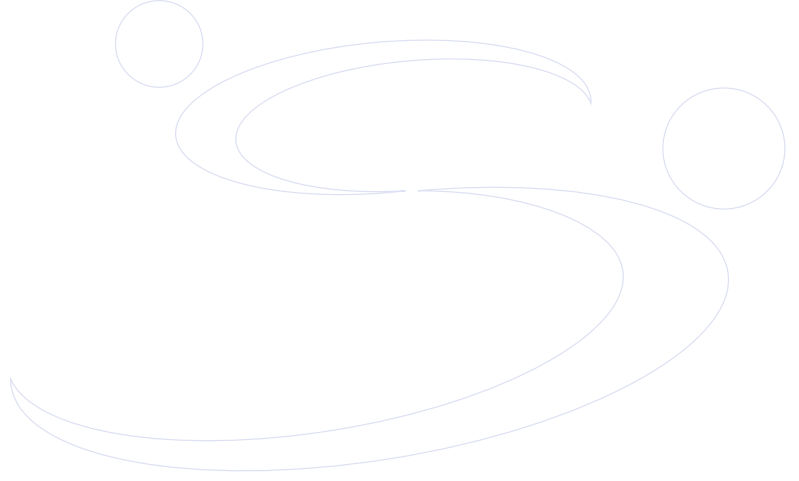


### Vittoria Brolis

#### Co-founder and Chief operating officer

Vittoria currently manages operations and community nurturing activities, and is in charge of the patient-led design process of the product. She has a solid background in economics and social sciences, which she developed at the trilingual university of Bolzano (Italy) and in Dresden (Germany) during her year-long Erasmus exchange programme. Vittoria strives to connect economic sustainability and social impact. This led her to launch several associations and projects in the social innovation field, and to work as a project manager at BASIS, a Social Activation Hub in northern Italy. She speaks Italian, English and German.

# FINALISTS



## IMAGILABS

COUNTRY: SWEDEN

#EDUCATION

In order for technology to benefit everyone, we need diversity among its creators. Incredibly, women still make up less than 25% of the mighty tech workforce in Europe. ImagiLabs is giving coding superpowers to girls around the world so that they can grow up to be inventors, entrepreneurs and change-makers thriving in our digital society. imagiLabs has built the world's only mobile-first community for pre-teen girls interested in tech, making coding truly fun and accessible for this hard-to-reach demographic. Their products include gamified educational apps, a programmable accessory (hardware) called the imagiCharm, and an innovative Python curriculum. Having attracted kids, parents and educators alike, imagiLabs works with various stakeholders to make computer programming education relevant and enjoyable.

[www.imagilabs.com](http://www.imagilabs.com) [sayhi@imagilabs.com](mailto:sayhi@imagilabs.com) [Twitter](#) [Facebook](#) [Instagram](#) [YouTube](#) [RSS](#) [LinkedIn](#) **imagiLabs**



### Dora Palfi

Co-founder and Chief executive officer

Dora has a bachelor's degree in neuroscience with a minor in computer science from New York University Abu Dhabi and studied human computer interaction at KTH Royal Institute of Technology in Stockholm as part of the European Union's EIT Digital Master School. She has worked as a developer at Morgan Stanley and as a UX designer at Cisco, and has substantial experience teaching programming to children and teenagers as well as advocating for women in technology. Dora is Hungarian, and true to her fictional namesake Dora the Explorer, has lived, studied and worked in ten countries across four continents. In addition to her work to bring technology closer to girls, Dora is also a yoga instructor, bringing mindfulness closer to engineers. She was recognised on the Forbes 30 Under 30 2021 list as one of Europe's leading social entrepreneurs and serves as a Cartier Women's Initiative Fellow.

# FINALISTS

## JUNKER APP

COUNTRY: ITALY

#CIRCULARECONOMY

The Junker app was launched to solve a major issue in Italy, where the rules for sorting waste can vary from town to town. It provides a quick and simple way to find information on how to separate waste.

Junker helps users sort waste properly. You can scan the product's barcode and get information about the packaging components, the materials they are made of, and the correct waste bins in which they must be thrown. Information is always up to date, validated by the national authorities for waste fractions, and geolocated. This means that users get information that is in line with the rules for waste sorting in their area. Additionally, users can refer to the calendar for door-to-door collection, view collection points on the maps, get messages directly from their municipality and look for contact details of the municipality/waste disposal company.

To date, 1200 municipalities in Italy have joined Junker, along with 20 municipalities in Switzerland. Over 2.3 million users have downloaded the app and our database has 1.7 million classified products. We have received several awards and acknowledgements in Italy and our project has been included in 100 Italian Circular Economy Stories and in the White Paper on Good Practices in the Field of Environment by the College of Europe (2016/2017).

<https://junker.app/> [comunicazione@junkerapp.it](mailto:comunicazione@junkerapp.it)

[Twitter](#) [Facebook](#) [Instagram](#) [YouTube](#) [RSS](#) [LinkedIn](#) [junkerapp](#)



### Paolo Fornari

#### Social media and communication officer

Paolo has been a member of the Junker team for three years now. Before joining the team, he studied foreign languages in Rome and got a master's degree in intercultural communication and EU studies in Fulda (Germany). He did a traineeship at the EU institutions in Brussels and afterwards completed a postgraduate course in green management at Bologna Business School. He speaks Italian, English, German and French.

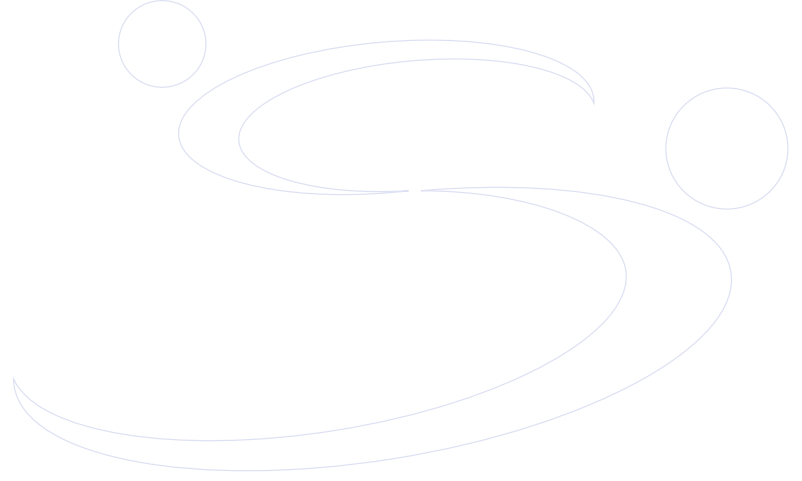


### Martina Farina

#### Help desk manager

Martina has been with Junker app since 2018. She is also the product manager of Sentinella, a software developed by Giunco for environmental reporting. She graduated in philosophy from Verona, then got a master's degree in cinema, television and multimedia production in Bologna. Before joining the Junker team, she worked at the help desk for a service company for municipalities. She speaks Italian and English.

# FINALISTS



## LIGNOVATIONS

COUNTRY: AUSTRIA

#SUSTAINABLECONSUMPTIONANDPRODUCTION

Lignovations has developed a technology to make consumer products more sustainable using the power of lignin. Lignin is a component of plant biomass like cellulose. It protects the plant from harmful influences such as UV radiation, oxidative stress and microbial attacks. Using a patented process, Lignovations transforms raw lignin into a high-tech ingredient, making these protective functions usable in everyday products such as cosmetics, coatings and packaging. Lignovations' breakthrough biomaterial can replace the harmful chemicals found in many consumer products, reducing risks to human health and the environment.

Lignovations sources its raw material from upcycled wood residues and their clean production process works without the use of harmful chemicals. Their lignin products are fully natural and hence do not pose a threat to the environment at the end of life. The team developed the technology at TU Wien and is working together with multiple industry partners to use the natural functions of lignin in their consumer products. Lignovations is supported by FFG, aws, TUW i2c and accent and has received awards from StageTwo, greenstart, Falling Walls Austria, Startup World Cup Austria and i2b.

[www.lignovations.com](http://www.lignovations.com)   [info@lignovations.com](mailto:info@lignovations.com)   [in lignovations](https://www.linkedin.com/company/lignovations)



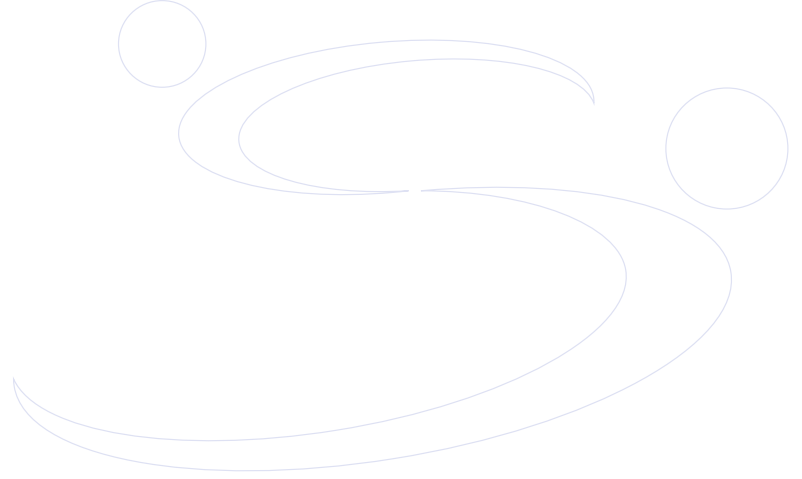
### **Martin Miltner**

Chief executive officer and Chief technology officer

Martin Miltner is a chemical engineer (PhD) by training and has over 19 years of experience in the research and development of manufacturing processes. Together with his team from the Vienna University of Technology, he has developed a patented technology to produce functional ingredients from biomass lignin. At Lignovations he is responsible for the company product and production strategy. Martin speaks English and German.



# FINALISTS



## MYCOTEX BY NEFFA

COUNTRY: NETHERLANDS

#SUSTAINABLECONSUMPTIONANDPRODUCTION

Fashion brands are struggling to keep up with growing consumer demand. Consumers want clothes made out of natural materials that fit them perfectly and that have been manufactured using clean and transparent waste-free methods. This is a difficult task for brands, which have been built on a complex 200-year-old supply chain.

MycoTEX offers an award-winning, all-in-one solution for fashion brands. We use an automated seamless manufacturing method to create custom-fit products out of sustainable, vegan textiles made from mycelium (mushroom roots). This method solves major issues in the fashion industry, reducing the cost, waste and labour-intensity of cut and sew operations, replacing plastic and leather with compostable materials, and improving the comfort and fit of fashion products.

This process gives you unprecedented design freedom to create silhouettes and textures that were never possible before with traditional manufacturing processes, all while guaranteeing a perfect fit. MycoTEX® is a holistic, digital, biological and circular solution for the full fashion supply chain, finally making it possible and profitable to locally manufacture beautiful home-compostable garments, footwear and fashion accessories on demand and in a fully automated way. Our ambition goes beyond fashion. Imagine what our technology could mean for the automotive or interior sectors, or other industries falling behind in the area of sustainable production.

[www.mycotex.nl](http://www.mycotex.nl) [aniela@neffa.nl](mailto:aniela@neffa.nl) [in mycotex](https://www.linkedin.com/company/mycotex) [@mycotex\\_nl](https://twitter.com/mycotex_nl) [mycotex\\_nl](https://www.instagram.com/mycotex_nl)

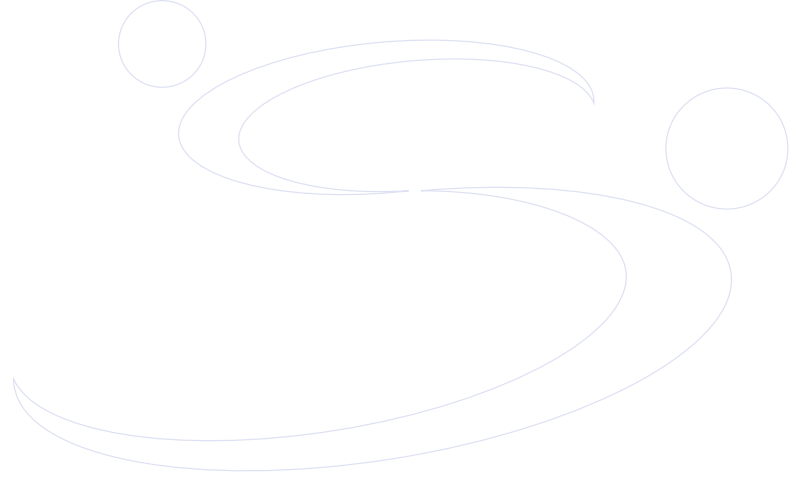


### Aniela Hoitink

Chief executive officer

Aniela started her career in commercial apparel design for large companies such as Tommy Hilfiger and it opened her eyes to the major issues of the current fashion supply chain. She decided to focus on solving these problems. What started with the development of innovative mycelium textiles in collaboration with universities and research institutes soon turned into much more: NEFFA—New Fashion Factory. Aniela has received various grants, honours and awards. She is considered to be one of the 100 most innovative women in the world.

# FINALISTS



## NEWCY

COUNTRY: FRANCE

#CIRCULARECONOMY

Newcy offers a solution to replace disposable cups with reusable cups. After use, they are collected and washed to then be reused. Based on the principle of the circular economy, our service allows you to subscribe to a zero-waste logic and improve your environmental impact while creating local employment for people with disabilities. Thanks to our service, our clients and our partners, we have prevented more than 30 million cups from being thrown away.

[www.newcy.fr](http://www.newcy.fr) [hello@newcy.fr](mailto:hello@newcy.fr) [in newcy](https://www.linkedin.com/company/newcy) [@Newcy](https://twitter.com/Newcy)



### Caroline Bettan

Co-founder and Chief executive officer

Caroline is passionate about social innovation, having worked for several NGOs such as Ashoka Belgium during her studies. In her last year, she decided to do a Master of Science in entrepreneurship and innovation at Rennes School of Business to launch her own company, Newcy, with her co-founders. For six years now, she has been running Newcy to tackle the use of disposable cups while creating social change. Her mother tongue is French and she also speaks English (intermediate), German and Italian.

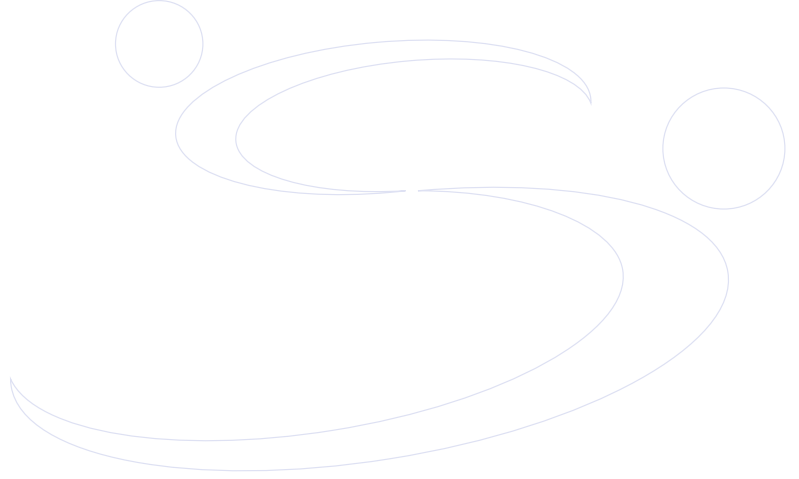


### Solenne Dalifard

Chief financial officer

Solenne studied finance at Emlyon Business School before working at the audit firm EY as financial auditor for four years, as CFO at an agricultural cooperative and then as an internal auditor for a firm specialised in unsold products. She joined Newcy in January 2019, where she deals with accounting, budget, cash and processes, respecting the company's social, ecological and societal values. Solenne's mother tongue is French and she also speaks English (intermediate).

# FINALISTS



## PILLIO

COUNTRY: GERMANY

#HEALTH

Approximately 70% of chronically ill patients fail to follow their medical treatment. This leads to declining health and increased adverse events, resulting in a continuous financial and structural burden on the healthcare system and a fragmented value chain unable to provide an effective solution. Pillio aspires to be the intelligent gateway for patient engagement with their healthcare ecosystem, enabling each person to receive personalised care. The initial solution is personalised, pre-sorted prescription medication, delivered to patient's homes and paired with intuitive reminders. Pillio is the smarter medication experience for chronically ill patients, backed by Antler and the Berlin Founders Fund (Silicon Allee).

[www.pillio.de](http://www.pillio.de) [team@pillio.de](mailto:team@pillio.de)  [@pillio](https://twitter.com/pillio)  [pillio.de](https://facebook.com/pillio.de)



### Georgia Xydia Charmanta

Co-founder and Chief financial officer

Gina hails from a family business in pharmaceutical distribution and has first-hand experience of the value chain inefficiencies across the European Union. Her time spent in Shanghai during her MBA with Esade presented a glimpse of a different future, one that should also exist in the European Union.



### Muhammad Ali Khan

Co-founder

Ali's experience lies in international corporate strategy and M&A advisory. He has worked for Fortune 500 companies and unicorns in the European Union and the Middle East. He graduated from INSEAD with an MBA and is a CFA charterholder. His experience in digitalising traditional industries paired with his strategic acumen will help Pillio navigate its vision.

# FINALISTS

## RESORTECS

COUNTRY: BELGIUM

#SUSTAINABLECONSUMPTIONANDPRODUCTION

Resortecs—REcycling, SORTing, TEChnologieS—is an award-winning startup that develops design for disassembly solutions. We drive full circularity in fashion with heat-dissolvable stitching threads and thermal disassembly systems that make recycling easy.

Through targeted innovations in the way clothes are assembled and disassembled, our solutions empower fashion and workwear brands to rise to today's environmental challenges at the pace and scale Earth needs. All without compromising the creativity, design and quality of clothing.

Resortecs' globally patented thermal disassembly solution is five times faster than traditional disassembly methods and makes it possible to recycle up to 90% of the original fabric material: Smart Stitch™, our heat-dissolvable stitching thread with different melting points (150°C, 170°C and 190°C), enables brands to transform their products into recyclable, circular pieces from the manufacturing stage and Smart Disassembly™, our thermal disassembly system, enables recyclers to unlock higher volumes of premium-quality material, processing up to 4 million garments a year with low emissions and no material damage, so that fabrics can be used over and over again.

[www.resortecs.com](http://www.resortecs.com)

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### Cédric Vanhoeck

Co-founder and Chief executive officer

Cédric holds a bachelor's degree in industrial design engineering from TU Delft (Netherlands) and a master's degree in brand management from Domus Academy (Italy). After joining the Antwerp Fashion Academy, he saw first-hand the huge disconnect between fashion and the circular economy. For over five years, Cédric has dedicated his time and expertise to using technology to address the environmental challenges of the textile industry. Cédric speaks English, Dutch and French.

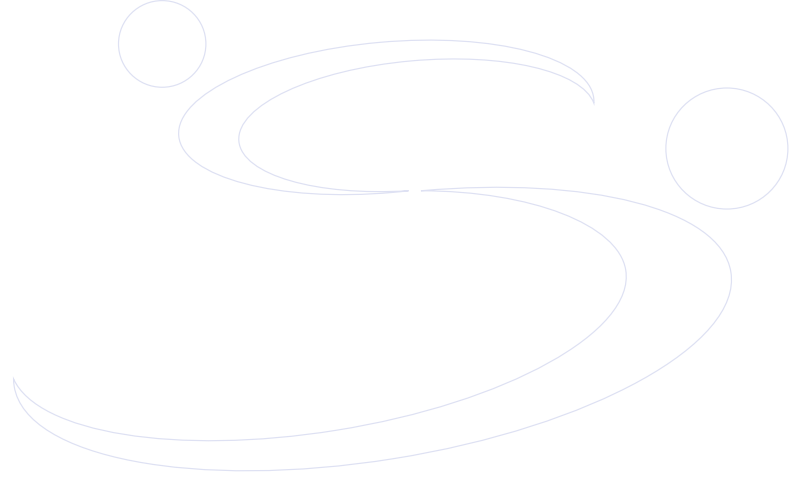


### Rawaa Ammar

Sustainability and impact lead

A life cycle assessment expert with ten years of experience, Rawaa calculates the cradle-to-grave environmental impact of Resortecs' products and clients. She holds a PhD in earth and environmental sciences from ULB in Brussels and is a visiting professor at the Lebanese University in Beirut. Rawaa speaks English, Arabic and French.

# FINALISTS



## ROSI

COUNTRY: FRANCE

#CIRCULARECONOMY

ROSI is a French company that provides innovative recycling solutions to recover high-purity raw materials from photovoltaic waste. The recovered materials can be reintegrated into several key European industries. Our vision is to create a truly circular economy for the photovoltaic industry and several key industries by providing local, high-purity, low environmental impact raw materials. Since its foundation in 2017, ROSI has received several awards acknowledging our technology development. In 2021, ROSI was one of the winners of the tender call by SOREN, the eco-organisation in France in charge of photovoltaic waste management. This contract ensures the supply of such waste to our first photovoltaic recycling plant in France, which is expected to be operational in the fourth quarter of 2022.

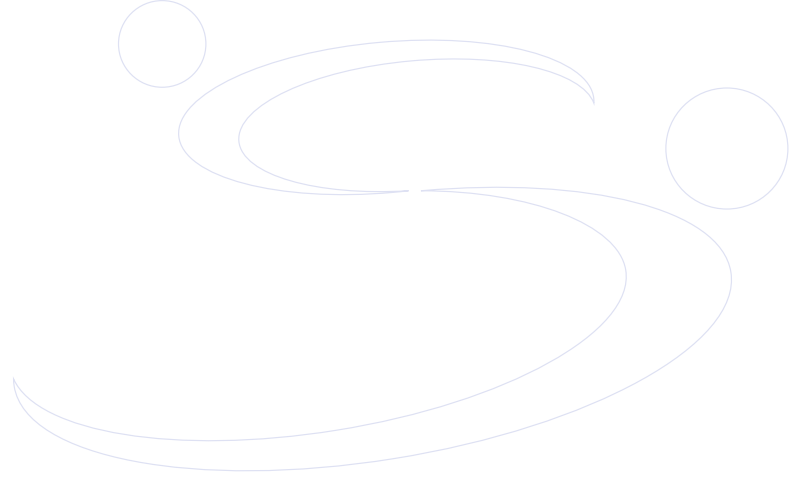
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### Hsin-Hsin Fan Commercial engineer

Hsin-Hsin holds three master's degrees: a Master of Science in materials science engineering from the National Tsing Hua University, Taiwan, a Master of Science in energy engineering from the Universitat Politècnica de Catalunya, Spain, and a Master of Science in sustainable energy technology from the Eindhoven University of Technology, the Netherlands. Hsin-Hsin joined ROSI in 2021, where she is in charge of environmental assessment and market development. She speaks Chinese and English.

# FINALISTS



## SEADS (Sea Defence Solutions)

COUNTRY: ITALY

#CIRCULARECONOMY

The idea for the project emerged from research carried out by the co-founder Fabio Delmonte with the support of the University of the West of Scotland and Universitas Indonesia. The research was carried out in Jakarta and focused on waste management and river pollution. During this experience, Fabio had the chance to study how plastic reaches the ocean and started to think of a possible solution. In the following year, he developed the Blue Barriers, and in 2018 he incorporated SEADS in the United Kingdom, and with his colleague Mauro Nardocci (co-founder and CCO) started the Blue Barriers project.

Since 2018, SEADS has obtained several awards, starting with the startup contest Impact Hub Milan in 2018, then the sustainability award at the Seeds&Chips global summit 2019, and then MassChallenge Switzerland in 2020. SEADS also obtained the Solar Impulse label for their barriers as a sustainable and profitable solution, having developed the most effective targeted solution for the collection of plastic in rivers.

The Blue Barriers are a simple but very effective solution, with no impact on riverine wildlife or navigation. They can resist normal flooding conditions to be able to operate in the wet season when the majority of plastic is transported by the river, stopping it under the surface of the water at a depth of up to 80-90 cm. The Blue Barriers are equipped with a security system that enables them to be safely opened in exceptional flooding conditions.

[www.seadefencesolutions.com](http://www.seadefencesolutions.com)

[SEADS sea defence solutions ltd](#)

[SEADSSeaDefenceSolutions](#)

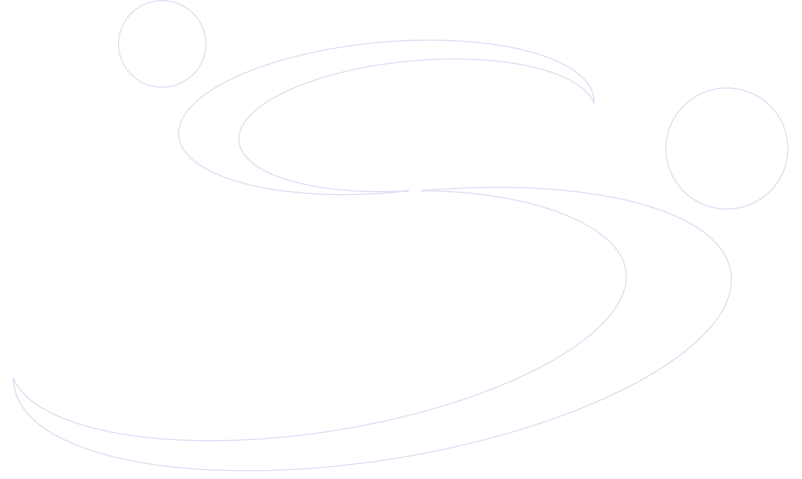


### Fabio Delmonte

Co-founder and managing director

Fabio is responsible for the development of the Blue Barriers project with the SEADS team and for the management of technical and operational activities for the development and installation of river plastic collection solutions. He is an engineer specialised in environmental and waste management and company sustainability. He previously worked in environmental sustainability and waste management in the United Kingdom and as a company sustainability consultant in Italy.

# FINALISTS



## WAVEOUT BY DREAMWAVES

COUNTRY: AUSTRIA

#INCLUSION

Orientation is a fundamental challenge. Several social groups such as blind and visually impaired people, cyclists and older people still feel unsafe or lack confidence when moving through public spaces. waveOut is a navigation app that will guide people anywhere, simply by following sounds. It is easy to use and is designed with diversity in mind, providing safer and independent mobility to most people. Our app uses augmented reality to place virtual waypoints in the real world, and spatial audio to hear the location of the waypoints and guide the user in the right direction. The users will hear a drumbeat or a relaxing melody and can simply walk towards it safe in the knowledge that they will reach their destination while being able to enjoy the world around them. waveOut changes the paradigm of navigation as it is the only app where you do not need to look at the screen or interpret instructions, using the right combination of spatial audio, augmented reality and inclusive design to make navigation easy for everyone.

We started this project as an exploration of how spatial audio could be used to shift augmented reality from the visual realm into the auditory realm. We quickly realised that blind and visually impaired people could benefit enormously from intuitive navigation. That gave us the motivation to turn the idea into a business.

[www.dreamwaves.io](http://www.dreamwaves.io) [info@dreamwaves.io](mailto:info@dreamwaves.io) [in dreamwaves](https://www.linkedin.com/company/dreamwaves) [t dreamwaves](https://twitter.com/dreamwaves) [f dreamwaves](https://www.facebook.com/dreamwaves) [i dreamwaves](https://www.instagram.com/dreamwaves) [dreamwaves.io](https://www.instagram.com/dreamwaves)



### Hugo Correia Duarte Furtado

Founder and Chief executive officer

Hugo holds a master's in electrical engineering and a PhD in augmented reality for minimally invasive heart surgery. His experience includes IT consultancy, microelectronics research at CERN, Switzerland, a PhD in the EU-ITN project ARIS\*ER in Slovenia and seven years in a postdoctoral position in image processing for radiotherapy at the medical university of Vienna. During his career, his tasks have included software development, applied research, student supervision, project management, innovation management, and technology transfer. The combination of tech and sound, together with the strong motivation for having social impact, is what ultimately led to Dreamwaves.

# SIT ALUMNI TESTIMONIALS



## Magrid

COUNTRY: LUXEMBOURG #EDUCATION #INCLUSION

**Tahereh Pazouki**, Chief executive officer

"Being a finalist and winner in the SIT was highly motivational for our team. It tells us that the problem we are trying to solve is indeed a critical issue that requires attention."



## The Newsroom

COUNTRY: PORTUGAL #DEMOCRACY #CITIZEN #EMPOWERMENT

**Jenny Romano**, Chief executive officer

"Participating in the SIT means opportunity—an opportunity for our ambitious goal to evolve into a tangible reality and scale for impact. The quality and achievements of the SIT Alumni fill us with pride and excitement."



## Orange Fiber

COUNTRY: ITALY #CIRCULAR #ECONOMY

**Enrica Arena**, Chief executive officer

"The SIT represents a unique opportunity for further strategic training and networking with innovative minds among fellow finalists and the SIT Alumni Network."



## Wasser 3.0

COUNTRY: GERMANY #WATER

**Katrin Schuhen**, Founder and managing director

"For Wasser 3.0, being an SIT finalist and Alumni is a huge opportunity for visibility, funding and promoting our business sustainability and organisational development."



## Wheelmap

COUNTRY: GERMANY #ACCESSIBILITY

**Holger Dieterich**, Founder

"We are thrilled to be part of the SIT Alumni! We have learned that external mentoring and support can indeed take our efforts to a whole new level."



# MENTORING AND PRIZES

This year 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 the **blue and green economy**.

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 2022 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.

# STRATEGIC PARTNER AND ASSOCIATES

Before the final, 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 ten years and have developed comprehensive expertise on what it takes to create a successful and impactful startup.

[www.pioneers.io](http://www.pioneers.io)



## MENTORS

**Michael Obrist, Sophie Rab and Andrea Mulek** (from left to right).

# STRATEGIC PARTNER AND ASSOCIATES

## ERSTE FOUNDATION



**ERSTE**  
Stiftung

ERSTE Foundation is creating social, economic and cultural infrastructure and innovation for a changing Europe. As the main shareholder of Erste Group, ERSTE Foundation secures the independent future of one of the largest financial services providers in Central, Eastern and South Eastern Europe. As a private Austrian savings bank foundation, the foundation is committed to serving the common good. Their focus lies on four thematic areas. They empower those who care. They are committed to preserving a democratic Europe and protecting contemporary culture. And they want financial health for all. They believe that financial literacy is life literacy. Every human being wants financial independence and a dignified life in prosperity. To achieve these goals, they need a good understanding of how to use money. Everyone must have access to this knowledge. ERSTE Foundation provides young and older people with opportunities to increase their financial literacy and develop tools for those who are in a difficult financial situation to regain their ability to act and thus their personal freedom.

[www.erstestiftung.org](http://www.erstestiftung.org)

## GOODBAG



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](http://www.goodbag.io)

## PAPERTOWN

**PAPER**  
**TOWN**<sup>®</sup>

Temporary settings require a temporary material! Since 2012, Papertown has been pioneering the field of sustainable exhibition design by using corrugated cardboard to create furniture, sculptures, systems, architecture and much more.

[www.papertown.at](http://www.papertown.at)

## 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 as clarification, transform complication into complexity and enhance the collective memory. Caroline commits to tasks with her "head, heart and hand."

[www.oceanvisuals.net](http://www.oceanvisuals.net)







98-100, boulevard Konrad Adenauer  
L-2950 Luxembourg  
+352 4379-75000  
[institute@eib.org](mailto:institute@eib.org)  
[institute.eib.org](http://institute.eib.org)  
<https://institute.eib.org/sit-alumni/>

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