

IMPACT HEROES

SHOWCASING HIGH IMPACT VENTURES

La Maison de la Poste,
Brussels, Belgium

2 December 2022



MODERATOR



FILIPE SANTOS

Dean and Chaired Professor of Social Innovation at Católica-Lisbon School of Business & Economics

Filipe is a leading academic expert in social entrepreneurship and social innovation. He has a PhD in Management Science and Engineering from Stanford University and is a Visiting Professor of Social Entrepreneurship at INSEAD, where he was a full-time faculty member from 2003 to 2014. He launched the INSEAD Social Entrepreneurship Initiative in 2007, and co-founded IES-Social Business School in 2009 and the Laboratory for Social Investment in 2013. From 2015 to 2016, he served as the founding President of Portugal Social Innovation, a public initiative to catalyse and finance social innovations in Portugal which over the years has supported more than 500 impact initiatives. He also served as Chair of the European Venture Philanthropy Association from 2019 to 2020 and has been a Board member since 2016. A widely published and well-cited author in the fields of organisation theory, entrepreneurship and social entrepreneurship with more than 11 500 citations in Google Scholar, he has received several teaching and research awards, including the Schwab Foundation Social Innovation Thought Leader of 2019 award. He also leads the Scaling Impact Executive Programme in partnership with the EIB Institute. A detailed faculty profile and information on his research publications, case studies and teaching awards can be found at:

www.clsbe.lisboa.ucp.pt/person/filipe-santos

SOME WORDS ON THE SIT AND ITS ALUMNI NETWORK



LUISA FERREIRA

Head of Social Programme, EIB Institute

Luisa joined the European Investment Bank in 1999. She started working at the Institute in 2012, the year of its foundation, and was responsible for the development and management of the Knowledge and Social Programmes. In particular, she created and developed the Social Innovation Tournament, which is now a reference in the European innovation eco-system. Between 1999 and 2012, she worked at the Projects Directorate of the Bank, where she was responsible for the economic appraisal of projects and research work in the education and social sectors. Between 2003 and 2004, she was a senior education analyst in the Education Directorate of the OECD. Prior to joining the EIB, she worked at the World Bank (1992-1999). She also held teaching positions in Portugal at the Portuguese Catholic University and at the New University of Lisbon and research positions in the US. She graduated in economics from the Portuguese Catholic University and she holds an MA and a PhD from the University of Wisconsin-Madison (US). Luisa is the President of the Board of the Jos and Mimieke Foundation, and is regularly invited as a member of the jury in competitions in the areas of social entrepreneurship and philanthropy.



CATHERINE SCHREIBER
Co-founder and deputy CEO

Catherine is responsible for strategy development and deployment, process and project management, as well as fundraising and investor relations. Together with the founder Bernhard Kreymann, Catherine has not only developed the ADVOS device from idea to market approval, but has also built up ADVITOS from a startup to a fully compliant medical device manufacturer. Her responsibilities have included implementing the quality management system, norm compliant development 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, Catherine started to coach social projects and early-stage founders, and she is advisor to the Munich Trauma support group for immigrant women. In 2022, Catherine launched a Mental Strength Training programme for social entrepreneurs. Catherine won the LaMonachia Munich Business Woman Award in 2021 and the European Institute of Innovation and Technology (EIT) Women Leadership Award in 2022. Catherine has a BA in international business administration and a Dipl.-Ing. in mechanical engineering.

ADVITOS developed the ADVOS device (combining liver, kidney, lung support and fast blood pH correction). ADVOS improves patient survival from 20% up to 50%.

In 60% of ICU patients, multi-organ failure is the cause of death. Current clinical practice is to attach the patient to one device/per failing organ — resulting in high workload, complexity and cost. Our ADVOS device enables the removal of kidney toxins, liver toxins, CO₂ and acid (lung support) in one single setup. Clinical trials show ADVOS can improve survival from 20% up to 50%. ADVITOS is a certified medtech scale-up with 75 employees marketing ADVOS in Germany and Austria, and expansion into additional EU countries is in preparation. Awards: Bavarian Innovation Prize 2020, EIT Health Catapult 2019, Deloitte Technology Fast 50 Award 2019, EIC Accelerator Beneficiary.

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SUSAN GRAHAM
CEO

Susan Graham PhD is a preservationist and bio engineer, and serves as the CEO of Dendra Systems, an environmental technology company that uses artificial intelligence, remote sensing and drone technology to restore natural ecosystems.

DENDRA is the number one ecosystem restoration platform for environmental managers.

Dendra has developed an ecosystem management platform using remote sensing ultra-high resolution data collection and monitoring, artificial intelligence driven insights, comprehensive reporting capabilities, and intervention management including automated aerial seeding. We have customers in the mining, government and infrastructure sectors in Australia and the Middle East, with expansion plans into the United States and United Kingdom in 2023. Dendra's platform also provides a pathway to fully auditable nature-based carbon credits, which can solve some of the major issues facing the voluntary carbon markets today.

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www.dendra.io



LORENZO CASADEI
Business Development Manager

Lorenzo is a physicist who loves to work, think and imagine with enthusiasm and passion: an open-mind dreamer. Specialised in creativity, determination and competitiveness. 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 activities and collaborations across Europe. Highly passionate about meditation and yoga. My best quote? "Make it happen!"

ANGIODROID drastically reduces Contrast Induced Nephropathy, a leading cause for kidney failure in patients during hospitalisation, preserving the renal function of thousands of patients, every year.

Angiodroid is the first and unique automatic CO₂ injector for medical imaging exams, patented and distributed in more than 50 countries. With Angiodroid, it is possible to use CO₂ as a contrast agent to see the arteries and veins inside our body. With the use of CO₂, we have strongly reduced the rate of unbelievably bad complications (contrast-induced-nephropathy, dialysis, unnecessary hospitalisations, costs, etc.), taking care to preserve the renal function and quality of life of each patient, providing a new medical technique that can "see and save" our body, without any damage. For this reason, we love to say: CO₂day, CO₂morrow.

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CELMIRA MACEDO
Founder and CEO

Celmira is a teacher since 1992; Professor since 2003; Special Education PhD (Salamanca University) (2012); Wrote a book on positive parenting of children with disabilities (parent school.NE, 2012); Portuguese volunteering award (2014); Social Innovation Tournament Impact Bootcamp finalist (EIB Institute and Católica Business School Lisbon, 2016); Social Entrepreneur of the Year (INSEAD Alumni Portugal, 2016); - Impact generator bootcamp attendee (MAZE, 2017); Personality of the year in social economy (CASES, 2017); ISEP - INSEAD (Fontainebleau, Paris, 2018); Founder of several award-winning social innovation projects; ASHOKA Fellow (2021); Researcher at the Portuguese Catholic University (Braga), hundrED Global Collection 2023.

EKUI is an inclusive multisensory learning methodology that is changing the way children learn and communicate through empathy and inclusion.

Inspired by the universal design for learning, EKUI improves the literacy education process, making it accessible to everyone. EKUI's methodology is implemented through different materials (physical and digital), which include four forms of communication (graphic letters, Braille, sign language and phonetic alphabet), responding to different challenges and needs. As neuroscience has shown, this multisensory approach stimulates learning and fits everyone's needs, promoting an inclusive experience in learning. EKUI trains teachers and families to help them identify barriers in children's learning and communication. It has been implemented in 450 schools since 2015. Its main strength comes from scientific validation, its efficiency and efficacy.

@ekuipt
 @ekui.pt
www.ekui.pt



FLORENCE GSCHWEND

Co-founder and CTO

During her PhD at Imperial College's Chemical Engineering Department, Florence co-invented the Dendronic process which involves an environmentally-friendly solvent using ionic liquids to separate different components such as wood and agricultural residues. These components can then be used to produce new chemicals and materials, shifting our reliance away from petroleum. She is passionate about using her skills to make a lasting difference to the environment and society.

LIXEA® uses innovative chemistry to turn wood and agricultural residues into renewable chemicals and materials.

Currently, our society is heavily reliant on the use of crude oil while products are discarded at the end of their lives. To change that, we are developing the Dendronic process — a sustainable chemical process that uses waste wood, agricultural by-products and sustainably grown biomass to produce a greener alternative to today's petrochemical industry while providing unwanted waste materials with a new purpose. Lixea® has received numerous awards and grants, including €4.3 million from the European Innovation Council which has financed the construction of the Dendronic pilot plant.

[@LixeaNews](#)
www.lixea.co



MAX MOHAMMADI

Co-founder and Chairman

Max is a value-driven leader and visionary serial entrepreneur who has been selected by the Forbes magazine as one of the most influential entrepreneurs and featured on the prestigious Forbes 30 Under 30 list. He has an extensive academic background from the KTH Royal Institute of Technology in Sweden and Stanford University in the United States. Max has received numerous awards including the Alfred Nobel Diploma, European of the Year, Gold Medal and Best Inventor Award.

By 2050, the oceans could have more plastic than fish. **PLASTICFRI™** is on a mission to change that.

PlasticFri™ is a greentech company from Sweden with a breakthrough technology turning agricultural waste into eco-friendly products for replacing plastics. For its groundbreaking work, PlasticFri™ has been named "Most promising impact company in the Nordics and Baltics" and the "World's Most Innovative Sustainability Startup" among 1 400 companies worldwide!

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TAHEREH PAZOUKI

Founder and CEO

During her post-doctoral research Tahereh, who has a PhD in Psychology and a Master's degree in Computer Science, observed children in Luxembourg's public schools with migratory backgrounds and language disorders falling behind in non-language studies such as maths. Her research led to the discovery that removing language as a barrier can lead to significant improvements in learning maths. Today, her solution, Magrid is closing the maths learning gap in all public schools in Luxembourg, and is expanding to schools in Portugal and children in the United States. Dr Pazouki has won the 2022 MIT Solve Challenge for learners, the World Summit Award in the Learning and Education category, the EIB Social Innovation Tournament 2021 Award, the Creative Young Entrepreneur Luxembourg Award in 2021, and the Excellent Doctoral Thesis Award in 2020.

MAGRID is a language-free and evidence-based pedagogical programme for improving the development of early visual-spatial, cognitive and mathematical abilities for 3-9 year-olds.

Magrid's maths programme is inclusive and designed for children who are typically developing, or have migratory backgrounds, and for those with special education needs (SEN). Developed at the University of Luxembourg by early childhood development experts it utilises the most recent cognitive and mathematical development research in significantly improving maths abilities. With over 2 500 exercises, Magrid's effectiveness has been validated in six scientific studies in over 30 schools in Germany, France, and Luxembourg, with over 1 000 children. Today, Magrid is used in every public school in Luxembourg, schools in Portugal, and the United States to close maths learning gaps for children.

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www.magrid.education



IVANA SOBOLÍKOVÁ

Investor Relations and Impact Strategy Director

Ivana has been part of MIWA Technologies for more than three years. Her responsibility within the Management Board of the company includes Investor Relations, Fundraising as well as the Sustainability and Impact side of MIWA's business. Previously she worked in management consultancy (PwC) and with a Czech private equity fund (CEIP), where she gained insights into building and managing diverse businesses. Ivana is a keen nature lover and the topic of environmental sustainability has always resonated with her. She studied at the Faculty of Natural Sciences at Charles University, Prague, and also gained a diploma from Sciences Politiques in Rennes, France.

MIWA is a smart-powered reusable packaging system enabling the installation of a data-driven circular supply chain for fast-moving consumer goods (FMCG) producers and retailers.

MIWA transforms the packaging industry by making reuse accessible and attractive for brands and modern retail while connecting the fragmented value chain to a transparent and circular operation, which enables 100% reuse of all materials and brings both ecological and economic benefits.

MIWA technology consists of hardware (reusable capsules, in-store dispensing module, reusable consumer containers) and software (information system, B2B and shopper application). The whole system uses radio-frequency identification (RFID) technology for tracking the origin of products (as well as the packaging), thus providing superior data for logistics, retail and packaging end-of-life treatment.

[@miwa.eu](#)
www.miwa.eu



JENNY ROMANO
Co-founder and CEO

Before her entrepreneurial journey, Jenny worked in digital sales at Google, where she also mentored sustainable development goals (SDG)-focused startups across Africa and Europe, and in solution engineering at Salesforce. She studied economics (Bocconi University) and business (HEC Paris, CEMS, Nova SBE), with post-graduate studies undertaken in cyberpsychology (IADT Dublin), and business sustainability management (University of Cambridge). She's a Yunus and Youth Fellow, a Social Innovation Tournament Finalist, and Speaker (ChangeNOW, Médias en Seine).

THE NEWSROOM leverages artificial intelligence (AI) to assess the validity of information, cut out noise and bring perspective to the news.

The Newsroom unpacks the news, identifying areas of consensus, surfacing different perspectives around a topic, and linking news to direct action. A strong passion for information, debate and civic engagement, along with complementary points of view, brought the two co-founders, Jenny Romano and Pedro Henriques, to start The Newsroom in 2020. Since then, The Newsroom has been selected as a Finalist in the Social Innovation Tournament with the EIB Institute, and as a member of Impact Deal, with Fondazione CRT. It has been supported by Google.org and IN-CO, and is a member of the Google for Startups SDG Advisory Program.

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www.thenewsroom.ai



RAGNAR MARTENS
Co-founder and Director of Product

Ragnar loves building technology with impact. Throughout his career he has excelled at finding and implementing cutting-edge technology solutions that put the user front and centre. Prior to co-founding SkillLab, Ragnar led the product, engineering and data science teams at GRESB, the global benchmark for environmental, social and governance in real estate and infrastructure. He also co-founded rootAbility, a social business that drives the sustainability transition of the European higher education sector. Ragnar holds graduate and undergraduate degrees from Copenhagen Business School and Maastricht University.

SKILLLAB connects people, jobs and education; everyone should have a pathway to employment.

SkillLab provides an innovative, scalable solution that connects people, jobs and education. Our artificial intelligence-based, digitally-enabled software solutions facilitate communication between the disparate players in the labour market, via the common language of skills. We put marginalised people front and centre, empowering them by providing skill profiling and career guidance that makes labour market information and guidance accessible to all. By recognising skills and prior learning and providing access to career guidance, SkillLab creates pathways to employment, encourages skill-building and ensures that all people can access the opportunities they deserve.

SkillLab was one of Google's AI for impact challenge grantees and has been recognized by UNESCO in the Global TOP 10 for the use of AI for the Sustainable Development Goals.

 [skilllab](#)
www.skilllab.io

CATÓLICA-LISBON

Católica-Lisbon is a prominent business and economics school in Europe, one of the Top 30 in the Financial Times Business Schools ranking, and has been consistently rated as the top business school in Portugal over the last 10 years. It is one of the pioneer schools in social entrepreneurship and impact investing in Portugal, with a strong course offering in these areas (Building Impact Ventures, Impact Investing, Social Innovation and Social Entrepreneurship) and a track record of developing award-winning global social innovations.

In 2017, CATÓLICA-LISBON created a Chair in Social Innovation to promote research and teaching innovations in this field, under which the Scaling Impact Executive Programme was developed in partnership with the EIB Institute.

EUROPEAN INVESTMENT BANK

The **European Investment Bank** (EIB or EU Bank) is the financing institution of the European Union. Created by the Treaty of Rome, its shareholders are the Member States of the European Union. The mission of the EIB is to contribute, by financing sound investment, to the policy objectives of the European Union, as laid down in its statutes and in decision of the European Council. The EIB contributes towards the integration, balanced development and economic and social cohesion of the Members of the European Union. Outside the Union, the EIB implements the financial components of agreements concluded under European development aid and cooperation policies.

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.

SOCIAL INNOVATION TOURNAMENT AND SIT ALUMNI

The **Social Innovation Tournament** (SIT) is the flagship initiative of the EIB Institute's Social Programme. The SIT pitching competition takes place every year in a different country to reward and sponsor European entrepreneurs whose primary purpose it to generate social, ethical or environmental impact. The SIT seeks to promote innovative ideas as well as to identify and reward opportunities promising substantial social benefits or demonstrating best practices with tangible, scalable outcomes. Projects are typically related to combating unemployment, improving 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 **SIT Alumni network** brings together Europe's best social entrepreneurs. It helps connect all SIT finalists as well as participants of any edition of the **Scaling Impact Executive Programme**, developed in partnership with Católica-Lisbon, and other selected social entrepreneurs to more opportunities and more resources. It encourages them to grow and succeed by scaling their impact. Members of the SIT Alumni network can access webinars and training programmes on scaling impact, communications, investor engagement, fundraising, measuring and managing impact and digital marketing. They are also able to apply for small grants – SITolarships - and are 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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