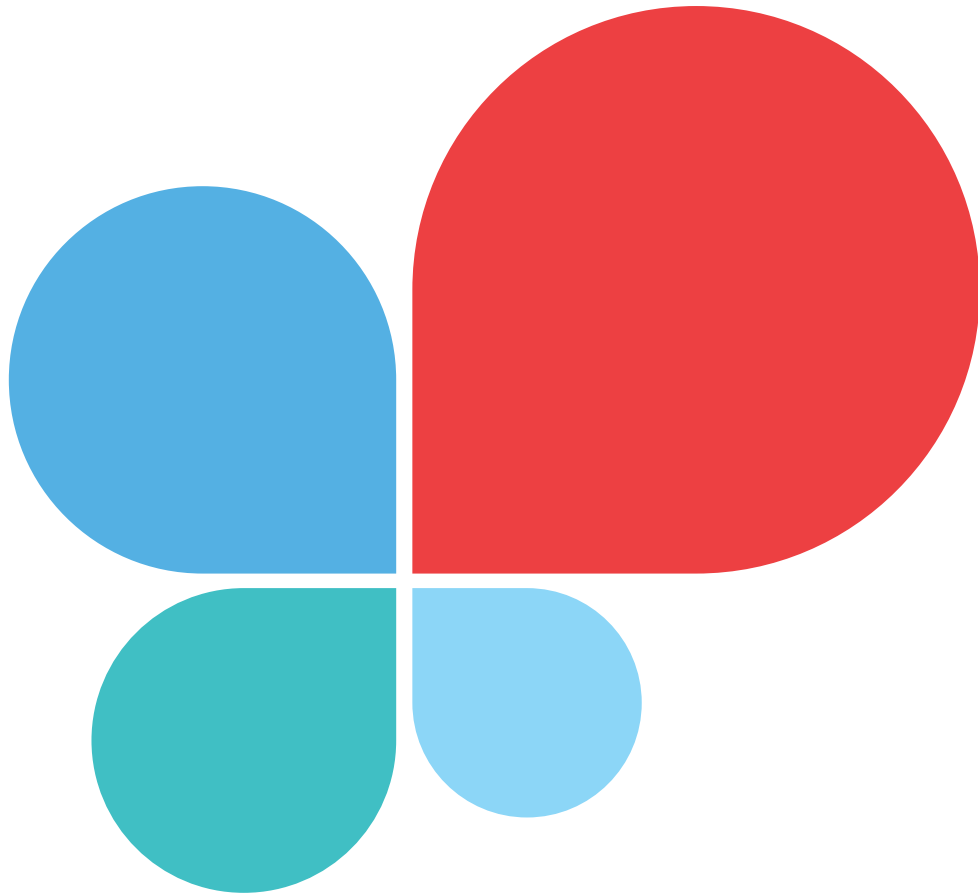


**SOCIAL
IMPACT
AWARD**

IMPACT REPORT

2016



ERSTE FOUNDATION
What would you change?

Steiermärkische
SPARKASSE 

WU
VIENNA

**IMPACT
HUB**

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A journey
from
intention
to action.

FOREWORD



A JOURNEY FROM INTENTION TO ACTION

It is with great pleasure that we present you with the Impact Report of the Social Impact Award 2016. On the following pages we want to reflect together with you on yet another impactful journey of the Social Impact Award.

Every adventure starts with curiosity and the intention to explore something new. In January, thousands of students across Europe kicked off the SIA journey, driven by a common desire to develop fresh and impactful ideas. On our way through all the different SIA adventures – from events and workshops to incubation and seed funding – we found supportive travel companions and got equipped with tools and skills to overcome the greatest obstacles.

Together, we went from intention to action, fought our fears and nurtured our inspiration. Now here we are, ready to change the world with our passion. We are not naïve. We are prepared, knowing that this is just the beginning of a long way.

So, let's continue the journey together!

A handwritten signature in black ink, which appears to read 'Detering'.

Jakob Detering
Director of the Social Impact Award

We are developing a community of students that transform intention into action. We support them in building social enterprises that find solutions to the most challenging issues of our time. We play, we experiment, we dream big, we work hard. We are 100% human and radically collaborative.

We do so by hosting events and organizing workshops to raise awareness for social entrepreneurship, teaching the necessary skills to navigate from vague intentions to promising ventures, providing access to networks of peers & professionals and promoting the best teams with the Social Impact Award.

MANIFESTO

OUR CORE BELIEFS AND THEORY OF CHANGE

We believe in the **potential of students to make a difference**. We build on the experience that a large majority of student wants to have a positive impact in society and has the talent and energy to do so.

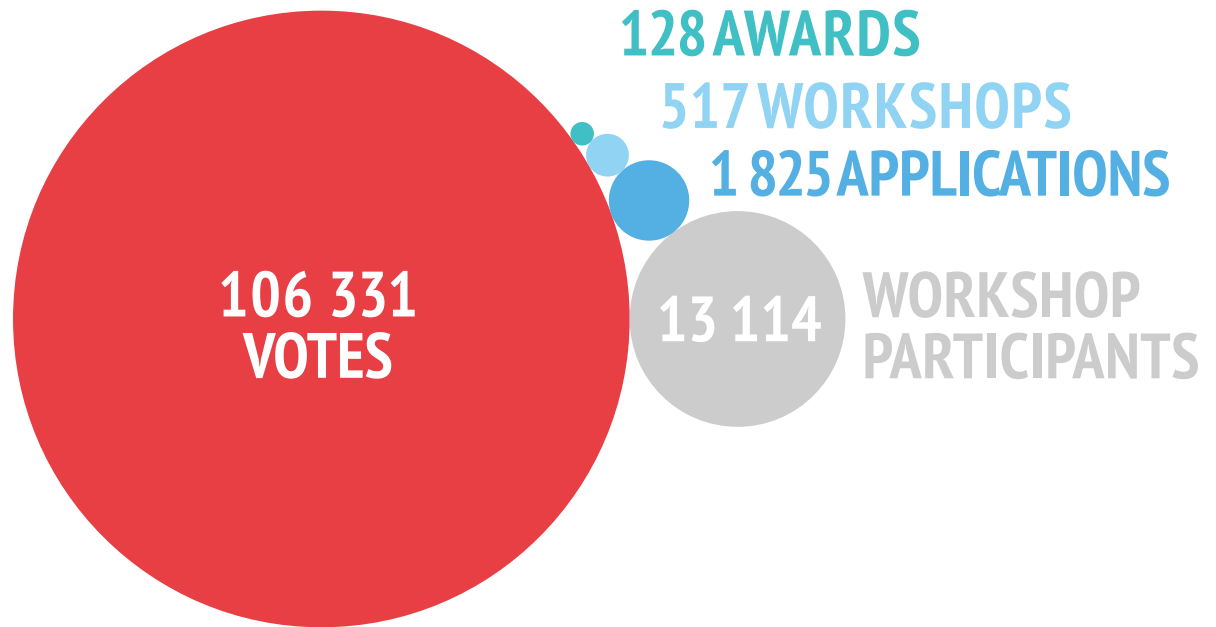
We believe in the **entrepreneurial process** as an ideal means for students to unleash this potential. The path of developing a social venture helps students connect with their aspirations for a better society and their creative talent. It invites them to take an active role as citizens, get in touch with reality and to collaboratively articulate and test workable solutions to societal challenges. Joining this process in a supportive environment provides students with a potentially transformative learning experience, giving them the tools and concepts they need to build teams, practice social entrepreneurship and develop their own capability to create positive impact.

We believe that this experience is **valuable for students and society**, regardless of whether students choose to apply their learning as social entrepreneurs, in public or private organizations or other forms of civic engagement over the course of or after SIA. Therefore, we aim to increase the number and preparedness of students that use their talent to create impact.

With over 20 million students in the EU alone, we see enormous potential for educating and supporting the **next generation of social entrepreneurs in Europe**. Currently, only a few percent of these students get in touch with the topics of entrepreneurship and social entrepreneurship through their formal education and even less receive support in building social ventures. We believe the Social Impact Award holds the key to reach many more of these students and help them unleash their social entrepreneurial talent.



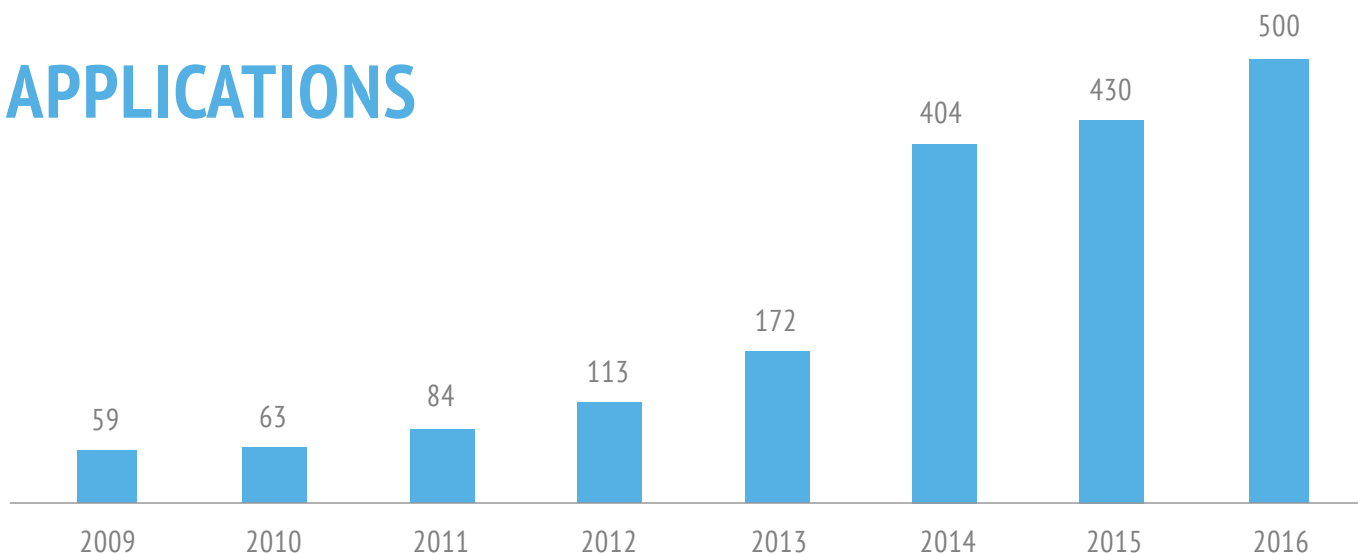
SIA IN NUMBERS



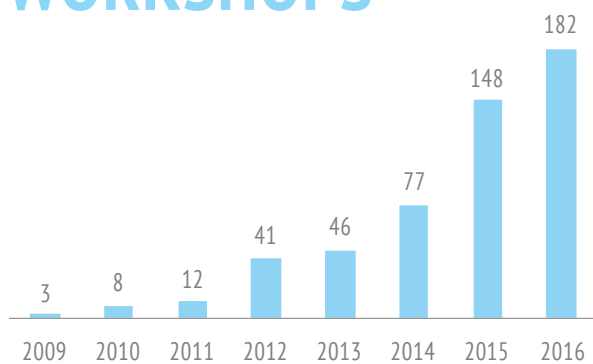
The Social Impact Award looks back on eight highly successful years. What started in 2009 as an initiative of the Institute for Entrepreneurship and Innovation of the Vienna University of Economics and Business has rapidly developed into an international student community driven by a passion for social entrepreneurship.

STEADY GROWTH

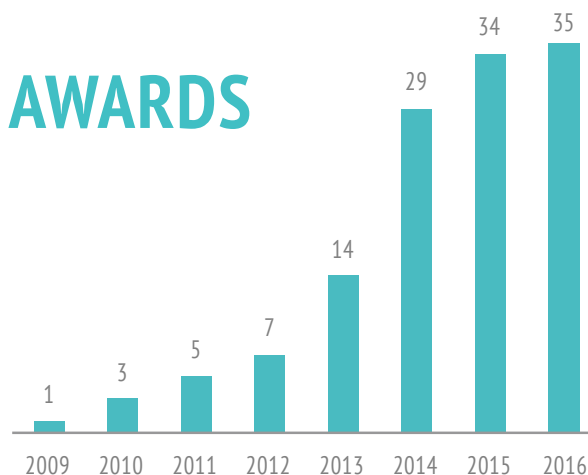
APPLICATIONS



WORKSHOPS



AWARDS



2009

Austria

2012

Romania
Czech Republic

2013

Slovakia

2014

Russia, Greece,
Switzerland, Croatia

2015

Serbia
Macedonia

2016

Bosnia & Herzegovina
Montenegro

INTERVIEW

WITH FRANZ-KARL PRÜLLER

Chairman of the board of ERSTE Foundation

ERSTE Foundation is one of Social Impact Award's longest and closest partners. What makes you believe in the program?

It's the people and their dedication. At SIA I see a team that is extremely committed and hardworking as well as really interesting young people bringing their ideas from intention to action. These are the young people that our societies need if we want to stay together, if we want to have prosperous, coherent, human societies in the next decades.

How does the Social Impact Award support the vision of ERSTE Foundation?

The vision of the ERSTE Foundation is a strong, resilient society and SIA is totally in line with this vision because it undertakes a journey with its participants assuring that they not only develop promising ideas, but also learn how to judge and test their ideas. SIA is also an exercise in widening their horizons

and building networks. SIA makes ideas successful and empowers young people not only to succeed, but also to radiate outwards and multiply their learning.

Looking back on the 128 ventures that have won SIA since 2009, which of the ventures do you like the most?

There are so many great ideas. But one that really resonates is the idea of developing a tablet for blind people. This is a great connection in thinking and a great, impactful venture.

What do you wish for Social Impact Award for the future?

My vision for SIA is that in 20 years an important minister of one of the countries where SIA is active will say: "I wouldn't be here, if I wouldn't have taken part in SIA. Only by that I was able to set up my social business and I learned that in economy it is not always the profit motive that should motivate an entrepreneur but what I can contribute to society overall. And this is why I now implement laws supporting this notion." If that ever happens I think SIA has fulfilled its mission.





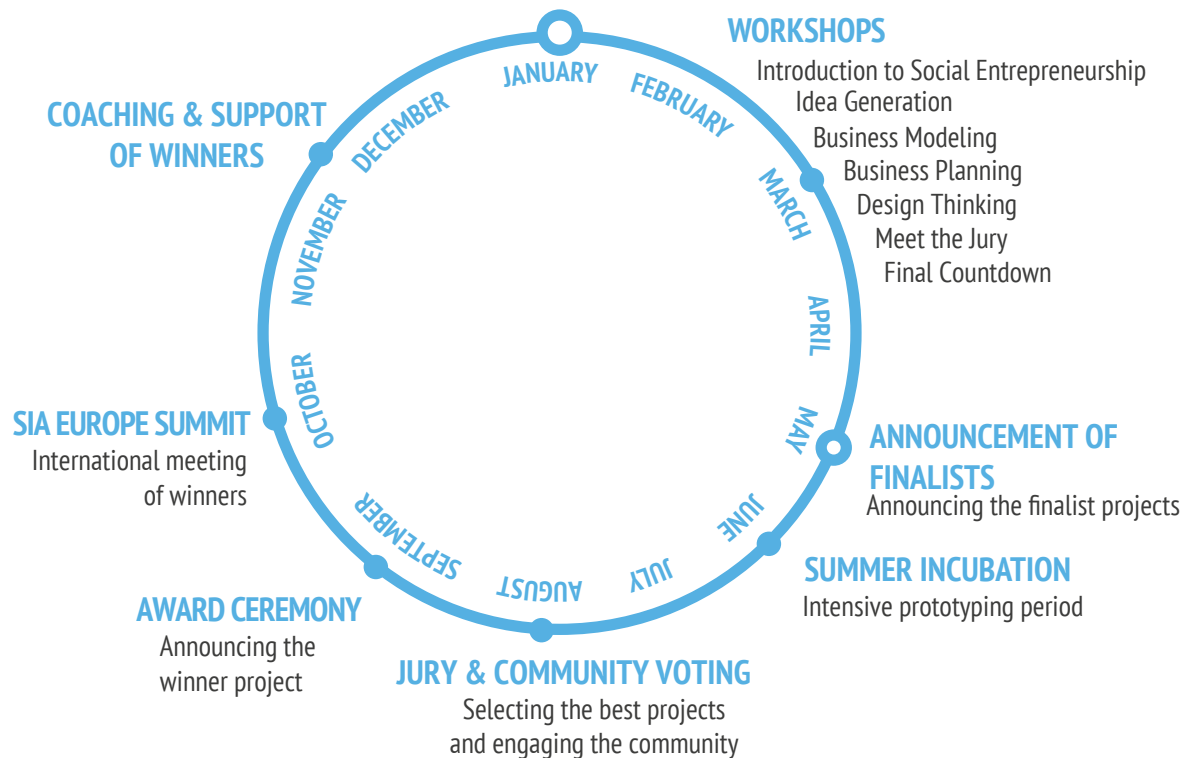
“My vision for SIA is that in 20 years an important minister of one of the countries where SIA is active will say: ‘I wouldn’t be here, if I wouldn’t have taken part in SIA.’”

OVERVIEW

SIA 2016

A YEAR FULL
OF NEW RECORDS

Never before has the Social Impact Award reached as many students, received as many applications, or awarded as many projects as in 2016.



EDUCATION

Support participants to develop new social venture concepts

In 2016, we ran 182 workshops for 4.600+ participants in 58 cities across 10 countries. In 2017, new countries will join the program and further extend the reach of our workshops.



COMMUNITY

Connect participants with an international community of entrepreneurs, peers and experts

Expert juries in each country evaluate ideas and give feedback to all projects submitted. Moreover, through the community voting in 2016, over 17.000 people got to know the best ideas and evaluate them in an interactive, transparent way.

AWARENESS

Aid the development of entrepreneurial skills through inspiration and exposure to the field

In 2016, 500 student teams applied to SIA with social business concepts. Our past impact surveys shows that 60% of projects submitted have been implemented and 35% have gone on to generate revenues.



SUPPORT

Equip the best teams with financial capital and active support through-out the year

The best 35 projects from 2016 will receive a total of 68.400€ as summer stipends/seed funding, full membership in the Impact Hub Network and are part of a three- month intensive incubation process.

DIFFERENT COUNTRIES, ONE VISION

In 2016, the Social Impact Award was run successfully in 10 European countries: Austria, Bosnia and Herzegovina, Czech Republic, Greece, Macedonia, Montenegro, Romania, Russia, Serbia and Slovakia.



AUSTRIA Flüchtlinge Willkommen

BOSNIA & HERZEGOVINA

Omladinski hostel Abrašević

CZECH REPUBLIC Czechitas

GREECE Ithaca

MACEDONIA Our Good Earth

MONTENEGRO Agro-turist biro

ROMANIA Upside Down

RUSSIA Cocco Bello

SERBIA The Kind Transporter

SLOVAKIA ChemPlay

PROFILES OF PAST WINNERS



COUNTRY	Austria
VENTURE NAME	Flüchtlinge Willkommen
WINNER IN (YEAR)	2015
AWARD TYPE	Community Award
FIELD	Migration
CHALLENGE	How to provide refugees a place to live?
SOLUTION	Web-based agency for flat-sharing (locals with refugees)
IMPACT	Housing for 400+ refugees as integrated part of society





COUNTRY	Czech Republic
VENTURE NAME	Czechitas
WINNER IN (YEAR)	2015
AWARD TYPE	Jury Award
FIELD	Girls in IT
CHALLENGE	How to break stereotypes in IT and have more women in the field?
SOLUTION	Organize IT workshops and educate women in IT
IMPACT	Digital Academy for Women founded



COUNTRY	Greece
VENTURE NAME	Ithaca
WINNER IN (YEAR)	2015
AWARD TYPE	Community Award
FIELD	Sanitation for homeless people
CHALLENGE	How can we increase dignity and self esteem?
SOLUTION	A mobile laundry service for the homeless
IMPACT	321 washing sessions for 380+ homeless people leading to better health standards, self-esteem and dignity





COUNTRY	Macedonia
VENTURE NAME	Nasha Dobra Zemja (Our Good Earth)
WINNER IN (YEAR)	2015
AWARD TYPE	Jury Award
FIELD	Healthy food
CHALLENGE	How to deliver organic food to Macedonian families?
SOLUTION	First organic food cooperative of consumers in Macedonia
IMPACT	A weekly organic basket, delivered to your doorstep, full of fresh chemical free fruits and vegetables. The monthly turnover of Our Good Earth is on average around 4.000€.



COUNTRY	Romania
VENTURE NAME	Upside Down
WINNER IN (YEAR)	2012
AWARD TYPE	Jury Award
FIELD	Sustainability
CHALLENGE	How to sustainably use wasted promotional products?
SOLUTION	3-step process (clean, cut & sew) to turn street banners, scrap fabrics and bicycle tire tubes into bags, wallets, gadget sleeves and other accessories
IMPACT	More than 2000m ² of street banners and truck tarpaulin has been transformed into new products and jobs.





COUNTRY	Russia
VENTURE NAME	Cocco Bello
WINNER IN (YEAR)	2014
AWARD TYPE	Jury Award
FIELD	Local community development
CHALLENGE	How to protect local villages from extinction and revive them?
SOLUTION	Creamed honey production as local job creator
IMPACT	Job creation for 20 local people, profits reinvested into local community development projects, such as the first playground for local kids



COUNTRY	Serbia
VENTURE NAME	The Kind Transporter
WINNER IN (YEAR)	2014
AWARD TYPE	Jury Award
FIELD	Care for elderly people
CHALLENGE	How to improve the life of elderly people?
SOLUTION	Provide courier services for free for people over 70 (e.g. paying bills, buying groceries/medicine, etc.)
IMPACT	Provided 500+ free services and has 12 regular service users over 70 years old





COUNTRY	Slovakia
VENTURE NAME	ChemPlay
WINNER IN (YEAR)	2015
AWARD TYPE	Jury Award
FIELD	Education
CHALLENGE	How to make boring & hard subject such as chemistry interactive & cool?
SOLUTION	ChemPlay is a new board game for attractive learning of inorganic chemistry
IMPACT	100+ schools use Chemplay in every day education



COUNTRY	Montenegro
VENTURE NAME	Agro-turist biro
WINNER IN (YEAR)	2016
AWARD TYPE	Jury Award
FIELD	Agriculture, environment
CHALLENGE	How to assure that small mountain villages will survive?
SOLUTION	Connecting people form small villages in the North of Montenegro with tourists and provide market for domestic products
IMPACT	Five local municipalities of underdeveloped North of Montenegro





COUNTRY	Bosnia & Herzegovina
VENTURE NAME	Omladinski hostel Abrašević
WINNER IN (YEAR)	2016
AWARD TYPE	Jury Award
FIELD	Enviroment, agriculture, employing students
CHALLENGE	How to help young people to find cheap but healthy food and cheap accomodationg during their studies? How to help bio organic producers to marketed their products?
SOLUTION	Organizing dorm for students in the Youth Center Abrašević, bio organic producers will donate food and the students are going to be only employers
IMPACT	Cheap accomodation and food for students in the south of Bosnia & Herzegovina



JOURNEY 2016

In January and February, the Social Impact Award kicked-off in ten different European countries. At the kick-offs, students heard stories from inspiring social entrepreneurs and had meaningful conversations with them and each other. Students learned about the great potential of social entrepreneurship and were motivated to try out being social entrepreneurs themselves.

KICK-OFF

WORKSHOP PROGRAM

In spring 2016, the Social Impact Award organised 182 workshops for more than 4.600 participants in 58 cities across 10 countries. Workshop topics ranged from idea generation to business modeling and planning. All workshops were 100% cost-free to provide every student the chance to participate. To ensure exceptional workshop quality, the workshop design and teaching outlines were developed together with our partners from the Vienna University of Economics and Business.



"SIA is not just an award. It is much more: awareness, support, community and education." Zsuzsanna Hernádi, SIA Volunteer Austria



"Impact is not an individual pursuit, it is something we do with each other. SIA is exactly that - a community, a joint pursuit to creating a future we all stand for. Since we all make a difference - whether we want to or not - we better choose the difference we want to make!"
Bistra Kumbaroska, Regional Program Coordinator, Impact Hub Vienna

Shortly before the application deadline, the project teams had the chance to receive personal feedback from the different perspectives of our jury members.

MEET THE JURY

FINALISTS ANNOUNCEMENT

Based on the 4 selection criteria: social impact, innovation, feasibility and team, 8 to 12 finalist projects were selected and announced in each country.



"SIA is an exercise in widening your horizons and building networks. It makes ideas successful and empowers young people not only to succeed, but also to radiate outwards and multiply the learning."
Franz-Karl Prüller, CEO of ERSTE Foundation



"There is a great variety of topics that in some way disturb young people nowadays, and they are trying to solve them. Considering only this year's Czech finalists, it goes from seniors, health care, and education to waste management, and pollution to enhancing citizenship, supporting homeless people or recycling clothes." Hana Kavánková, SIA Country Coordinator Czech Republic

All 93 finalist teams received an intense incubation program over the summer to develop and implement their ideas together with our experts.

INCUBATION



COMMUNITY VOTING

In addition to the jury awards, one venture per country is awarded with the Community Award. This is awarded through an online community voting. In September 2016, more than 17.000 people voted for their favorite ventures.



"SIA is a great initiative that gives winners lots of publicity and recognition. And whatever you do in the business sector, that's what you need." Irina Janevska, Jury Award Winner Macedonia, 2015

On September 29th, the Award Ceremony took place in all ten SIA countries simultaneously. Besides publicity, access to high-value networks within the national social entrepreneurship communities and free access to the SIA Europe Summit, the best projects received overall seed funding in the amount of 68.400€.

AWARD CEREMONY

"SIA gave us a kickstart for our venture Journey. Besides the award money it helped us with networking and valuable business know-how." Dušan Matuška, SIA winner in Slovakia, 2015



SIA EUROPE SUMMIT

For one week in October, the SIA winners from all countries as well as all the local coordinating teams gathered in Vienna to connect, share, improve and get ready to act.

"SIA is a very good opportunity for young organisations to gain experience, to get inspired and to improve their projects." Zsófia Folk, SIA Finalist in Czech Republic, 2016



"SIA is a community that unites people from different fields to build a stronger and sustainable world." Edward Ostrobrod, SIA Partner Russia, 2016



INTERVIEW

WITH PETER VANDOR

Founder of SIA and senior researcher at the Social Entrepreneurship Center at the Vienna University of Economics and Business

AND MATTHIAS REISINGER

Co-Founder of Impact Hub Vienna

Mr. Reisinger, looking at the state of the world today, what do you expect from the current generation of students?

I invite students to keep discovering the intersection between their personal passion and what the world is calling for. Ask the question “when I’m 80 years old, looking back at my life, what is it that I want to leave behind?”. We all just have one wild and precious life; let’s make the most out of it!

“We all just have one wild and precious life; let’s make the most out of it!”

Mr. Vandor, SIA is a program around social entrepreneurship.

Why do you think that social entrepreneurship is a promising approach to tackle the key challenges of our times?

Social entrepreneurship is a chance to excite a new generation of talent to engage in activities that are positive for society and this change is happening. 15 years ago, most students at my university wanted to become investment bankers. Now, entrepreneurs and social entrepreneurs are the rock stars on the campus.

MATTHIAS REISINGER





PETER VADOR

Mr. Vador, you are also in charge of the impact assessment of the program. Why do you consider this to be important?

Our impact assessment activities, including the use of international surveys among others, allow us to learn systematically what is really going on in the program, what works for students and what not. This is very important for a program on this scale. After all we want to make sure that the program is effective in all countries and for all stakeholders. Also, it allows us to enter into a systematic dialogue with participants and learn about their perspectives on social entrepreneurship. For example, when I learn that more than 70% say that they believe so strongly in their idea that they will implement it, regardless of whether they win SIA or not, I know that we have managed to attract the right kind of people to our award.

“15 years ago, most students at my university wanted to become investment bankers. Now, entrepreneurs and social entrepreneurs are the rock stars on the campus.”

IMPACT ASSESSMENT

GENERAL CHARACTERISTICS AND USE

Did you develop a new project or work on a previously existing project in the course of Social Impact Award?

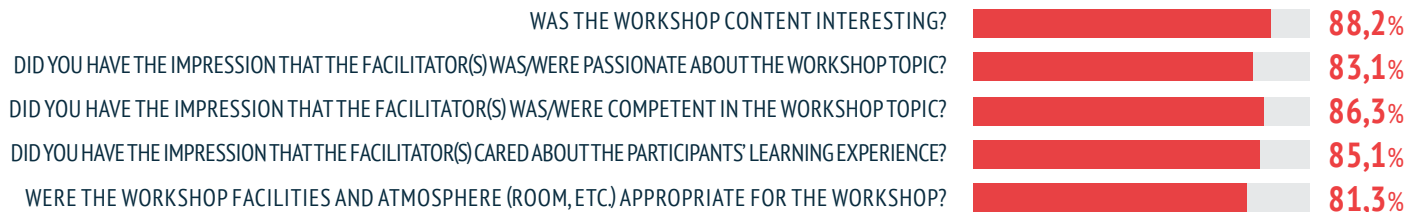


SIA participants address the full range of societal topics and approaches!



WORKSHOPS

SIA delivers workshops of outstanding quality!



SIA's theory of change put into practice

FOR ME, PARTICIPATING IN THE SOCIAL IMPACT AWARD 2016...



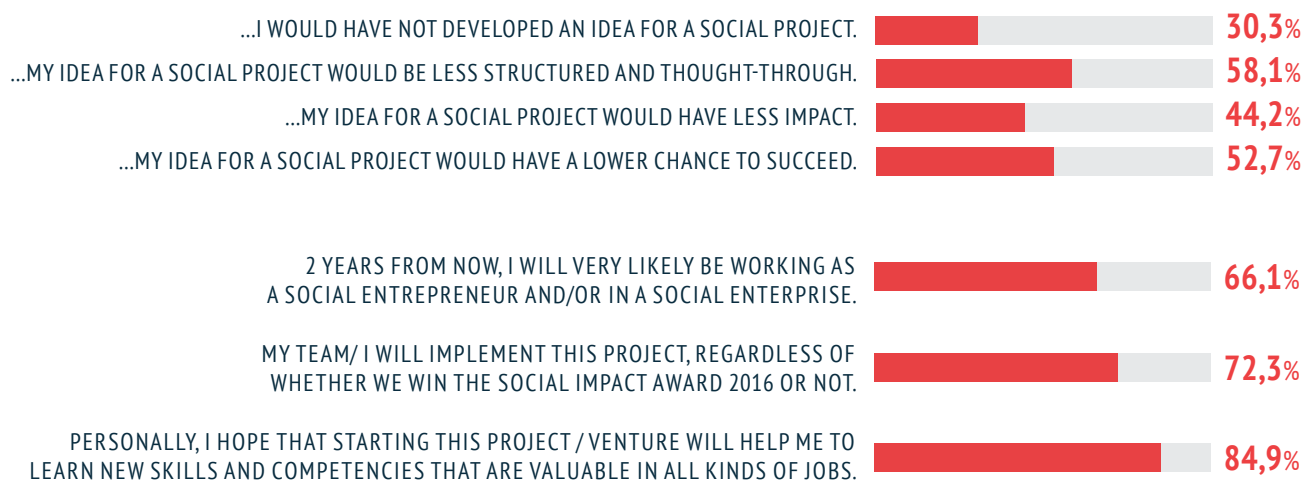
For me, participating in the Social Impact Award 2016 increased my overall ability to start up a social project.

How strongly do you agree to the following statements?

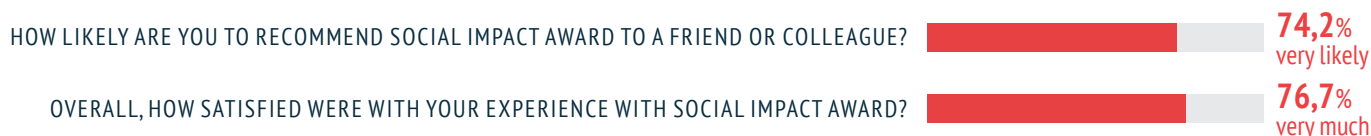
IN THE COURSE OF SOCIAL IMPACT AWARD, MY TEAM/I...



WITHOUT PARTICIPATING IN SOCIAL IMPACT AWARD...



General Feedback



**Our theory
of change is
proven to work
and create
sustainable impact.**

INTERVIEW

WITH ANASTASIA SKURIKHINA

SIA winner 2016 in Russia and founder of Vyatka bez musora

In September 2016, in total 35 impact ventures were awarded with the Social Impact Award. Anastasia Skurikhina from the Central Russian city Kirov, about 900km east of Moscow, is one of them. Her project “Vyatka bez musora” aims to establish waste separation in Russia.

Anastasia’s idea is as simple as it is brilliant: “Vyatka bez musora” produces small waste containers out of plastic waste and sells them to shopping centers, offices and other larger facilities. There, the containers replace the garbage bins to enable proper waste separation. “Vyatka bez musora” then collects the waste on a regular basis. While paper and other waste types are sold further to producing companies, the wasted plastic is recycled and serves as material for more containers.

In this interview with Anastasia on the night she won the Social Impact Award, she reflects on her participation in the program.

What does it mean to you to have won the Social Impact Award?

It’s a great boost for our venture, but of course also a huge responsibility. For me, this is not the end of a journey but only the beginning. Through SIA I received all the necessary means to realize my vision of “Vyatka bez musora”, so now it is time to show the results. But anyway, we have already chosen that this is the path we want to pursue so the award will just accelerate the process.

How did the Social Impact Award support you during this journey?

SIA supported me with everything – whether it was skills and knowledge, mentoring or even strong moral support. There was one moment in summer, when my team basically fell apart. I was deeply frustrated. But then Yana, the Russian country coordinator, became something like my mentor and supported me by saying that there will be other people and that I should do everything I can do now without them. SIA also helped me significantly to gain new knowledge. Lean Startup, for example, is a great tool for me. It very much helps me to understand my target audience and how my business model could work.

“SIA supported me with everything – whether it was skills and knowledge, mentoring or even strong moral support.”



How did your project change during the incubation phase in summer?

It changed significantly. Firstly, we thought that our product will be a purchased cardboard box that we will place on the porches of Kirov's buildings. But everything changed so greatly that we are going to produce the boxes from recycled waste by ourselves with our own equipment.

Why would you recommend to other students to take part in SIA?

It's all about the people. It is the people that gave me motivation to continue even in difficult situations. Sometimes I woke up in the morning and didn't want to work on my project. But then I reminded myself that I currently take part in SIA. So, I got up and worked on it, watched a SIA webinar or sent a project update to my SIA expert. I believe if you want to get results from your project you have to participate in the SIA program. Any result will be a result even if it is negative or even if you understand that your hypothesis or business model is false and needs adjustment.

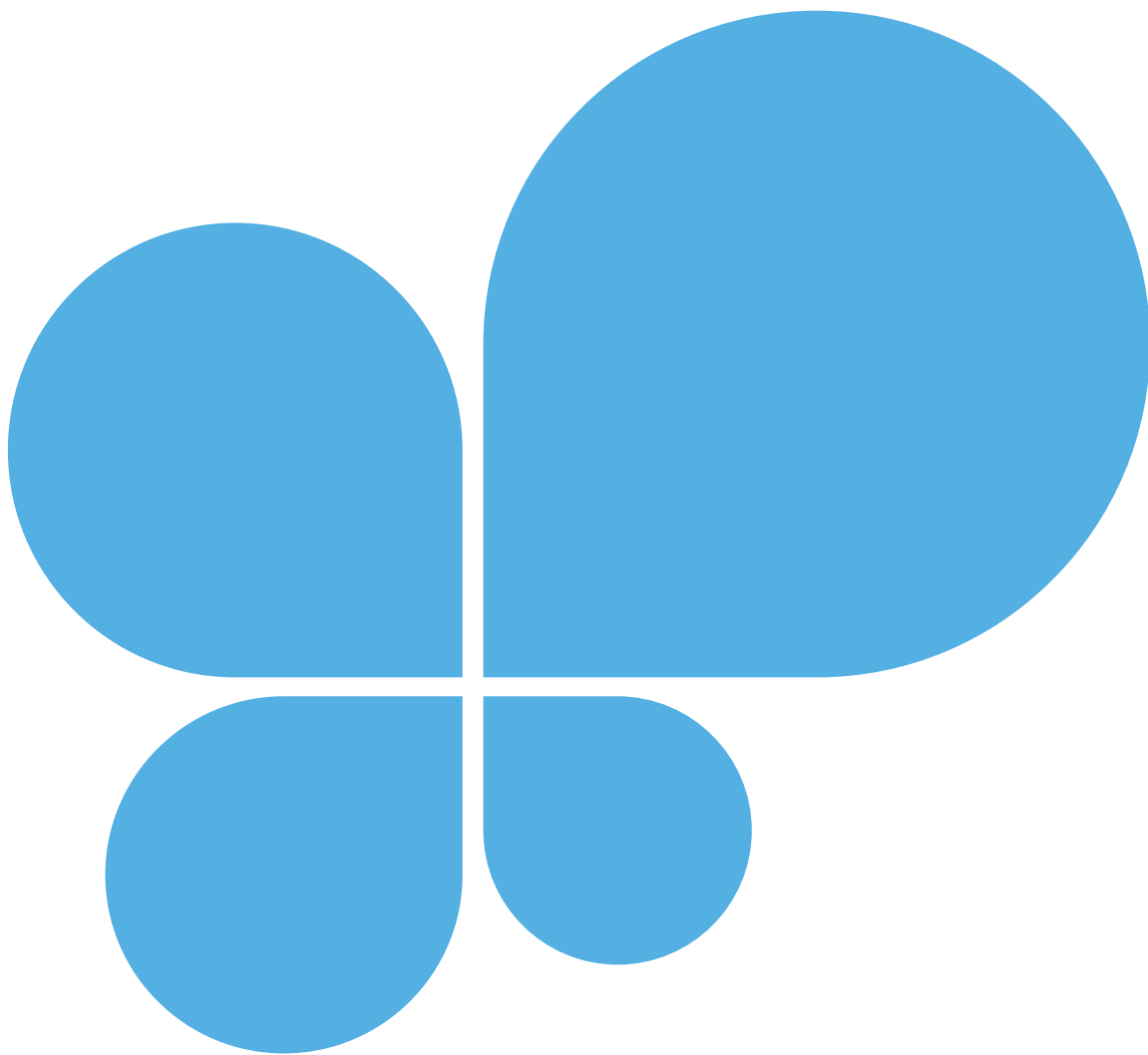
Now, that you have won the SIA in Russia, what are the next steps?

I have ambitious plans right now. Of course, I will follow the steps that I promised myself to do: set up equipment, produce one thousand containers, sell part and install another part of them, continue collecting the waste. We have to improve our business model of separate collection of waste in Kirov. We are also in a working group of the city administration to take part in the legislation process regarding waste separation. I am sure

we will reach an agreement. From a business perspective, I need to buy all the component parts, then assemble them, construct different prototypes of containers. They can be different sizes and types. I also have to understand from what kind of waste it is better to construct containers, because it is important to understand which containers will be tight enough. After we figure that out we will start to scale the project.

Thank you, Anastasia and congratulations again!

“Winning the Social Impact Award is not the end of a journey but only the beginning.”



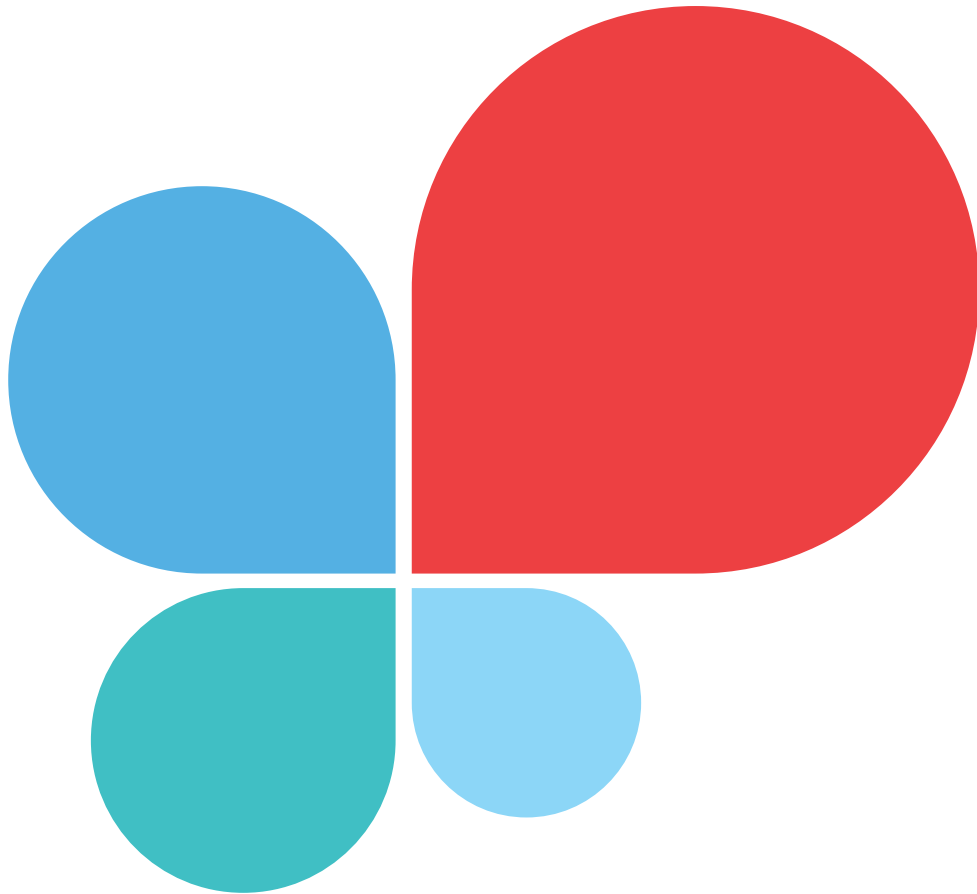
Empowering Students

**SOCIAL
IMPACT
AWARD**





LOCAL PARTNERS



ERSTE FOUNDATION
What would you change?

Steiermärkische
SPARKASSE 

WU
VIENNA

**IMPACT
HUB**

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