

## SOCIAL ENTREPRENEURSHIP FORUM

# YEAR IN REVIEW 2016

2012

1st annual SE Outreach Accelerator supported by Sida.

2014

SE Outreach Accelerator is complemented with Training of Trainers and Social Business Boot-camp in the Middle East and Africa.

2015

SE Woman supporting female social entrepreneurs in Stockholm suburbia.

2016

5th SE Outreach Accelerator. Record breaking 890 applications from 92 countries for the 6th SE Outreach Accelerator.

## Letter from the Co-chairs

**Welcome to the Year in Review for Social Entrepreneurship Forum! Reflecting on 2016, we are proud of our accomplishments and of those of our social entrepreneurs. We hope you enjoy reading about all of it in the following pages.**

However, it's impossible to reflect on 2016 without thinking about all that happened in the world. The UN reported that the number of displaced people is at its highest ever. Climate change continues to threaten our natural habitats as the global surface temperature reaches record highs. And citizen dissatisfaction led to significant leadership changes in multiple countries, leaving many to wonder what this new political landscape will mean for societies in 2017.

While it's easy to feel a little depressed about the world, we feel hope. It's in these conditions that social entrepreneurs know how to thrive. Motivated by the seemingly impossible, this is when they unleash their passions to create positive societal change. And this is where SE Forum strives to help.

We give our entrepreneurs opportunities to strengthen their business skills, challenge them to find a sustainable model for their business and provide a network of support to help them reach their goal of making a lasting impact in their communities.

We are excited to continue this journey in 2017. Thank you for taking the time to read our Year in Review. Hopefully it will inspire you to join us (if you haven't already!) in our quest to make the world a better place.



**Maria Bustamante**



**Ylva Hansdotter**

*Co-Chairs, SE Forum Board of Directors*

## Letter from the Executive Director

Working at SE Forum is fascinating as it allows us to meet and understand people who are dedicating their lives to change the problems that they and their communities face.

What is even more inspiring is that we get to hear stories from all over the world. In our programs we have participants from Palestine, Nepal, Uganda, Malaysia and Brazil to name a few. This allows for a global perspective that is humbling.

2016 has given us and our social entrepreneurs a lot to digest. We've been through ups and downs together – the true entrepreneurial journey I suppose. This is important to remember, especially when fighting some of the world's most pressing problems. We need to celebrate the success stories, but more importantly we need to support and be ready for the challenges on the way. That's how real change can be achieved.

With this Year in Review we want to share the entrepreneurial journey with you and take you one step closer to our vision of unleashing the potential of social entrepreneurship.



A handwritten signature in blue ink, which appears to read 'N Wallberg'.

Nicklas Wallberg, Executive Director, SE Forum

**The SE Forum *vision* is to contribute to a more just and sustainable world by unleashing the potential of social entrepreneurship to address society's most pressing problems.**

**Our *mission* is to promote, inspire and empower social entrepreneurs to start and scale businesses that address global challenges in Sweden and developing markets.**

1

## SE Outreach Accelerator

The SE Outreach Accelerator is a six month scaling program for social entrepreneurs running businesses that address social and environmental challenges facing low- and middle income countries. In 2016 we had eight participants from Uganda, South Africa, Nepal, Malaysia, Brazil and Nigeria.

*"When I came it was with a charity organization, I left with a business."*

*Olutosin, Star of Hope Transformation Centre, Nigeria*

2

## SE Social Business Bootcamp

The Social Business Bootcamp is an intense 10-day course for people who have an idea they believe can solve a social or environmental challenge. The training helps participants turn their ideas into viable business plans. In 2016 we delivered two Bootcamps, one in Kenya and one in Palestine and trained 25 aspiring entrepreneurs in total.

*"I had no idea about how to put my business idea into practice until I attended this program. It gave me all the skills I needed to develop my business plan and make my business model canvas complete."*

*Social Business Bootcamp Kenya participant*



3

## SE Training of Trainers

This 2-part training course offers educators and trainers the opportunity to learn how to facilitate Social Business Bootcamps by identifying, educating and supporting social entrepreneurs. The first part of the training introduces participants to SE Forum's methodology, while the second part enables them to put what they've learned into practice as they co-facilitate a session of the Social Business Bootcamp alongside the SE Forum lead trainer. In 2016 we delivered two of these programs, one in Kenya and one in Palestine and trained 28 participants in total.

In addition, in February 2016 SE Forum ran a Training of Trainers program with eight business lecturers at the Africa Nazarene University in Nairobi. Six months later, the university lecturers had conducted their own social entrepreneurship trainings with a total of 362 participants.





## Francis Adereti Redbank, Nigeria



**Redbank saves lives by helping hospitals and patients quickly and easily search and find safe blood in real time via SMS.** Blood banks record their blood supplies in Redbank's database and then hospitals and patients can send an SMS with a request for the blood type they need, the quantity and their geographical location. After doing this, they will receive an SMS with details of the nearest blood bank that matches their request.

Since graduating from the SE Outreach Accelerator, Francis and his team have finished building the blood search platform for the hospitals, formed a partnership with the Red Cross and pitched their business to the Nigerian president.

## Joyce KyalemaJosmak International, Uganda



**Josmak develops a range of nutritious, innovative products made from pumpkins.** This helps create food security by developing innovative, edible products out of a vegetable that is otherwise not used to its full potential. Josmak also provides employment for rural women, many of which are single mothers, thereby increasing their income and enabling them to provide for their families.

Since graduating from the SE Outreach Accelerator, Joyce has won the African Entrepreneurship Award (AEA). She was selected out of 8700 entrepreneurs and won 100 000 USD, which will help her set up a small factory and buy machinery for processing.

## Sibjan Chaulagain ICT for Agriculture, Nepal



**Information and Communications Technologies for Agriculture improves farmers' livelihoods by providing them with agricultural and market information via SMS.** Many farmers in Nepal are unable to earn sufficient income due to lack of information about weather changes, market prices and crops diagnostics. ICT for Agriculture targets agricultural cooperatives, NGOs and agribusinesses, all of which have registered farmers in their networks. The cooperatives pay to get access to the interface and send relevant information out to the Nepalese farmers. The farmers can also send questions via SMS.

Since graduating from the SE Outreach Accelerator, Sibjan and his team were selected for the Rockstart Impact Accelerator.

## Olutosin Oladosu Adebowale Star of Hope Transformation Centre, Nigeria



**The Star of Hope Transformation Centre runs a support and empowerment program for women who are survivors of gender-based violence.** The program brings women together to educate them on their rights and train them in craft making, giving them skills to recycle "trash" and turn it into "treasure". Participants are also trained in banking, bookkeeping and marketing so that they can use their production skills to earn their own income in the future.

Since graduating from the SE Outreach Accelerator, Olutosin and her team have secured and moved into their first proper office space and were featured in a documentary about change-makers that is going to be included in the school curriculum and turned into a book for students in Poland.

## Nodumo Fikile Magadlela IBONI, South Africa



**IBONI is a bicycle and scooter sharing business born out of a desire to make it possible for everyone to access cities by using a cheap, functioning and environmentally friendly transportation system.** Mobility is a privilege in South Africa at the moment and most of the poor and emerging middle class in the townships have no access to reliable urban transportation. With IBONI, a mobile application or SMS service is used to find available bikes at the closest sharing point and users are charged for the amount of time they use the bikes. IBONI's future goal is to also include sharing services for e-cars and e-scooters.

IBONI will relaunch soon with a new focus on meeting the needs of a niche segment of urban commuters.

## Luciana Oliveira New Hope Ecotech, Brazil



**New Hope Ecotech (NHE) is a software company connecting manufacturers with waste pickers via tradable environmental securities.** NHE creates an auditable, electronic paper trail certifying recycling – similar to Carbon Credits. The Recycling Certificates are sold directly to manufacturers and the revenues are shared with waste pickers. This solves manufacturers' recycling obligations, increases overall recycling rates, generates additional stable income and improves the waste pickers' working conditions.

Since graduating from the SE Outreach Accelerator, Luciana and her team have reached their goal of securing their first five corporate clients, printed a responsible recycling logo on their clients' packaging and received venture capital.

## Derrick Hosea Opio, Onelamp, Uganda



**Onelamp tackles energy poverty in Uganda by providing a last mile on-demand delivery service for clean energy at the bottom of the pyramid.** It enables off-grid households to order solar lights using their cell phones and enjoy door-to-door delivery using existing transport infrastructure. Onelamp also does community marketing by working with local women's saving and loan associations, through which they train women on the benefits of solar lights.

Since graduating from the SE Outreach Accelerator, Derrick and his team have launched their first Pay As You Go solar product for night fishermen on Lake Victoria. All the units have been sold out!

## Anja Juliah Abu Bakar Blubear & Co, Malaysia



**Blubear & Co produces reusable sanitary pads made from eco-certified fabric.** Thousands of young Malaysian girls miss up to 20% of their education because they can't afford to buy sanitary pads. For each set of pads it sells, Blubear donates one pad to a girl who can't afford to pay for it herself. The washable pads last for 3-5 years, which removes the financial burden of purchasing products each month, saves the environment and empowers young girls by giving them full access to their education.

Since graduating from the SE Outreach Accelerator, Anja and her team have formed a partnership with a pharmacy chain in Malaysia which will sell the reusable pads in its outlets.

## Graduation event

200 people attended our graduation ceremony to celebrate the success of our entrepreneurs in the SE Outreach Accelerator 2016. The event took place at Berghs School for Communication.



Photo: Stina Svanberg



Photo: Stina Svanberg

## STHLM Tech Fest

Our entrepreneurs from the SE Outreach Accelerator, along with Nicklas Wallberg, were invited to talk about solutions to the Sustainable Development Goals at STHLM Tech Fest.



## Almedalen

Together with Forum for Social Innovation Sweden and Hjärna. Hjärta. Cash, we arranged a mingle where entrepreneurs pitched their ideas and organisations and businesses could meet in a relaxed environment.



Photo: Håkan Røjder

## Social Innovation Summit

Our Executive Director Nicklas Wallberg facilitated a packed masterclass on the topic “Big data as a tool for Social Innovation in health” at Social Innovation Summit in Malmö. Panelists were Lydia Nicholas from NESTA and Rikard Linde from FORES.



## Riga

Nicklas Wallberg co-delivered workshops and spoke about the work of SE Forum at a social entrepreneurship conference in Riga, Latvia. Nicklas is pictured here (middle) together with Cecilia Thuvesson of CharityFit (left) and Per Clingweld of Just Arrived (right).

## Ukrainian Forum of Social Entrepreneurs

SE Forum was invited to present at the Ukrainian Forum of Social Entrepreneurs in Kiev. Svitlana Pinchuk (pictured) introduced the audience to SE Forum’s programs.



## What is a social entrepreneur?

**There are different understandings of the term Social Entrepreneur. Drawing on the experience we have had with participants of our programs, partners and also peers, here is our take on what Social Entrepreneurship means to us.**

The term Entrepreneur describes a personality. A person that when identifying a need for which a service/product is missing decides to start a business around that need. Not everyone would decide to take action or leave the comfort of employment.

For the Entrepreneur, this is the logical next step. The Social Entrepreneur has identified a social or environmental need for which a service/product can be a solution and decides to start a business around that need. What often (but not always) differentiates the Social Entrepreneur from an activist, or a non-profit professional, is the reliance on a business model and the market, where customers provide the capital needed to tackle social and environmental needs.

While some Social Entrepreneurs aim at international impact, many use local knowledge for solutions to local needs. They know what is needed in their own geographies, and can take aim at the heart of societal problems. SE Forum exists to empower these personalities in tackling global challenges, by supporting the acceleration of their initiatives.

## Our business model

**SE Forum is a non-profit, membership based organization. We work closely together with various partners to develop initiatives supporting social entrepreneurs.**

Our largest contributor is Sida. However, we work with several companies, organizations and individuals sharing the same values and aim of unleashing the potential of social entrepreneurship to improve the lives of people around the world.

“ **Social entrepreneurs are not content just to give a fish or teach how to fish. They will not rest until they have revolutionized the fishing industry.** ”

Bill Drayton, founder of Ashoka

“ **Sida considers SE Forum to be a driver of change, a forerunner dedicated to influencing the private sector to work in a more sustainable and inclusive way and thereby contribute to poverty reduction.** ”

Emilie Göransson, Sida



## Swedish International Development Cooperation Agency (Sida)

Sida works on behalf of the Swedish government to reduce poverty in the world. Sida is our main funding partner and we work closely together to increase the impact of our social entrepreneurs.

## Scandic Hotels

Headquartered in Stockholm, Scandic Hotels has 230 hotels in seven countries in Europe, most of which are in the Nordic region. Scandic Norra Bantorget provided our entrepreneurs a comfortable home away from home during the 2016 SE Outreach Accelerator.

## Printfabriken

Printfabriken is a modern printing company based in Karlskrona, Sweden. Printfabriken generously provided printing services to SE Forum in 2016.

## Action Aid

ActionAid is an international development organisation working for a world free of poverty, injustice and inequality. SE Forum teamed up with the ActionAid Arab Regional Initiative to deliver the Social Business Bootcamp and Training of Trainers in Palestine.

## Impact Hub Stockholm

Impact Hub offers its members a unique ecosystem of resources, inspiration, and collaboration opportunities to grow impact. Impact Hub Stockholm welcomed our entrepreneurs during portions of the 2016 SE Outreach Accelerator.

## Global Business Lab

Global Business Labs is a network of accelerators that supports young for-profit and social entrepreneurs. SE Forum teamed up with GBL to deliver the Social Business Bootcamp and Training of Trainers in Kenya in 2016.

## Sigtuna Foundation

Sigtuna Foundation is a conference and meeting venue that also houses an extensive library of Sweden's largest press archive. The Foundation annually awards scholarships to scholars, writers, translators and teachers. We spent the first week of the 2016 SE Outreach Accelerator in the inspiring and relaxing atmosphere of the Foundation.

## Centigo

Centigo helps companies and organizations succeed with critical change projects and create long term success. Centigo opened its offices to us during the 2016 SE Outreach Accelerator, which enabled collaboration and knowledge sharing between the entrepreneurs and Centigo employees.

## Berghs School of Communication

Berghs offers strategic and creative educational programs within marketing communications. Parts of the 2016 SE Outreach Accelerator were run from Berghs to enable collaboration between the participants and Berghs students. Berghs also opened its doors for our Graduation Event.

**We would also like to thank our trainers, mentors and board members who where an instrumental part of the team that supported our entrepreneurs in 2016.**

### Team

Nick Wallberg, Executive Director  
Fiona Hazell, Program Director  
Annabel Merkel, Program and Communications Coordinator  
Svitlana Pinchuk, Project Coordinator  
Maew Osataphan, Interim Program Director  
Marie Dahllöf, interim Executive Director

### Trainers

Lena Ramfeldt, Karin Sharma, Lasse Lynchell, Pernilla Bard, Eva Jarlsdotter, Ruth Brännvall, Lena Eriksson Åshuvud, Maew Osataphan, Bo Tonnquist, Barbro Ögren and Anders Lindström.

### Mentors

Karin Ruiz, Maria Erdmann, Rickard Damm, Camilla Backström, Oren Ipp, Magnus Sundberg, Johan Mast, Ylva Hansdotter, Terron Musgrove and Peter Roland.

### Board

Maria Bustamante, Ylva Hansdotter, Mona Bostarius, Thomas Strömberg, Eva Jarlsdotter, Siavash Habibi, Gabriella Silfwerbrand, Zakaria Hersi, Daniel Sommerstein and Jenny Fürstenbach

1

## Become a member

SE Forum members are people passionate about increasing their societal impact. Whether your goal is to learn more about social entrepreneurship, become an entrepreneur or support the sector in other ways, membership with us can be a first inspiring step. SE Forum seeks to provide members with opportunities to meet like-minded people and to inspire members to support the promotion of social entrepreneurship as a tool to tackle global environmental and social challenges. **Please visit <http://se-forum.se/se-forum-membership/> for more information!**

2

## Become a mentor

SE Forum is committed to helping social entrepreneurs learn the tools they need to build a sustainable business and ensure they can address the social or environmental issue they're working with well into the future. Our mentors are key to achieving this. As a mentor you have an opportunity to build a relationship with an inspiring social entrepreneur, offer personalized support and share your network to help enhance the impact of your mentee's social enterprise. We look for mentors with different types of functional and industry expertise. **Please visit <http://se-forum.se/se-mentor/> for more information!**

3

## Become a partner

Are you part of an organization or company interested in increasing its positive impact on critical societal issues? Come talk to us! SE Forum looks to join forces with passionate organizations to develop collaborations that will support and foster promising social entrepreneurs and strengthen the social entrepreneurship sector. **Learn more about our partnerships at <http://se-forum.se/se-partners/> for more information!**

READY TO HELP CREATE POSITIVE CHANGE?

SE Forum founded to  
create a platform for  
social entrepreneurship  
in Sweden.

2004

SE Forum starts SE Bar series  
showcasing social entrepreneurs.

2007

Learning journey to Kenya to  
prepare for SE Outreach  
Accelerator and Sida application.

2009

Convened roundtable on Impact  
Investing that resulted in Sweden's  
first Impact Investment Network.

2011

**SE Forum**  
[www.se-forum.se](http://www.se-forum.se)  
[info@se-forum.se](mailto:info@se-forum.se)  
[@SE\\_Forum](https://twitter.com/SE_Forum)

Box 19  
Norrskan House  
Birger Jarlsgatan 57c  
113 56 Stockholm, SWEDEN