

# Social Entrepreneurship Forum 2015 YEAR IN REVIEW



## Letter from SE Forum Co-Chairs

### 2015 has been an exciting year for SE Forum!

We kicked off the year by planning and running a Training of Trainers program together with Action Aid in the Arab Region. The 12 trainers learned the methodology of helping entrepreneurs to develop their social businesses. During the year these trainers have in turn coached 47 entrepreneurs from Jordan, Palestine, Syria, Egypt, Tunisia and Lebanon.

From January to September SE Forum launched and ran a new program called SE Woman, where female social entrepreneurs in Sweden initiated and developed social enterprises. SE Woman mainly targeted entrepreneurs from the suburbs of Stockholm, with many focused on providing solutions to challenges regarding integration and job creation for those newly arrived in Sweden.


In April we ran the main accelerator program; SE Outreach. Outreach is our flagship program where social entrepreneurs from developing countries take part in an intense eight week “social business boot camp training” in Stockholm. The program aim is to help these entrepreneurs to further expand and scale their businesses in order to increase the social impact in their respective local contexts. Eight inspiring entrepreneurs from Africa, Asia and South America participated in Outreach 2015. You can read more about these incredible participants later in this report.

In late May our new and expanded Board took office. SE Forum now has a board of directors comprised of 12 members, representing the private, public, and nonprofit sectors, as well as a number of countries from around the world. Board members have experience from entrepreneurial ventures to leadership positions in large corporations. The Board had further developed SE Forum’s strategy and professionalized the organization.

During the fall, the team re designed and further improved the Outreach program. In 2016, the program will be divided into two parts. The first part takes place in April and the second part in September. This will allow for the entrepreneurs to better implement and improve on ideas and methods gained during the accelerator. The application process for the program has also been improved and made more efficient through video pitches and a two stage application process.

We would like to thank all of you who make SE Forum’s work possible. First of all, the dedicated staff members and consultants who have worked hard to deliver high quality programs throughout 2015. Second, our funders and members: With your support we are excited to continue to unleash the power of social entrepreneurs and to help scale their initiatives which contribute to solving the world’s most pressing problems.

Sincerely,



Åsa Burman



Ylva Strander

SE Forum Co-Chairs, 2015



# SE Forum at a Glance

**SE Forum** is a not for profit member organization established in 2004 to promote and support social entrepreneurship. Based in Stockholm, Sweden, we advocate the use of responsible business solutions to address challenges in society. With over 10 years experience in supporting social entrepreneurship, SE Forum is one of Sweden's leading organizations within the social enterprise field.

**Vision:** SE Forum contributes to a more just and sustainable world by unleashing the potential of social entrepreneurship to address society's most pressing problems.

**Mission:** To promote, inspire & empower social entrepreneurs to start and scale businesses that address societal and environmental challenges in Sweden and developing markets.

**Members:** Our membership includes social entrepreneurs and individuals representing the public, private and academic sectors.





# SE Outreach 2015: Eight Entrepreneurs

The SE Outreach Accelerator is an exciting capacity building program for social entrepreneurs who are creating positive social and/or environmental impact in developing communities. In 2015, SE Forum received over 450 applications from all over the world including places such as Vietnam, Cuba and Kenya, which provided us with a great variety of innovative and entrepreneurial initiatives.

## The 2015 SE Outreach Entrepreneurs



**Sanwal Muneer, Capture Mobility (Pakistan):** An electrical engineer by profession and an entrepreneur by passion, Sanwal set up the renewable energy company Capture Mobility, which provides clean and affordable energy access to rural areas and reduces air pollution with air filtering devices that also harvest electricity from turbulences generated by highway traffic.

"A big lesson I learned from the program is to believe in the capability of the local people. Therefore, now instead of trying to hire staff from the city we provide training programs for the villagers so they will be able to take on most of the work." (Loan Nguyen, Bloom Microventures)

**Elsa Marie DSilva, Safecity (India):**



Elsa empowers women to break their silence about sexual harassment and is driving societal change with data supported analytics through her social enterprise Safecity. Established in the aftermath of a brutal attack of a young woman in Delhi, Elsa and her colleagues have spread their work

across southeast Asia.



**Flaviano Bianchini, Source International (Italy/Latin America):**

Flaviano set up Source International to help protect people and the environment through reducing mining conflicts by offering local communities self sustaining scientific support and facilitating dialogues between them

and the mining companies.



Photo: Safecity

# Empowered to Scale their Businesses



**Loan Nguyen, Bloom Microventures** (Vietnam): With passion for responsible tourism, Loan runs Bloom Microventures as a way to alleviate poverty by encouraging visits to rural communities through unique tour experiences which help finance female entrepreneurs in the area.



**Eric Muthomi, Stawi** (Kenya): Stawi improves food security and enables small scale farmers to earn a sustainable income by converting harvest loss into nutritious, gluten free and affordable food products. In 2014, Forbes recognized Eric as one of the Top 30 under 30 young

entrepreneurs in Africa.



**Neelam Pol, Khel Planet** (India): Neelam believes in the power of education to break the cycle of poverty. Her social enterprise Khel Planet provides life skill trainings through proprietary designed games and workshops.



**Shezan Shams, E Cash** (Pakistan): Shezan founded E Cash in 2011 to alleviate poverty among the unbanked rural population by promoting financial inclusion through e commerce trade services.



**Betty Ikalany, Appropriate Energy Saving Technologies Limited** (Uganda): Betty founded AEST with the mission to increase access to clean energy. AEST is a women run business that produces biomass charcoal briquettes from local agro waste such as groundnut husks and

corn cobs.



Photo: AEST

## Impact after Outreach

Follow up with the entrepreneurs in November 2015 showed that all 8 participants are still running their businesses. 7 out of 8 reported that they have increased their social impact since completing the Outreach program. The ways they have increased their impact include:

- creating more jobs
- engaging in new national and international partnerships
- extending their services to new regions and expanding their work by developing new models and campaigns.

Some participants are working on partnerships with Swedish companies and a few participants have applied for and later received grants through contacts that were made during the program. This includes:

**Elsa DSilva:** Awarded **Female Entrepreneur of the Year Award** by Dusan Stojanovic. The Award came from a grant that was made known to Elsa by SE Forum and amounted to 15,000 USD in prize money and 4,500 USD in crowdfunding money.

**Betty Ikalany:** Received the **Women Empowerment Fund II Award 2015** by the UN foundation Global Alliance for Clean Cookstoves. The award included 75 000 USD for use towards growing her business.

Recognized with the Special Jury Award for the Africa Start up Award 2015 in Gabon Libreville, which enabled her to raise 10,000 euros for the company to scale its activities.

"SE Forum is providing us the much needed nitrous boost through the 8 week accelerator program that will propel us forward in our journeys towards the social impact we aspire to."  
(Neelam Pol, Khel Planet)



# SE WOMAN

## SOCIAL ENTREPRENEURSHIP IN THE SUBURBS OF STOCKHOLM

**During 2015 SE Forum** launched SEWoman, a social business capacity building program for women in the suburbs of Stockholm. The program was supported by JPMorgan, and offered entrepreneurial women the knowledge required to start and run social businesses. It was an intense program filled with seminars, workshops, mentorship, individual coaching sessions and networking events to provide the entrepreneurs with the inspiration, tools, and resources needed to accelerate their businesses and make a positive impact within their communities.

SEWoman made it possible for the participants to build the foundation for viable social businesses. The vision was to contribute to greater equality, both between men and women but also between people of different ethnic backgrounds within social entrepreneurship and business. In addition, in the long term, the program strives to establish sustainable businesses that create positive benefits to the community.

### Ideas with Impact: Participants at a Glance

Here is a look at the SEWoman participants whose ideas are publicly launched:

**Anna Lithagen,  
Founder of Talent Tribe**

Talent tribe is a creative diversity agency that convenes, connects and catalyzes the next generation of leaders.



**Kowsar Aden,  
Founder of Nabad Consulting**

Kowsar is dedicated to working with integration through lecturing, coaching and mentoring. She also reaches out to children through storytelling.



**Dona Hariri,  
Founder of Counsellors without Borders**

Dona believes everyone has the right to know their right. Through her TV show Justitia, initiative Lawyers at Stockholm Grand Central and legal advice workshops at Husby library, Dona has reached thousands of people.

**Lina Lagerbäck,  
Founder of We Unite Design**

With a belief that the environment you're surrounded by matters, Lina started We Unite Design and transforms rooms through collaboration, creativity and recycled materials. The company works with all types of organizations to create stimulating and functional environments.

**Maria Berghäll,  
Founder of Piece of Value AB**

Piece of Value provides workshops and courses to help individuals and businesses develop themselves through a focus on inspiration and leadership.

**Helene Mortimer,  
Teacher and Coach**

Helene is running a pilot project focused on teens to help raise awareness of and prevent mental illness.

**Mehret Mengistab,  
Founder Stugbyvägen Solrosen AB**

Mehret established and runs a home for single arriving refugee children in Ekerö Stockholm.



SEWoman participants at a workshop with members from SE Forum team and board.



## SE Woman: In Focus

SE Forum looks to have a positive impact on the local communities in which it operates. To better understand the impact and diversity of SE Woman entrepreneurs, take a look at these three in depth examples:

### Counsellors without borders

Dona Hariri started the network lawyers at Stockholm Grand Central, a group with 400 members. She started the social enterprise with the underlying passion that everyone has the right to know their rights.

Lawyers have been present at Stockholm Central Station day and night from autumn 2015 and have met thousands of refugees. In the chaotic reality where rumors spread like a wildfire on social media, lawyers are critical in clarifying what information is true and what is not, both for refugees and volunteers.

“Based on the information the refugees get they will make decisions that are important for the rest of their lives, so this information must be correct. It is a responsibility we all have,” says Hariri.

Her ambition is to grow the network into a larger movement, ‘Counselors without Borders’.

### Inspiring everyday environment

Lina Lagerbäck of We Unite Design transforms ordinary rooms into inspiring ones, like the one seen here.

This study room in a Stockholm suburb became a place where students wanted to go to study. Lina uses recycled materials and engages students in the creative process to transform their environment. For her work at Granbackaskolan she received Sollentuna environmental prize 2015.

### Somali storytelling

When Kowsar Aden was seven years old her father died, and she was sent from Somalia to Sweden to live with a family that she didn't know. Motivated by her own experience, she started Nabad Consulting, which aims to bridge cultural differences through lecturing, mentoring and coaching. She has become a speaker on these issues, including participation at Almedalen 2015, where she was a panelist alongside Mårten Palme, son of Olof Palme.

Kowsar also works with children in the suburbs of northern Stockholm, encouraging them to read and write by using techniques inspired by Somali storytelling traditions.



The study room before and after We Unite Design transformed the room. Today the children at the school are inspired to go to their study room and do their homework.



# Training of Trainers:

## Going from idea to impact in the Middle East

**SE Training of Trainers** is a two week skills sharing and capacity building program that equips participants with the tools they need to empower other social entrepreneurs.



ActionAid and Global Platform's joint office in Amman, where the Training of Trainers was held.

In 2015 SE Forum partnered with Global Platforms and ActionAid Arab Region Initiative in Jordan to promote social entrepreneurship both in Jordan and other surrounding countries. Staff members from SE Forum conducted a "Training of Trainers" in Amman in February with 12 local trainers.

The two week program focused on introducing the participants to methods and tools used to build business capacity and sustainable operations among startup enterprises which would then be taught to highpotential individuals aiming to start and run social entrepreneurship initiatives. The module is based on the Business Model Canvas, a common methodology among start ups, and SE Forum's own toolbox built upon business tools for startups with a social focus.

As a result of the partnership, ActionAid held workshops with 47 participants throughout Jordan and Lebanon in 2015. The majority of the participants were between the ages of 18 and 30. In addition, ActionAid hosted its own Training of Trainers for 24 participants from the region, representing Jordan, Egypt, Tunisia, Palestine and Lebanon. The goal was to equip them with the skills to run trainings and workshops in their countries throughout 2016 in order to impact as many people as possible while ensuring social entrepreneurs receive the local context and networks needed to have onthe-ground support and mentorship.



Nabta wa Tanaka ("plant in a can") is one of the social enterprises developed out of the trainings in Jordan. They grow organic herbs and sell them at cheap prices in recycled cans



## SE Forum and ActionAid Arab Region Initiative: A Year of Impact

- **February 2015:** SE Forum conducts a Training of Trainers workshop with 12 local trainers in Amman, Jordan.

- **April 2015:** ActionAid executes an Idea Generation training with 22 youths (13 women and 9 men) from the Jabal Al Nadeef area in Amman, Jordan, which hosts a Palestinian refugee camp. The workshop introduced the participants to tools to help them identify root causes of social, economic and environmental problems in the Palestinian camp.

- **June 2015:** ActionAid provides SE Training to 14 youths (10 women and 4 men) in Jordan from the idea generation seminar who showed both commitment to their idea and a viable business. The workshop helped participants further develop their ideas using the Business Model Canvas, context analysis, team building, impact value chain and presentation skills.

- **August 2015:** ActionAid conducts SE Training with 14 participants (5 women and 9 men) between the ages of 18 and 30 in the areas of Rusaifah and Zarqa in Jordan. Selected from a group of applicants, the youths came to the training with a thought out social enterprise and learned skills to help them carry out their social innovation solutions.

- **October 2015:** ActionAid hosts an SE Training with 18 participants (10 women and 8 men) in Lebanon. This

training was done in partnership with youth organization Ruwwad Al Tanmiya to give the training opportunity to marginalized youth aged 18 to 30 in Tebbaneh and Jabal Mehseen areas in Tripoli, both centers of conflict.

- **November & December 2015:** ActionAid executes its own regional Training of Trainers program in Amman, Jordan with 24 participants from 5 different countries (Jordan, Egypt, Tunisia, Palestine and Lebanon) with the goal to scale the initiative to additional countries in the Middle East throughout 2016.



The trainers who participated in SE Forum's Training of Trainers in February 2015, in Amman.

## SE Forum Events

**SE Forum organizes** a variety of events throughout the year for its members and the broader social entrepreneurship community. Some highlights from 2015 included:

### Integration (March)

We invited four inspirational guests to share their work and commitment on creating a more inclusive and equal society by answering our question: "Integration, whose responsibility is it?"

The SE Bar featured Dona Hariri, Anna Lithagen and Kowsar Aden from SE Woman, SE Forum's business development program aimed at promoting entrepreneurial women in Stockholm. In addition Admir Lukacevic, CEO and Founder of Idrott Utan Gränser ('Sports without Borders') shared his insights.

### Your Entrepreneurial Life (May)

What's your vision of the good life? How do you want to live? What's the right work for you? What do you want to be remembered for? Based on the book *Life Entrepreneurs* co authored by Christopher Gergen, Gregg Vanourek delivered a powerful, uplifting and memorable message to those looking to make a change in their own life and have an impact on others.

### Using Crowdfunding to Fund Your Social Enterprise (December)

Sam Manaberi, Founder & CEO of Trine and SEB's and Universum's 2015 Social Entrepreneur of the Year shared the story of how he used crowdfunding to finance solar electricity and clean water projects in developing markets. Trine's pilot project in the Sidonge community in Kenya was fully funded through FundedbyMe in just a few hours after launch. Sam provided lessons learned and practical tips on how to successfully use crowdfunding as a tool to finance social projects.



# The people behind SE Forum

## Team

**Marie Dahllöf** Marie Dahllöf served as SE Forum's Interim Executive Director during Autumn 2015. She managed the overall strategic development of the organisation including team development, partnership negotiations and funding strategy.



**Maew Osataphan** had the lead responsibility for the Outreach program during 2015 as Interim Program Director and worked both operationally and strategically to run and develop our activities with the social entrepreneurs. She has restructured the Outreach program and redesigned the application processes to better meet the needs of the target entrepreneurs and further optimise the program's impact.



**Annabel Merkel** (right of the picture) works with program coordination and communication within the Outreach program, which includes monitoring and evaluating SE Forum's impact, reporting and partnership development.

In addition, we'd like to extend a heartfelt thank you to the following individuals who also helped SE Forum implement its 2015 programs: Jessika Kjellgren, Andrea Råsberg, David Given Sjölander, Carlos Mario Urtecho and Banar Sabet.

## Board of Directors

In 2015, SE Forum expanded its board to 12 members who work closely with full time staff to create and implement the long term vision of SE Forum.



**Åsa Burman**, Co-chair  
Assistant professor, Practical Philosophy, Stockholm University and CEO, Finish On Time



**Ylva Strander**, Co-Chair  
Support Manager - EMEA Region, Meltwater Group



**Emma Hjorth**, Treasurer  
Founder/CEO, Hjorth & Partners AB



**Eva Jarlsdotter**, Board Member  
Writer, lecturer and pioneer to the concept lean@home



**Gabiella Silfwerbrand**, Board Member  
Environmental Consultant, Goodpoint



**Maria J. Bustamante**, Board Member  
Digital Media Strategist



**Siavash Habibi**, Board Member  
Strategy Consultant, Brightlook Consulting



**Thomas Strömberg**, Board Member  
Coordinator, Ecumenical Accompaniment Programme in Palestine and Israel



**Claire Wigg**, Alternate Board Member  
CEO, ZeroMission



**Fiona Hazell**, Alternate Board Member  
Strategy Consultant and Founder of Mobilize Africa



**Rebecka Hagman**, Alternate Board Member  
Development Officer, Botkyrka Municipality



**Sarah B. Johansson**, Alternate Board Member  
Management Consultant, Prové



# SE Forum financial figures

**This is a summary of our annual report.**

For a full version visit our homepage [www.se-forum.se](http://www.se-forum.se)

<b>Annual development</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>	<b>2012</b>
Turnover	2 956 758	2 245 492	2 121 345	979 482
Result	11 132	6 303	51 910	-43 714

<b>SUMMARY OF INCOME STATEMENT 2014 and 2015</b>	<b>2015-01-01 2015-12-31</b>	<b>2014-01-01 2014-12-31</b>
Net turnover	2 956 758	2 245 591
<b>Costs</b>		
External costs (mainly costs relating to Outreach)	-1 739 143	-846 927
Employee costs	-1 207 651	-1393 210
<b>Operating result</b>	<b>9 964</b>	<b>5454</b>
Financial income	1 239	985
Financial cost	-71	-135
<b>Annual Result</b>	<b>11 132</b>	<b>6303</b>

**This annual review has  
been produced pro bono:**

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**Design and cover:** Anni Hossar

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Karlskrona





Safecity

## SE Forum Partners for 2015 Programs

### **The Swedish International Development Cooperation Agency**

(Sida) is a government agency working on behalf of the Swedish parliament and government, with the mission to reduce poverty in the world. Sida is the main donor to the SE Accelerator Outreach program which is now in its fourth year.

**The Swedish Institute** (SI) is a public agency that promotes interest and confidence in Sweden around the world and seeks to establish cooperation and lasting relations with other countries through strategic communication and exchange in different fields. Through the Creative Force Program, the Swedish Institute cofounded the Training of Trainers in Jordan, which was delivered in partnership between SE Forum and Actionaid Arab Regional Initiative.

**ActionAid** is an international development organisation working for a world free of poverty, injustice and inequality. Together with the ActionAid Arab Regional Initiative, SE Forum delivered a Training of Trainers program in February 2015 across the Middle East region.

**JPMorgan Chase Foundation** is the philanthropic arm of JPMorgan Chase that works to support non governmental organizations working internationally in three areas: economic development, financial empowerment, and workforce readiness. SE Forum was able to design and launch SE Woman initiative with the support of the foundation.

**seforum**  
SOCIAL ENTREPRENEURSHIP FORUM