AWARDS FOR SOCIAL ENTREPRENEURSHIP 2016
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To take part in a business plan competition means taking time away from the daily running of one's business to think about where the social enterprise is at that moment, where it will be in the next couple of years and what the next steps are to get there. That we received that amount of applications and that those were of a very high quality speaks volumes of the levels of growth and professionalism that the ecosystem has achieved in the last few years, and of its dynamism too. It was only 2011 when we started the seif Awards with 22 applications and very few people who understood the concept. Today, not only has this number grown exponentially, but social entrepreneurs have become a recognisable feature of our economic system.

This is the direct result of the hard work of the people behind these young companies, who have slowly but surely shown that creating social as well as economic value is possible, and who through their commitment to this belief have increased the quality and capacity for impact of their companies and the field as a whole. Their achievements and efforts cannot be appreciated enough.

Proof that the community is constantly moving and growing is also the number of countries we received applications from: 66 countries. This diversity undoubtedly is astonishing and remarkable. But what surprised us the most was that besides many applications came from Europe, in particular Switzerland, Germany and Austria, many more came from Africa.

There are many reasons for this. The fact that a Nigerian company won one of our Awards last year helped increase the awareness and interest in our competition across Africa is undeniable. But more generally, social entrepreneurship has become in recent years an option for many people in a continent where 70% of the population is under 30, the opportunities for a more traditional employment limited, and social and environmental problems an everyday reality. Moreover, the entrepreneurial attitude already present in many African countries has been promoted and encouraged by new technologies. All these, plus fewer regulatory restrictions, have facilitated innovation and the expansion of social enterprises across Africa.

The quality, variety and quantity of the applications made the nomination and Jury process far from easy. But after looking at the business plans and some avid discussions, the Jury decided on 23 teams which were invited to pitch live either face-to-face in Zurich or via Skype. From those only 10 finalists were selected and 4 were crowned winners of the seif Awards for Social Entrepreneurship 2016.

Social problems of all kind can be solved by a unique blend of social and entrepreneurial mindset.

These social enterprises are all a good representation of the variety and wide range of business ideas and models existing in the field nowadays. They range from highly complex business solutions that use the latest technology, to simple concepts with a very significant impact. They are also a good portrayal of the different stages of development social entrepreneurs go through, with some of them at the very beginning of their journey and others already underway and enjoying a considerable degree of success.

Yet, and although we know not all applicants can be the winners of the seif Awards, the whole seif team wants to whole-heartedly thank all of those who apply, nominated or not, and congratulate all those who made it to the final stages. This is just the beginning of the journey and we are sure that we will witness many awe-inspiring moments from you all.
Awards 2016

**Awards**

- **Award for Integration & Prevention**
- **Award for Entrepreneurial Innovation**
- **Award for Future Trends**
- **Award for Social Entrepreneurship**

**Key Numbers**

- **292** applications from **65** countries
- **23** invited to pitch for **10** finalists
- **6th October 2016**
- **4** awards totaling **40,000 CHF** prize money
WHAT DO WE KNOW ABOUT THE PARTICIPANTS?

It’s not often that one has access to data on 292 social entrepreneurs from all over the world. Even though we cannot make any extrapolation from this information, we thought it would be fun to have a look at it and see what the data tells us about this year’s social entrepreneurs and social entrepreneurship in general.

WHAT DO THEY LOOK LIKE?

Most people imagine entrepreneurs to be youngsters who have dropped out of university to work from their parent’s garage. But the truth is that the founders applying for our Awards are, with an average age of 34 years old, young(-ish) grown-ups.

The majority of these people have started their entrepreneurial career fairly recently too, with most companies founded within the last 4 years. This is certainly to be expected, since it is mainly young companies that tend to apply for award competitions as a way of getting funding and exposing their company to a wider audience. But it also shows the good health of social entrepreneurship across the world, with a steady number of new firms coming up every year.

This year’s seif Awards applicants according to year of foundation

Although far from parity levels, a ratio of 3 women to every 5 male founders is good news. Yet, we should not get complacent because innovation and market growth best happen in diverse environments, where things are looked at from different perspectives. Striving for equality is, therefore, not only something that we should do, but something that we must do if we want to guarantee the growth and continuation of innovative social enterprises.

HOW DO THEY DO IT?

Founders are not doing all the work on their own and most of them work alongside a co-founder, a managerial team that ranges from those 2 co-founders to 20 managers in more established enterprises with an international focus, and between 1 and 5 employees, in average.

This is certainly the case for the DACH region, where 78% of the companies applying were founded since 2013, a number that also applies to Switzerland, with almost 80% of its start-ups being established in the last 4 years.

In total 3,721 direct jobs have been created by those applying for the seif Awards alone. A huge accomplishment that also comes with a warning: the number of volunteers supporting the companies applying was higher than the numbers of actual employees. Although understandable since most of them are very young start-ups, it is important for the entrepreneurial community to be aware of the long-term consequences of this reality. Staff is the key to a firm’s long-term sustainable success so the professionalization of the social entrepreneurial ecosystem is essential for its strengthening and survival.

**HOW DO THEY PAY FOR IT?**

A more immediate worry for all entrepreneurs, and perhaps more so for those applying for the seif Awards, is access to funding. This can be especially difficult for most social start-ups, which have to find the balance between having a social impact and ensuring financial profits. So, how do social entrepreneurs define themselves when looking at profit?

More than 80% of those applying saw themselves as either for profit organisations (50.6%) or hybrid businesses (30%), while only 19% described themselves as non-profit. This is important because it affects the focus of their activities, and it can determine the sources of finance they have access to.

In this sense and although the specific characteristics of each country play an essential role on the funding sources available to businesses, the truth is that for most social entrepreneurs across the globe traditional financing sources are not available due to their perceived risks or the size of the investment required.

This is certainly the case for Switzerland, where none of the applicants received credits or venture capital funding, but 70% financed the company with their own money, and almost 17% did so from donations (11%) and foundations (5.5%).

**WHAT HAVE WE LEARNT?**

Social entrepreneurs come in many forms and shapes, and even though as a community there are still things that we need to improve or that could be easier for us, every year we marvel at the amount of good, original ideas that enter the seif Awards.

We are also inspired by the determination and resourcefulness of those who want to change the way society and companies interact, that understand that doing well and doing good are not antonymous. If the enthusiasm, dedication, and professionalism of all of you is a sign of things to come, we are not worried about the future of social entrepreneurship.
The SEIF Awards for Social Entrepreneurship rewards projects, applying innovative business ideas to current social and/or environmental problems. Social enterprises from all over the world and in all sectors are invited to apply. A total of CHF 40,000 in cash prize is available and divided among the winner of each of the following four categories:

- **SUVA Award for Integration & Prevention**
- **UBS Award for Entrepreneurial Innovation**
- **PwC Award for Future Trends**
- **SEIF Award for Social Entrepreneurship**

In its 6th edition, the SEIF Awards 2016 aims to follow on its tradition to celebrate and promote innovation drivers for change at the national and international level. Some of the most innovative businesses in the field and the work of social entrepreneurs across industries are cheered this year at the Weisser Saal in Volkshaus Zurich. Together with the chance to meet and mingle with people from the community, experts and investors, this year we are happy to introduce the “SEIF marketplace”, an opportunity for attendees to get to know the social entrepreneurs, ask questions and learn more about what social entrepreneurs do directly from them.

292 applications from 65 countries, 23 nominees, 10 finalists and 4 winners... this year’s SEIF Awards for Social Entrepreneurship couldn’t be more exciting!
The seif Awards Jury is made of specialists from fields as varied as academia, impact investing, foundations, the business world and the start-up community. Their versatile skills and competences guarantee a high-quality jury process.

THE JURY

MARIANA CHRISTEN JAKOB
CEO & Founder seif

ALEXANDER FRIES
Ecosystem Ventures
Founder & Consultant and Investor for Start-ups

HELMUT ALBIKER
Albiker Consulting GmbH
CEO

SABINE KAISER
Financing Agency for Social Entrepreneurship (FASE)
Senior Transaction Manager

GIAN-LUIGI BERINI
Fongit
Member of the Board of Trustees & CTI Senior Coach

ROGER KUNZ-BRENNER
PwC
Partner Advisory

LEO CAPREZ
Viaduct Ventures
Co-founder

CHRISITAN MAHR
UBS Switzerland
Head of Corporate Clients, Region Zurich
We thank all jury members for their support and commitment!
Once again the seif Awards Jury members didn’t have an easy job selecting the companies invited to pitch among the incredible 292 worldwide applications we received this year. 23 social enterprises were invited to present their companies and answer the sometimes tough questions of the 13 jury members. Awarding only four of them was even harder... These four companies are a good portrayal of the different ranges social enterprises have – from highly complex hi-tech business solutions to simple concepts with significant impact, which the Jury hopes will motivate more people to contribute solutions to some of the most important social and environmental problems and encourage them to implement their ideas. Without further ado the Winners 2016 are...
SEIF AWARD FOR INTEGRATION & PREVENTION

CEO & CO-FOUNDER
LEE GREENE
FOCUS
NATIONAL/LOCAL
FOUNDED
2015
MAIN ACTIVITY
HEALTH AND DISEASE PREVENTION
WEBSITE
WWW.STUWARD.COM
BUSINESS MODEL
PROFIT
45 million family caregivers worldwide experience the daily emotional and physical stress of caring for a loved one with dementia. Family caregivers who begin their journey with motivation and hope can quickly find themselves feeling as lost and helpless as the individual they care for. Prolonged stress can compromise the quality of care they are able to provide. These family caregivers need support.

Stuward’s goal is to improve the well-being of the millions of unpaid family caregivers around the world that silently suffer from burn-out, stress, depression, and other psychological, physical and financial issues. Stuward is initially focusing on dementia family caregivers due to the increased burden experienced by caring for a person with dementia.

Stuward makes strategic use of technology by continuously learning from family caregivers to offer them more effective support. It combines the best of evidence-based interventions, engaging human-centred design and machine learning to deliver empowering, inclusive and personalized experiences to family caregivers. Stuward also matches family caregivers to a mentor who was a family caregiver, and who can offer them individual guidance.

"Our mission is to take the level of care that family caregivers are getting to new heights. Stuward is here to help all family caregivers in the world to know what to do next."

Lee Greene, CEO & Co-Founder

The forecasted projections for dementia show a dramatic increase in the numbers affected by this illness with far-reaching implications for public health. But dementia affects also the relatives. The disease itself lasts 8 to 10 years in average and because patients often live for a long time at home, dementia means an enormous financial, social and psychological burden for the family members. It is no coincidence that dementia is often referred to as the “family disease”.

Stuward comes in to focus precisely on the patient’s family environment to help them cope with the challenges and its stressful circumstances. Thanks to their innovative approach the family members are supported both through interpersonal relationships and the latest IT technology, ultimately positively impacting the public health system. The Jury hopes that this new approach triggers even more innovative ideas in healthcare and that a greater emphasis is put on the support of the ill person’s relatives. Because of their forward-looking and innovative approach to the healthcare industry and its vast potential for social impact Stuward receives the seif Award for Integration and prevention, sponsored by Suva.

The founder of Stuward, Lee Greene, set himself the goal of doing something with high impact, and to do so with a high level of professionalism and a strong commitment. In a relatively short time he has built his start-up and engaged major players from Switzerland, South Africa and the United States. Now skilled IT specialist with years of experience in large companies and the knowhow of his previous entrepreneurial activities he is dedicated to driving his mission forward:

“Our mission is to take the level of care that family caregivers are getting to new heights. Our societies’ family caregivers offer their blood, sweat, and tears in their effort to support a loved one. They hold together the fabric of our health system and societies. It’s time for us to step in and do the same for them.”

It is this mission, together with their strong focus on the family members’ situation and an intelligent combination of data collection and community building that gives Stuward its edge, and although a platform solution is not always the best solution, it seems to work in this case.

Dementia is currently a taboo in many circles of our society and unfortunately even among relatives themselves. Often it is not the medical questions of this disease the main concern, but the psychological aspect of caring for someone with dementia and the difficulties around establishing and maintaining social relationships. With the combination of evidence-based information and personalized experience-based support around the clock Stuward provides a solution to a serious social problem at different levels, something that the Jury saw as highly impactful.
SEIF AWARD FOR ENTREPRENEURIAL INNOVATION

CEO & FOUNDER
OLIVER MARCHAND

FOCUS
INTERNATIONAL

FOUNDED
2015

MAIN ACTIVITY
ENVIRONMENT, FINANCIAL SERVICES

WEBSITE
WWW.CARBON-DELTA.COM

BUSINESS MODEL
PROFIT
Problem
Climate change is already having a great economic and social impact in our society affecting people as well as companies and the services and products they provide. The effects of climate change are numerous and large in scale. According to some estimations financial losses from climate change catastrophes will range from US$ 2.5 to 72 trillion by 2060. Companies and the industry in general need to understand better how these disasters will affect them and the effects they will have in many parts of our society. But understanding the economic impact of climate change has become a key challenge for investors, policymakers and companies.

Solution
Carbon Delta is an environmental fintech startup that produces equity research focusing on identifying and analyzing the climate change resilience of publicly traded companies. At the heart of their evaluation system is a 5-risk factors model that calculates the value at risk (VaR) of thousands of companies. Additionally to those 5 core risk factors, Carbon Delta’s analysis includes legal, reputational and supply chain risks. By highlighting how climate-related problems shape the profile of companies Carbon Delta uncovers a systemic risk embedded within the financial system, which has been undervalued until now.

The Jury’s Decision
Should businesses pay greater attention to the issue of climate change? Carbon Delta believes so. This Swiss fintech company uses specially developed rating models to calculate the impact of climatic change on corporate assets and value. Companies and impact investors can, based on Carbon Delta’s calculations, assess the risks of climate change, be prepared for those and act on them whenever appropriate.

The Jury has awarded Carbon Delta this year’s self Award for Entrepreneurial Innovation sponsored by UBS because of its innovative model and their work to raise awareness of such an important issue as climate change among corporations and similar institutions.

Motivation
Carbon Delta sensitizes the business community on the issue of climate change through an innovative approach: a calculation model. That is, by pointing out and calculating the direct effects factors such as extreme weather conditions, regulatory environmental requirements and climate goals have on the value of a corporation, they are able to make firms think about the challenges that climate change posts to our society.

It’s this innovative approach that convinced the Jury of Carbon Delta’s ability to make corporations rethink their strategic behavior and move towards more environmentally friendly attitudes in the long term. By letting the numbers speak, Carbon Delta contributes to increasing the relevance environmental and climate topics should have in corporations.

Moreover, the Jury was impressed by the professionalism, enthusiasm, and commitment to their work that Carbon Delta’s team showed during their pitch presentation. The Jury members are convinced that this social enterprise will invest the prize money wisely in developing their business and consequently, in strengthening the presence of climate change issues and sustainability within corporations.

“Our goal is to alert investors of the climate risk profiles of companies, uncovering a systematic risk embedded within the financial system, which until now has been undervalued.”

Oliver Marchand, CEO & Founder
SEIF AWARD FOR FUTURE TRENDS

CEO & CO-FOUNDER
DÉNES HONUS

FOCUS
INTERNATIONAL

FOUNDED
2014

MAIN ACTIVITY
ENVIRONMENT

WEBSITE
WWW.GREENCITYSOLUTIONS.DE

BUSINESS MODEL
PROFIT
PROBLEM
Air pollution is the world’s largest single environmental health risk. Nowadays over 94% of people in Europe and up to 3 billion people worldwide live in cities, exposed to an air quality of which exceeds the guidelines set by the World Health Organisation. These numbers are expected to increase by 20% before 2025 due to fast urbanisation and population growth.

SOLUTION
Green City Solutions is a German-based biotech and Internet of Things start-up that makes smart units, so called CityTrees, that absorb air pollution in the urban environment. One CityTree has the impact of 275 trees.

The CityTree is a 4 meter-high, 3m-wide and 60 cm deep free-standing unit that contains combi planting of specific moss cultures and vascular plants that eat particulate matter, nitrogen dioxide and ozone – together offsetting 240 t CO₂ e/year. The construction contains smart sensors collecting environmental and climatic data to regulate and control the unit and ensure that the moss culture survives. Every CityTree has the effect of 275 normal trees but requires significant less space and a much lower investment. Every CityTree has the capacity to clean the air in a proximity of up to 50 m. Thanks to solar panels and rainwater retention systems, the unit requires less than 10 hours of maintenance per year. Furthermore, CityTrees allow digital and visual information transmission through WiFi, iBeacon and NFC for advertising purposes, while integrated screens make them “green gateways” to the smart infrastructures of the cities.

THE JURY’S DECISION
The problem of clean air in big cities is an increasingly urgent one that will become more prominent as mobility increases. Air pollution is a serious health risk. New and pioneering solutions are being developed by interdisciplinary teams of biologists, city planners and businesses. In 2014 a small start-up from Dresden developed an exciting concept: the CityTree. These freestanding four-meter high “walls” are covered with special mosses that also act as a quasi-natural filtration system and are self-supplying thanks to the sensors integrated inside it. After only 2 years in business, the Green City Solutions team can already count their first successes, with CityTrees present in Hong Kong, Paris and Oslo.

The Jury was impressed by this innovative concept with high potential for air quality improvement and impact on public health and decided to award them this year’s self Award for Future Trends sponsored by PwC.

MOTIVATION
Improving air quality in built-up urban areas is in all political agendas and part of thorough discussions by experts. The packages of measures adopted so far focus usually on guidelines and limits to emission or pollution caused by combustion plants. As important as this is, CityTrees innovative approach to the problem impressed the Jury because this young team brings a new perspective into the problem and offers a successful solution already at work. As bearers of the Award for Future Trends the Jury hopes that new opportunities arise for them to continue the sustainable development of our society.

Besides wanting to recognise the great potential of the concept, with this Award the Jury members also wanted to support the company’s chances of further development in different directions, including design and product range. The CityTree is the company’s first product and has already proven itself in the market. It is quite conceivable that in the near future indoor solutions are developed or the trees incorporated when designing building facades.

Furthermore and thanks to the company’s potential for future developments, there are enormous possibilities for innovation on IoT technologies and biotechnology, both on measurable air quality improvement and on digital air quality communication through software and hardware. CityTree can become therefore a platform for smart city services and move the smart urban climate infrastructure into new areas. The Jury was highly impressed by the leadership shown by these four young and highly motivated scientists and hopes that this pioneering innovation has many imitators. And so, the Jury have one very specific last wish: to see CityTrees around Switzerland soon.

“Our vision is to mitigate climate change and fight air pollution through a highly intelligent and profitable climate infrastructure for the sustainable and livable cities of tomorrow.”
Dènes Honus, CEO & Co-Founder
SEIF AWARD FOR SOCIAL ENTREPRENEURSHIP

CEO & FOUNDER
MONA MIJTHAB

FOCUS
INTERNATIONAL

FOUNDED
2016

MAIN ACTIVITY
WATER AND SANITATION, HEALTH AND DISEASE PREVENTION

WEBSITE
WWW.MOSAN.CH

BUSINESS MODEL
HYBRID
THE PROBLEM
80 percent of diseases in developing countries are caused by unsafe water and poor sanitation, including inadequate sanitation facilities. More than 2,000 children per day die from diarrhea caused by poor sanitation and unimproved water. The World Health Organization stated that 2.5 billion people lack access to safe and improved sanitation, and 1 billion people still defecate in the open. Water is the most important resource in emerging countries and the lack of sanitation contaminates the ground water and has negative effects on the growing of food. The sanitation challenge with its severe impacts on health, society and economics is well known but there are only few solutions for this huge challenge.

THE SOLUTION
MoSan is an ecological in-house sanitation solution in developing countries and emergency relief situations. MoSan consists of a sanitation service and a compact mobile urine-diverting dry toilet that is distributed in partnership with aid organizations. Dry toilets reduce the volume and smell of faeces, as well as the risk of disease spreading and the use of water. Moreover, with MoSan the handling of excreta is easier and it allows for its transformation into high value fertilizer or fuel.

THE JURY’S DECISION
40% of the world has no access to a toilet and significant areas of Africa and Asia lack sanitation and sewage systems. In crisis situations this problem is exacerbated with potentially serious consequences for the health of those populations affected. Dry toilets are a simple but effective solution to these problems as well as to the lack or limited availability of a resource as valuable as water in emerging countries and in emergency situations. Moreover, MoSan’s separation of urine and faeces allows for their use as fertilizer in farming or fuel. The Jury members have honoured MoSan with the seif Award for Social Entrepreneurship because of huge potential for social and environmental impact in any part of the world and in very different situations of this seemingly simple idea. With this prize the Jury also wanted to support a young social enterprise and encourage MoSan in its path to being a successful business.

"Living in Bangladesh and Kenya helped me to understand the urgency of the sanitation crisis, people’s needs and the context. I got to know potential customers and observed the challenges people face by not having access to safe sanitation. Immersing myself in this context allowed me to build empathy and collaborate with affected people.”

Mona Mijthab, CEO & Founder

MOTIVATION
The need for sanitation systems has largely been neglected despite the serious consequences of ignoring it. Adequate solutions to the disposal of sewage, solid waste and faeces can decisively improve public health across the whole population and their quality of life, especially among children (approximately 1.5 million kids die annually of diarrhea), women and girls, whose privacy and personal safety can hugely improve through adequate sanitation systems. MoSan provides a simple yet highly effective solution to health, environmental and social problems related to the lack of appropriate sewage systems. Importantly too, MoSan’s dry toilet can be easily used both in a household and in emergency situations.

Besides the impact on people’s quality of life and their environment, MoSan’s founder, Mona Mijthab, involves her product’s direct users in the design and further development of the process to ensure her dry toilet responds to their needs and individual circumstances. In this sense, the Jury was impressed by the commitment and tenacity with which Mona implemented the first pilot in Bangladesh, established a collaboration with MIT to find the best technical solutions available, and took the project to Kenya too. This not only showed an incredible entrepreneurial spirit, but a remarkable courage and belief in the idea despite a competitive market setting that hugely impressed the Jury members.

The Jury also wanted to encourage young people to contribute solutions to some of the most important social and environmental problems of our society, and hopes to motivate and inspire youngsters to come up with “simple” solutions, because despite the important role technology sometimes plays in solving social problems, easy, straightforward, plain solutions can also have a big impact.
Based on the social enterprises’ business model, its innovative character, feasibility, potential for scalability and the company’s social impact the Jury managed to make the list of the 23 nominees shorter and shorter until selecting the 10 finalists. For a second consecutive year the Jury decided a fifth company deserved a “special mention” to their highly-responsible approach to a difficult sector. Meet the finalists...
The Chocolate Revolution hand in hand with the cacao farmers. This start-up seeks to turn the unbalanced power relations in the chocolate industry upside down by making the cacao farmers co-owners of the chocolate brand, where they have a real voice, take part in the important decisions of the company and sell their chocolates directly to the consumers.

Aiducation is a for–impact organization, providing talented but marginalized youth in Kenya and the Philippines with access to education. The students participate in Aiducation’s unique mentoring program and become part of a network of future decision-makers who develop a culture of giving back to their communities. Thereby, financial supporters directly impact individuals and their societies alike.

Farmy AG is an online farmers’ market place for more than Swiss 200 small producers, offering more than 2000 products, mostly organic. Their philosophy is to source food and other products as near as possible.

GreenPath Food is a socially-oriented agribusiness in Ethiopia that purchases high-quality, EU organic-certified fruits, vegetables, and herbs from their partner farmers for international sales. They distinguish themselves for their low-cost cold store technology, focus on permaculture, and our strategic location in Ethiopia nearby to retailers in the Middle East.
KadAfrica is a Ugandan agribusiness that builds resilient farming communities by equipping women and girls with knowledge, skills, assets, access to land, technical support and saving schemes to begin their own passion fruit farming cooperatives. Girls become empowered, financially literate and the economic drivers of their communities.

Zum guten Heinrich is a start-up for healthy, sustainable food. Vegetables that cannot be sold in supermarkets because of their non-standardized shape are used to provide excellent catering services instead. Building up on their environmentally friendly philosophy they use reusable WECK-glasses as dishes and by using bikes that can double as tables, they are emission-free in their transport services.
Being one of the 23 companies selected among 292 to pitch is already a great achievement. These people are committed to the belief that social and economic needs can be balanced and their impressive achievements cannot be appreciated enough. Meet the nominees...
Empower Generation delivers clean energy solutions to the energy-poor by training and mentoring local women to become entrepreneurs, manage a village-level sales force and sell solar power technologies. In doing so, these women have increased the adoption of clean energy technology in remote areas, improve the community’s health, save families money, and become respected leaders in their communities.

Backstreet Academy is a peer-to-peer impact travel platform providing direct access to Asia’s tourism industry. Our platform utilises local language SMS-notifications and call centres to help locals without knowledge of English or access to technology become micro-entrepreneurs who can create unique experiences for tourists, generating additional income for themselves and moving themselves out of poverty.

ColdHubs assembles and commissions solar-powered walk-in cold rooms in markets and farm coops for small-holder farmers and retailers to store and preserve perishable foods 24/7, extending the shelf life of perishable food from 2 days to 21 days. ColdHubs tackles the global impact of food spoilage facing farmers and retailers in developing countries.

“Accessible?” is a universal, multilingual, transborder app connecting businesses, services and events to customers with disabilities by sharing personalized accessibility information. Places can be searched by name, location, category, distance or activity. The search generates a map or list of businesses rated according to the user’s needs and profile.

Helperbit is an Italian startup that uses blockchain technology to offer transparency and auditing services mainly related to humanitarian aid and a new insurance paradigm for natural disasters. We designed a P2P donation platform that empowers users to have full control over their donations and a P2P pool of funds that covers collateral damages and allows microinsurance.
SHADES TOURS organizes tours and activities with homeless people in Vienna, which empowers them with employment to escape homelessness. On the other hand, participants such as children, students, adults, companies and tourists gain insightful knowledge, which makes them strive for a change within society. SHADES TOURS stands for socio-political civil education and employment for homeless people.

The Changer is Germany’s fastest growing platform and community for those seeking to have or developing a social impact career. For the first time ever jobs, events, information and people are united through one central platform helping non-profits and social businesses to source the world’s top talent.

North Star Alliance brings health services to hard-to-reach populations and primary health care to communities with limited or no access to medical services across Africa. Using a network of shipping containers converted into clinics that allow for quick deployment and rapid expansion, they focus mainly on AIDS-related diseases, working with key populations like truck drivers and sex workers.

LEDsafari teaches secondary school students to make their own simple, personalized and functional solar LED lamps using locally available and/or recycled materials. The aim is to provide energy access and quality solar education to students in countries with unreliable power supply by selling kits that includes training material, high quality components and access to an online platform with training modules, shops and an online community.

Refugeeswork.at is an Austrian online job platform that connects refugees with employers to provide refugees with access to the labor market according to their skills and knowledge. In so doing, this social enterprise helps employers to find talent and increase their corporate diversity, while giving people who lost everything a new opportunity and effectively promote their integration.
TRINE aims to eliminate energy poverty by using a unique investment platform. They enable the development of solar energy projects in East-Africa that provide remote communities with electricity. This platform enables people to make a social and environmental impact, while earning a return.

At a time when most of us can do our jobs from our homes, VillageOffice aims to create by 2030 a network of local coworking spaces within 15 minutes of people’s homes by public transport or by bike, reducing commuting-related emissions and strengthening local communities.

WeFarm is a pioneering peer-to-peer network for the 500 million small-scale farmers around the world without internet. With WeFarm farmers can share information by SMS that improves their livelihoods. Meanwhile, millions of interactions create game-changing data and insights for businesses, governments and NGOs. In 12 months WeFarm has rapidly scaled to more than 72,000 farmers across Kenya, Uganda and Peru with over 11.4 million interactions to date.
Winning an Award is an achievement worth celebrating. But it is also the beginning of a lot of hard-work setting up goals and reaching them. Learn how things are going and what effect the seif Awards for Social Entrepreneurship had on previous seif Awardees and their companies.
WINNER SEIF AWARD FOR INTEGRATION & PREVENTION 2015
One year after winning the seif Award for Integration & Prevention Thomas and Barbara Bräm, founders of mitschaffe.ch, look back at the Awards Ceremony and what it meant for them. This job agency for people with physical and mental disabilities supports the job search of its clients and takes care of the administrative tasks associated with employing someone.

**Why did you decide to apply for the seif Awards?**
Our business idea got very good feedback at the final pitch of seif’s Business Development seminar, and this persuaded us to apply for the seif Awards 2015.

**How did you spend the money you won at the seif Awards?**
We used the prize money to expand the business. Thanks to the money we won we were able to bring new companies on board and to use mitschaffe.ch for their staff needs, which in return help us finding the dream job for people with disabilities.

**What would have happened if you didn’t have that money?**
We would have needed to be more careful with the resources we had and it would certainly have meant finding less job opportunities for people.

**Would you say that winning the Award gave visibility to mitschaffe.ch?**
Yes, for sure. We received a lot of feedback at regional and national level, and we published the news on our website and included a banner there too for which we received many encouraging comments. The local newspaper and radio station reported on mitschaffe.ch having won the seif Award for Integration & Prevention 2015 too.

The Award also helped us when communicating with employers and foundations because the Award acts as a seal of quality. It’s like a label and a vote of confidence in mitschaffe.ch.

**Did winning the Award help you getting funding?**
We are currently in conversations with a number of investors to scale mitschaffe.ch, although nothing concrete has come out of it yet. Still, we believe that this “label” of having won the seif Award is helping us during the negotiations with investors.

“This winning the Award has given us huge encouragement. We are very happy that a group of experts saw not only the idea but also de business model of mitschaffe.ch as worth supporting.”
Thomas Bräm, Founder of mitschaffe.ch
WINNER SEIF AWARD FOR FUTURE TRENDS 2015
PRISTEM: IMPROVING HEALTH THROUGH X-RAY ACCESS

In an interview with Bertrand Klaiber, CEO and co-founder of Pristem, he talks about what he thought about the process of winning the seif Awards 2015 for Future Trends. Pristem is a novel reengineered X-ray technology. The company’s potential for large social impact and strengthening the primary health system in low and middle-income countries is immense.

Why did you decide to apply for the seif Awards?
To gain visibility and get advice from the Jury and seif’s partners.

Would you say that winning the Award gave the visibility you were looking for?
Yes, the self team really made an amazing job in communicating the event. But winning the Award not only increased our visibility. It also gave us credibility before potential investors since our business plan has already been reviewed by eminent jury members.

Were there any other “unintended consequences”?
Receiving the Award and getting feedback on the business model was a great source of motivation for the whole team. This was especially important for us, since the business and social aspects of a project are often more difficult to evaluate than the scientific and technical ones.

How did you spend the Award money?
One third was spent in the company incorporation’s fees (on top of the 100k CHF the co-founders have put in the capital), and two thirds were spent to cover the transport costs to meet potential investors and customers.

What would have happened if you didn’t have that money?
I would have spent my own money but there is not much left.

This year we received applications from more than 60 countries. As a Swiss company working in an international context, do you see this as a positive or a negative thing?
The international dimension of the Award is very important. It’s an opportunity to meet entrepreneurs from other countries. In fact, a partnership with award programs from other countries to reinforce the international dimension may be a positive thing too as it may open access to international media and investors. I understand the importance of supporting and promoting Swiss enterprises and the role these Awards play though, so there could be a Swiss category for social ventures targeting local needs & markets, and an international category for social ventures which model should be replicated in other countries or globally scaled-up.

Would you recommend social entrepreneurs to take part in the Awards?
Certainly! It’s a great opportunity to present both social and business aspects of an entrepreneurial project when many other programs primarily focus on one of these two aspects only. It’s also very valuable to meet a large and diverse panel of international social entrepreneurs and impact investors.

“Receiving the Award was especially important for us, since the business and social aspects of a project are often more difficult to evaluate than the scientific and technical ones.”
Bertrand Klaiber, CEO & Co-Founder pristem
WINNER SEIF AWARD FOR EDUCATIONAL INNOVATION 2014
SHARELY: THE SWISS CIRCLE ECONOMY IN PRACTICE

Andreas Amstutz, CEO and co-founder of Sharely, applied for the seif Awards for Social Entrepreneurship back in 2014 because “they focus on sustainability and this was important to us”. With their peer-to-peer sharing platform for everyday objects they won the seif Award for Future Trends 2014.

How did you spend the money you won at the seif Awards? Back in 2014 we were a young, “fresh” company that could do with some improvement in our website and having a marketing campaign so we spent the money on that.

The money from the Award helped us to survive for a few months; it gave us time to look for investment, something that it is very important for a young company. Without this money we would have to cut on the marketing, which would have meant getting fewer customers, fewer revenues, etc.

How did winning the Award help the company, besides the money? We didn’t get any media coverage or business contacts as such, but we did get very good advice from the Jury on how to proceed as a company, which was very beneficial in the long term.

The Award also gave us visibility. In the six weeks after having won the Award for Future Trends the number of visitors to our website went up by 16%, and the registered users by 23%.

Did it help you getting funding? Not directly, but it helped us convincing investors and other backers. It acted as a sign of external approval. So much so that we still use having won the award in our presentations. It helps us to show that we were supported. It creates trust and acts as a sustainability label. It helps us making our case when looking for new partners even to this day because they can see how many applications for the Awards there were and the quality of the participants.

You applied for the seif Awards twice. Why? That’s right, we took part twice; the first time we were nominees, but the second time we won, and this is very important because it convinces you that you have a good product. So my advice to social entrepreneurs out there is, take part, more than once if necessary!

But even if you don’t win being part of the process helps you business-wise. You get to know other social entrepreneurs, you learn how to tell the story around your product in a more effective and engaging way, and it helps you to have a vision, to focus. This is very important, especially for impact investors.

Winning also gives you motivation to continue, which is essential, especially when you are no longer sure about what you are doing. It’s an appreciation of your work. Of course taking part is about the money, but winning the Award triggers that motivation. There are lots of people who started their social enterprise after winning an award.

“Of course taking part is about the money, but winning the Award triggers the motivation to continue.”

Andreas Amstutz, CEO & Co-Founder Sharely
WINNER SEIF AWARD FOR SOCIAL ENTREPRENEURSHIP 2015
WECyclers is a Nigerian company with a unique approach to engaging communities and low-income families in recycling: it puts value into waste and transforms citizens into active agents of change. We’ve caught up with founder Bilikiss Adebiyi-Abiola to find out what has changed during the 12 months after winning the seif Awards 2015 for Social Entrepreneurship.

What did winning the Award mean to you?
At Wecyclers every one of us is committed to making our environment clean and healthy through recycling, and we embrace our roles with passion. To be recognized and rewarded for doing something you love is a privilege that we are grateful for. It means that our work matters to people all around the world. Being the winners of the seif Award 2015 has given us even more drive and determination to work harder and do better everyday.

And what was the reaction of those at home?
That Wecyclers had won the Award was received positively in the Nigerian start-up environment. A lot of businesses were encouraged and excited at our win.

The Award for Social Entrepreneurship came with a CHF 10,000 prize. What did you use it for?
The money was used to fund the business expansion, particularly to fully implement our rewards program among our subscribers.

Did the prize have other effects besides the financial help?
The Award exposed Wecyclers at an international level and made us more visible worldwide.

How was attending the Ceremony?
I was able to meet with people from the Zurich start-up scene and met inspiring people. It was very encouraging to see other entrepreneurs that were constantly thinking of making good things even better. For example, I had the opportunity to meet the co-founder of Pristem and learning about the organization’s dedication to provide quality medical systems. It encouraged me to always strive for the best.

What is next for Wecyclers?
Our next objective is to create a significant presence in other Nigerian states apart from Lagos, where we are currently based. We intend to carry out this expansion by franchising. One problem is finding trustworthy partners to collaborate with. However, we are encouraged by the enthusiasm that has accompanied our plans for expansion shown by partners and members of the public.

We want to encourage recycling and proper waste management across the country, and we want Wecyclers to become a household and recognized name all over Nigeria and Africa. When it comes to recycling, Wecyclers will be synonymous with collecting recyclable waste all over Africa.

“For be recognized and rewarded for doing something you love is a privilege that we are grateful for. It means that our work matters to people all around the world.”
Bilikiss Adebiyi-Abiola, CEO & Co-Founder Wecyclers
ABOUT SOCIAL ENTREPRENEURSHIP

Not long ago the words “social entrepreneurship” were, whenever mentioned, followed by looks of confusion and raised eyebrows. Nobody was sure what they meant or even what these “social entrepreneurs” did.

Nowadays, however, there is a certain degree of consensus on what social enterprises are: organisations looking to solve social and/or environmental problems through business methods and innovation. In other words, social enterprises set out to create both a social and an economic value.

The word “and” is particularly important here because although these organisations may look and operate like traditional businesses, social entrepreneurs exist to solve a social problem, being this at the centre of all their activities, even if the generation of an economic value is integral to fixing, or at least to the lessening of, that problem. That is, social entrepreneurs do good by doing well.

WHAT NEXT?

The growth and establishment of social enterprises in all areas of life seems unstoppable. Social entrepreneurs are already active in all kinds of sectors and industries, and are rapidly gaining weight in the delivery of private as well as public services. The question now is how to make this business model sustainable in the long term, ensuring that today’s social start-ups are still there in years to come.

As social entrepreneurship becomes more established and the community around it grows the focus should be on strengthening the skills and competences of the people and companies working on the field. But alongside capacity building, there needs to be increasing awareness of the possibilities and opportunities social entrepreneurship offers, especially among traditional and impact investors who can support innovative social ideas.

Moreover and to ensure the steady and viable progress of social enterprises, these will have to, on one hand, prove to investors their ability to make money; while on the other hand, creating and showing their social and environmental impact, because the profitability of a social enterprise is not only measured in economic terms, as important as those are.
THE TEAM

Social Entrepreneurship Impact & Finance (seif) supports those seeking to solve social and/or environmental problems through innovative business ideas. We do so by offering workshops, training sessions, mentoring programs and consulting services to social entrepreneurs at all stages of development and from all sectors. Meet the team...

PROF. MARIANA CHRISTEN JAKOB
Mariana is responsible for the Impact Investors Circle, the Impact Investing Congress and the seif Award and is founder and CEO of seif. She has a degree in Social Sciences from the University of Zurich (UZH), an MBA from the University of St. Gallen (HSG), a Certificate in Organisational Development and was enrolled at the Impact Investing Executive Education Program at the Oxford University. Besides her work at seif she is a professor for Social Innovation and CSR at the University of Applied Sciences in Lucerne.

DR. OLALLA LINARES SEGADE
Olalla is responsible for the impact investment readiness program, the corporate schemes and impact measurement for investors and social entrepreneurs. Before joining seif she worked in London as Head of Research, Policy Manager for Skills & Employment and for Transport. She holds a PhD in employees’ relationship from the University of Sheffield (UK).

LILIA DIMOVA
Lilia is mainly responsible for the online communications at seif. She is fascinated by creative storytelling as well as original and sustainable business ideas. She has experience in classic and digital media planning and a strong academic background from her Master studies in Marketing, Advertising & PR at the University of Sheffield.

JESSICA PAESSENS
Jessica is a final-year Politics and Public Administration student at the University of Konstanz. She first became interested in social entrepreneurship when she was CEO of the social franchise ROCK YOUR LIFE! in Konstanz. Working at seif has given her the opportunity to gain an insight and a strong understanding of the impact-driven entrepreneurial world.
seif supports social entrepreneurs from all sectors to start, grow and improve their business performance. Have a look at our different seminars, workshops and programs to find out more about how we can help you.

Business Creation for Social Entrepreneurship
The five-day seminar is aimed at people who have an innovative social business idea and would like to know more about some of the most important aspects of founding a social enterprise and its development in the initial phase, including business modelling, marketing & communication, and financial strategy and resources.

Business Growth for Social Entrepreneurship
This seminar provides those who have successfully founded a social enterprise the essential knowhow and tools to take the next step in the development of their business. The course deals with themes that are important for the growth phase of a social enterprise, such as social impact measurement, social impact investment, scaling models, and finance planning.

Mentoring and tailored programs
Our mentoring corporate programs match social entrepreneurs and senior-managers based on their needs and skills, respectively, to work together for a period of time on an element of their business of interest for the social entrepreneur. The tailored programs, on the other hand, are designed in collaboration with corporates’ HR departments and look to develop a particular set of skills and capabilities among both corporate employees and social entrepreneurs.

Social Impact Measurement
seif offers consultancy services and tailored training sessions for social entrepreneurs, NGOs, corporations, foundations and companies on impact measurement assessing how the work of the organisation shapes the communities around them for the better, and how this impact fits with their overall aim and vision.

Impact Investment Readiness Program
This online program seeks to provide social entrepreneurs looking for investment to take their business to the next level with the knowhow and tools required to independently write up the documents required by most impact investors.

Impact Investors Circle
The Impact Investors Circle (IIC) main objective is to bridge social entrepreneurs’ funding gap by facilitating their interaction with impact investors. Social entrepreneurs invited to our IIC program have exclusive access to a network of experienced impact investors and are regularly invited to pitch before the group, increasing their chances of investment.

Impact Investing – The Different Actors on Stage
24 January 2017 @ Kulturhaus Helferei, Zurich
The field of impact investing continues its growing trend of the last few years attracting more capital and offering new opportunities for investment. Yet and although there are still important challenges within impact investing, this is the right time for the “pioneers” to share first-hand their experience with the new players to create a strong marketplace. This is the objective of the seif Congress 2017, where experts from all over the world are invited to expand their networks and create partnerships with their peers to establish compelling new financial products for investors and to strengthen the investment readiness of social enterprises on the ground.

For more information on our programs and services go to www.seif.org
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The seif Awards are supported by SUVA, UBS and PwC.