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# Agenda

**09:00** **Welcome coffee and registration**

## Morning Session

**9:30** **Welcome**  
**Giuseppe Guzzetti**, President, Fondazione Cariplo  
**Dario Scannapieco**, Vice President, European Investment Bank  
**Moderator: Jacqueline O'Mahony**, Claritas Communications  
Relevant rules and procedures  
Establishing the order of presentations (draw)

**10:00** **Presentations by Finalists (9)**

**12:30** **Buffet lunch**

## Afternoon Session

**14:00** **Presentations by Finalists (7)**

**16:00** **Coffee break**

**16:30 - 18:00** **While the Jury deliberates ...**

**Roundtable: What does it take to be a Social Entrepreneur ....in Italy?**

**Moderator:**

**Andrea Cabrini**, Class Cnbc

**Participants:**

**Luciano Balbo**, Oltre Venture

**Elena Casolari**, Opes Impact Fund

**Davide Dal Maso**, Avanzi, Make a Cube

**Fiona Jarvis**, Blue Badge Style

**Carmine Guanci**, Vesti Solidale

**Marco Ratti**, Banca Prossima

## Awards Session at Museo Nazionale della Scienza e della Tecnologia "Leonardo da Vinci"

**20:00 - 21:00** **Guided Tour of the Museum**  
(by invitation only)

**20:30 - 23:00** **Awards dinner**  
(by invitation only)  
**Announcement of the winners and presentation of the prizes**

### Wifi

Centro Congressi or Centro Congressi\_2  
password: AB220611CD

 **EIBInstitute**  **@EIBInstitute #SIT15Milano**

## Order of Presentations

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## Jury



Sophie Robin



Olivier de Guerre



José Tomás Frade



Bernd Klosterkemper



Enrico Testi



Meredith Niles

# Jury



## Sophie Robin

### *President of the Jury*

The President of the Jury, Sophie Robin is a founding partner of Stone Soup Consulting, a company focused on enhancing the social impact of organisations. Previously, she worked for the Food and Agriculture Organisation of the United Nations as the Liaison Officer with Civil Society Organisations for Latin America and the Caribbean. Sophie also worked for several NGOs and served as CEO for the Portuguese NDGO Platform. Within Stone Soup Consulting, Sophie advises social entrepreneurs and Venture Philanthropy organisations on how to measure, monitor and report on their social impact. Sophie has lectured on the topic at the ESADE business school. She also sits on the Advisory Board of Grup33 – a Catalan-based NGO which aims to promote a therapy-based prison model as a strategy for reducing reoffending.

 @stonesoupchat



## Olivier de Guerre

In 1987 Olivier de Guerre co-founded GT Finance/Crystal Finance before joining Crédit Suisse Asset Management in 1998 as a Managing Director. In 2003 he founded PhiTrust to help families and foundations implement financial, social and philanthropic strategies, in the belief that investors have responsibility by virtue of their financial and social investments. He has long-standing experience in asset management at the level of families/foundations and institutions, in particular assisting them with their investment strategies. Olivier is a Board member of Finansol, EVPA and the Philippson Foundation. He is also the Chairman of PhiTrust Active Investors and PhiTrust Impact investors.

 @PhiTrustActive @PhiPartenaires

## José Tomás Frade

José Tomás Frade is currently working as a freelance consultant in the water and sanitation sector throughout the world, with a particular focus on developing countries. He is currently in charge of coordinating the national strategy of the Portuguese water sector for the period 2014-20 at the invitation of the government. Mr Frade worked for 24 years in the Projects Directorate of the European Investment Bank, from which he retired in November 2012. As Deputy Director and Head of the Water and Environmental Protection Division since 2000, he was responsible for managing a team of water specialists which, for over 10 years, has appraised and monitored all the projects in the water sector financed by the Bank in more than 80 countries. As a technical advisor at the EIB, Mr Frade was directly involved in the assessment and monitoring of more than 100 projects developed by both the public and private sectors in the EU, Eastern Europe, the Mediterranean, Sub-Saharan Africa, the Caribbean, Asia and Latin America. Mr Frade graduated from the University of Lisbon as a civil engineer in 1970. He began his professional career as a hydraulics researcher and taught water engineering at the university for six years. He worked as consultant in the water sector for 15 years before joining the EIB.

 @EIBtheEUBank



## Bernd Klosterkemper

Bernd Klosterkemper has been working in finance and management for over ten years. After completing his law degree, and then doctorate, at the University of Bayreuth, he began his career at McKinsey & Company. With a primary focus on financial institutions and change management, he was a project manager in Germany, the Netherlands and Malaysia. Before moving to the Social Venture Fund, Bernd Klosterkemper was CEO of the finance and property service provider PlanetHome AG, which he has been actively involved in since the company's opening in 2000. He later took over the management and helped PlanetHome Group become the leading B2B-Partner in the placement and financing of private properties, with over 500 employees in 80 locations in Germany and Austria.

 @Ananda\_Ventures



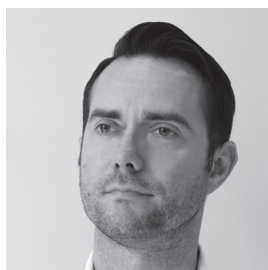
## Jury



### Meredith Niles

Meredith Niles is the Head of Innovation in Fundraising at Marie Curie Cancer Care, the UK's largest charity dedicated to providing free end-of-life care to patients with terminal illnesses. Prior to joining Marie Curie, Meredith was an Investment Director at Impetus Trust, a venture philanthropy organisation focused on helping innovative charities and social enterprises achieve scale. Meredith joined Impetus following a career in investment banking, where she was latterly an Executive Director at Goldman Sachs focusing on mergers and acquisitions and corporate finance assignments for clients in the retail and consumer products industries. Meredith is passionate about helping social purpose organisations achieve their goals and volunteers her time as a trustee of three UK charities: Toynbee Hall, Hestia Housing and Support, and Booktrust. She is a Fellow of the Royal Society of Arts and a member of the Institute of Directors. Meredith holds a BA with Highest Distinction and Highest Honours from the University of North Carolina at Chapel Hill and an MSc from the London School of Economics.

 @meredithniles



### Enrico Testi

Enrico Testi started managing the Research Lab ARCO (Action Research for Co-Development, ([www.arcolab.org](http://www.arcolab.org)) in 2009. Since 2011 he has also been the Director of the Yunus Social Business Centre University of Florence ([www.sbflorence.org](http://www.sbflorence.org)), a centre founded in partnership with Nobel Peace Prize laureate Prof. Muhammad Yunus. In 2012 he started a pilot programme to create an enabling eco-system for social entrepreneurship and social innovation in Pistoia called "Social Business City Program". In 2013 Vita, the non-profit magazine, included him in the list of the top 100 innovators in Italy. In 2015 he helped kick-start the activities of Candidate Social Business City Barcelona. In the same year he was among the 1000 Italian innovators selected by Audi Innovative Thinking.

 @YSBCUF

## Moderator

### Jacqueline O'Mahony

Jacqueline O'Mahony is the founder and Managing Director of Claritas. Claritas works with the alternative investment industry delivering branding solutions, tailored marketing strategies and bespoke investor relations. Jacqueline has extensive experience in the international financial sector having worked in Frankfurt, Zurich and London with experience in Foreign Exchange, Corporate Banking, Private Banking and Media Finance with Deutsche Bank, Bank Julius Baer, DZ BANK and The Royal Bank of Scotland. Jacqueline has also worked in the non-profit sector in the role of Director of Business Development at the Institute for Economic Affairs, London. Jacqueline is an accredited RCS coach with the Neuroleadership group and is a member of 100 Women in Hedge Funds. She is on the advisory board of Future Matters, a venture capital firm that provides early stage financing and seed investment in the areas of sustainable development and clean technology.

 @jacqomhere







Veronika Petrova

Rosa Escandell Almécija

Manfred Teuber

Cristina Pérez Fortes

Simone Melda

Marcello Coppa

Alexander Hackel

Gabor Üveges

Christoph Hantschk

Kristina Tsvetanova

Péter Varga

Slavi Slavev

Anton Håkanson

Pezana Rexha

Laert Beshiri

Fátima González-Torres Fernández

Pelle Plesner

Anne-Mette Hoeljaend

David Bradbury

Aitor Ojanguren

Cristina Arganda

Kevin Somerville

Lorenzo Pompei

Anna Fiscale

Flaviano Nehuen

Rosie Linder

Erik Wonnevi

Melanie Ruff

# Finalists

## A Puntadas SL (Spain)

### Rosa Escandell Almécija

Co-founder of PRM (2007) and A PUNTADAS SL (2011), Rosa has over 20 years' experience in humanitarian cooperation and microcredit in different developing countries, promoting awareness campaigns through forums with private sponsorship.

She also created ADCAM, an international NGO to develop programmes of cooperation, sustainable development, microfinance, fair trade, education and gender equality ([www.adcam.es](http://www.adcam.es)).

Her work also includes providing support to artisanal production cooperatives, through the concept of "Fashion for Development". She has worked on organising fashion shows in many countries, helping to connect supply and demand based on fair trade and social responsibility. She studied technical business, tourist activities and banking.



### Cristina Pérez Fortes

Co-founder of ADCAM, PRM and A PUNTADAS, Cristina has a degree in psychology and has been specialising in business and organisation development consulting in the social sector for over 15 years. She directed education projects in the field in Guatemala, Peru, Bolivia, India and Bangladesh, involving more than 400 professionals, all over the world.

After that, she spent five years as Technical Director initially and later as Deputy Director at a social entity in Spain, coordinating more than 30 social projects in the fields of gender violence, children at risk, justice and social exclusion, leading change in institutional improvement, based on participation, decentralisation and responsibility in managing the internal workings of the organisation.



### A Puntadas SL

A Puntadas is an association that provides a full programme of training, social support and employment for people at risk of exclusion. It consists of three parts: PRM ([www.programadereinsercion.es](http://www.programadereinsercion.es)), an association that provides training and social support for people at risk of exclusion; A PUNTADAS S.L ([www.apuntadas.es](http://www.apuntadas.es)), a social enterprise that gives the people trained in PRM an opportunity to work for a salary for a maximum of three years; and MALAS MENINAS, our brand, which symbolises the values of our project within the market.

We train people in textiles skills and give them the opportunity to work in our social enterprise, which provides textiles services to others companies under the watchwords of respect for the environment, social commitment and professionalism. Thus, in addition to helping those who need it most, we show that a business can be profitable and socially responsible.

A Puntadas is the only company in Spain and one of the few in Europe to be certified by the Global Organic Textile Standard (GOTS), the most stringent international organic textile standard.

We expect to create a reference point for other social initiatives at national and European level, contributing to the necessary transformation of the social sector in terms of professionalism and self-sustainability.

[www.apuntadas.es](http://www.apuntadas.es)  @apuntadas  apuntadas.social



## Alterniity (Switzerland)



### Veronika Petrova

Veronika, a former strategy consultant with The Boston Consulting Group, is the co-founder of Alterniity, focusing on the business perspective, especially project and product development and growth. She holds a PhD from Vienna University of Business Administration and has five years of management consultancy, three years of banking and over three years of entrepreneurial experience.



### Manfred Teuber

Manfred is Managing Director of the German sales and marketing agency M. Teuber GmbH and is responsible for marketing and investor relations at XtremeVRI AG, Switzerland. He began his career in 2003 with various assignments in sales and logistics for SAP, Deutsche Bahn, Porsche and BMW in Germany and worldwide before joining Siemens Building Technologies at the headquarters' Logistics department in Zug, Switzerland. Manfred currently works together with Siemens Switzerland AG. He studied International Business & Logistics at the International School of Management (ISM) Dortmund, Germany, and at the University of Sydney, Australia.

### Alterniity

Alterniity AR, is an accurate predictive tool based on behavioural biomarkers, which has the potential to transform the way Alzheimer's disease is diagnosed. Developed by XtremeVRI AG, this inexpensive and accurate test can spot the first neurological effects of Alzheimer's disease up to six years before symptoms appear. Approximately 44 million people suffer from Alzheimer's disease today, and the cost of care is over \$800 billion a year. Despite the efforts of drug companies, Alzheimer's is diagnosed only when symptoms become apparent, after the disease has destroyed critical memory centres over the course of several years. Early pre-symptomatic dementia screening could facilitate drug development or non-pharmacological prevention, creating the potential to accelerate treatment.

[www.alterniity.com](http://www.alterniity.com)  @alterniity  Alterniity

## Bgood (Austria)

### Christoph Hantschk

Christoph is the founder and CEO of bgood and has a natural talent for sales and business development. After graduating in economics at WU Wien (with his thesis on the motivational effects of non-monetary rewards), he has worked in marketing and project management for Red Bull and Pro People and has gained start-up experience as co-founder of Cool Media GmbH. He has travelled to over 40 countries and lived in Australia.



### Alexander Hackel

Twenty year old Alexander is the youngest team member of bgood as well as its CCO and is responsible for the design and graphics. After finishing school for graphic design, he is now working for a non-profit organisation, where he looks after online communication, media analysis and other important stuff. Alexander won first prize for youth innovation in entrepreneurship with his diploma project last year and is involved in a programme for young people with high potential supported by the Austrian federal promotional bank, which is providing training in entrepreneurship and improving his knowledge of brand strategy development.

This autumn he will be starting his studies in international business administration at the Vienna University of Economics and Business.



### Bgood

Bgood is a web community designed to inspire and incentivise people to change little things in their everyday lives and become part of bigger solutions to social and ecological problems. Bgood enables you to keep track of all the things you do for the environment or society (such as using a fabric instead of plastic bag when you go grocery shopping or riding your bike to work instead of taking the car) by rewarding you for your actions with good.coins. The more tasks you complete, the bigger your impact grows and the more good.coins you collect. They also believe that being good pays off. Therefore our users can exchange their impact (or in other words the good.coins they have collected) for goodies provided by our partner companies.

[www.bgood.at](http://www.bgood.at)  bgood.at

## BioSzentandrás (Hungary)



### Gábor Üveges

A political scientist and teacher Gábor, who has been mayor of Hernádszentandrás since 2006, is the founder of the BioSzentandrás Programme. He is active in national and local community life and aims to make the Hungarian countryside liveable and sustainable.



### Péter Varga

Péter has been participating in the BioSzentandrás Programme since 2011 as a member of the management. He is responsible for the fundraising and for managing the programme's ongoing development projects (EAFRD, ESF). He is an economist, specialising in the fields of management, tourism and rural development. Péter has been developing social and community enterprises for four years.

### BioSzentandrás

BioSzentandrás is a community-based enterprise that grows organic vegetables and manufactures eco-conscious products in order to increase local employment.

Hernádszentandrás is a small village in northern Hungary with a population of 445. In 2009, 25 people decided to create a model farm, based on locally grown plants. The community has three and a half hectares of land under cultivation, where those involved have been growing vegetables in six big walk-in polytunnels and three smaller ones since the spring.

The village organises exhibitions and festivals and welcomes anybody who is interested in an eco-lifestyle in the countryside. Under the "Open Garden" programme adults, children and families who are interested in organic farming can obtain information.

[www.bioszentandras.hu](http://www.bioszentandras.hu)  bioszentandras

## Bircle (Italy)

### Marcello Coppa

Marcello is the CEO of design innovation consulting firm Coppa+Landini and co-founder of CrowdChicken, a start-up aimed at the digital disruption of NGOs and not-for-profit organisations. He has an MSc in Communication and Economics with a major in marketing from USI University of Lugano.



### Andrea Landini

Andrea is the co-founder of Coppa+Landini and CEO of CrowdChicken. He has an MSc in Economics and International Policies from USI University of Lugano and Università Cattolica di Milano.



### Bircle

Bircle is a platform for creating and distributing tourist guides for mobile devices with information about the accessibility of buildings and itineraries for motor-disabled people. The editorial team, which is made up of tourism professionals, disabled people and members of NGOs, has developed a very detailed accessibility rating system that includes different items for outdoor and indoor places. The rating system consists of yes/no questions, scale ratings and pictures, and therefore does not need to be translated as it does not include textual content. Once downloaded, the guides are also available offline, as internet connectivity is not always available while travelling. The guides can be free or purchased as an app.

[www.bircle.co](http://www.bircle.co)  @bircle  Bircle

## BLITAB (Austria)



### Kristina Tsvetanova

Kristina is the co-founder and CEO of BLITAB Technology – one of Europe's top hardware start-ups with a social impact. Winner of the 2015 European Award for Social Entrepreneurship and Disability, Kristina intuitively envisions the future of social products and her passion is defining innovative and accessible ideas for people with disabilities and then developing the necessary relationships. She was twice awarded the Golden Medal Cum Laude of the Technical University of Sofia (MSc) and has more than seven years of hands-on experience in industrial engineering and supply chain management with companies such as Coca-Cola Hellenic and AGRANA Beteiligungs AG.



### Slavi Slavev

Slavi is the co-founder and CTO of BLITAB Technology. He has a strong background in business informatics and chemistry, gained at Sofia University, Bulgaria. Owing to his commitment and more than seven years of experience in IT innovation and software development and architecture with international companies, he has been commended by the President of the Republic of Bulgaria.

### BLITAB

BLITAB is the world's first tactile tablet for reading and writing for blind and visually impaired people. It is like an e-book but, instead of using a screen, displays small physical bubbles. They rise and fall on demand, composing a whole page in Braille code without any mechanical elements. BLITAB was named European Innovator for 2014 and won the second European award for Social Entrepreneurship and Disability (ONCE foundation and European Commission).

BLITAB can change millions of lives. It has the potential to disrupt Braille usage, increase the Braille literacy rate among blind children, boost social networking and improve daily activities for blind people. It will pave the way for a modern digital era for the blind and visually impaired.

[www.blitab.com](http://www.blitab.com)  @blitab\_  blitab

## DayCape (Sweden)

### Anton Håkanson

Anton, the founder of DayCape, was diagnosed as a young child as being within the autistic spectrum. Even though he was later found not to have autism, this gave him a very special understanding of the daily issues of an autistic child. An avid comics fan, he is using the allegory of Peter Parker (aka Spiderman), who felt weak and unable to save anyone despite his superhuman powers. Anton studied mobile design and project lead at Hyper Island and digital marketing at Berghs School of Communication. He quickly gained attention for his work with DayCape and recently won competitions such as Reach for change and the Best Social Entrepreneurship Tech Start-up award at the Nordic start-up awards. The DayCape app is available to download from the iTunes App store.



### DayCape

DayCape is a digital image calendar and an app for children with autism, for whom the tasks of the upcoming day can seem very intimidating. That is why they developed a fun and interactive digital image calendar that helps them plan their day and be able to look forward to the activities scheduled. Parents, relatives and friends close to children with autism are very important and put a big effort into supporting their daily schedule. That is why they wanted to make DayCape a web platform that makes it easy to collaborate with planning the day together with others. DayCape is based on research and interviews and has been tested with families with autistic children, schools that provide special care and other support organisations for autistic children.

[www.daycape.com](http://www.daycape.com)  @DayCape  daycape

## Design by Pana (Albania)



### Pezana Rexha

Pezana, an architect, is the co-founder and CEO of Design by Pana. Born in Tirana, she has lived in both Germany and Greece. By creating Design by Pana she has been able to provide opportunities to marginalised groups, offering furniture production from reclaimed wood and accessories from wood.



### Laert Beshiri

Laert is the co-founder of Design by Pana. Born in Elbasan, a city near Tirana, he studied at the local university and started working immediately as a web designer and web developer in different companies.

### Design by Pana

Design by Pana was founded in 2013 and is a social business producing furniture from reclaimed wood and accessories from waste. They employ people from marginalised communities (mostly orphans or retired people), or people with mental disabilities or special needs.

[www.designbypana.com](http://www.designbypana.com)  @DesignbyPana  designbypana

## Ecosia (Germany)

### Fátima González-Torres Fernández

With a background in journalism and film, Fátima is Ecosia's Head of Community Outreach. She is responsible for spreading the word by reaching out to influencers and like-minded environmentalists and by empowering Ecosia's most loyal followers in order to create a worldwide movement that will help reverse the tide of deforestation. Fátima has worked in several start-ups and gained experience in policy-related subjects at the European Parliament and through a master's degree at the College of Europe.



### Ecosia

Ecosia is a web search engine based in Berlin, Germany. It was launched in 2009 and donates 80% of its surplus income to the common good. It is currently focused on a tree-planting programme in Burkina Faso, which will be part of the Great Green Wall, a plan to re-green a coast-to-coast strip of Africa. Every click on a sponsored ad on Ecosia translates into cents for the environment. Since 2010 it has generated over \$3 000 000 for the environment. Ecosia works with expert NGOs WeForest and Entrepreneurs Without Borders. As a "social business", Ecosia is a CO<sub>2</sub>-neutral company that supports full financial transparency and is certified by B-labs as a B-corporation. The company is also supported by the World Wildlife Fund.

[www.ecosia.org](http://www.ecosia.org)  @Ecosia  ecosia



## FitforKids (Denmark)



### Pelle Plesner

Pelle has a Master of Law from Copenhagen University and studied in Amsterdam and Stockholm. A former intellectual property rights lawyer in the entertainment/computer industry, Pelle decided in 2007 to embark on a new career as a spinning instructor in a local weight loss centre, where he was asked to take an overweight children's fitness class. This became a life-changing event that introduced Pelle to one of the most serious public health problems: the childhood obesity epidemic. That November day in 2007 Pelle found his true life's purpose and decided to create the best children's weight loss programme in Denmark.



### Anne-Mette Hoejland

Anne-Mette has more than 15 years' experience in strategy, identity, business and brand development, initially at an executive level at Egmont and TV Shop Europe, and subsequently as partner and CEO at Scandinavian DesignLab. Anne-Mette has worked on a number of complex international identity projects. With the ability to recognise essential organisational characteristics and values, she challenges the way organisations understand themselves, thus securing the development of a strong firmly-rooted identity – the foundation for solid businesses and brands.

### FitforKids

FitforKids is a general education association offering a free weight-loss programme for overweight children.

The programme addresses a problem affecting many overweight children in Denmark (as well as other countries) that both the government and the market have been unable to tackle: the fact that these children experience on a daily basis both psychological and social defeats because they are overweight.

Through multifaceted intervention comprising nutritional advice, weekly training for the whole family, family (parent) coaching, a motivational programme and social events, the children achieve much more than weight loss. They become more self-confident and their ability to form social bonds improves significantly. The weight loss programme involves a completely new way of combining different resources and incorporates the aim of the Danish Government, the market and civil society to improve public health in general.

[www.fitforkids.dk](http://www.fitforkids.dk)  [fitforkids.dk](https://www.facebook.com/fitforkids.dk)

## KOIKI (Spain)

### Aitor Ojanguren

Aitor is a social entrepreneur and industrial engineer with an MBA from Houston University, who has completed Executive Courses at IESE (Barcelona) and IE Business School (Madrid). He is an experienced entrepreneur in the transport and logistics sector and created Celeritas, a B2C last-mile delivery company ([www.puntoceleritas.com](http://www.puntoceleritas.com)), which was sold in 2014 to the French multinational group Lagardere. He has focused on social entrepreneurship through KOIKI's new last-mile delivery company.



### Cristina Arganda

Cristina is a psychology graduate from Complutense University Madrid, Cristina is a teacher and trainer with over eight years of experience in the social sector, working in different associations for intellectually disabled people. Cristina's main functions in KOIKI are to train and support KOIKI's day-to-day activities.



### KOIKI

KOIKI enables people with intellectual or physical disabilities in Spanish neighbourhoods to work as its postmen/postwomen or messengers, delivering parcels to or picking them up from their neighbours, walking or biking very short distances from their homes or local stores.

KOIKI disrupts the way parcels are delivered or picked up from our homes, with the delivery or collection times being dictated by consumers.

Vehicles from parcel companies deliver in a single drop at KOIKI's stores or homes so that KOIKI messengers avoid pollution and noise in our cities. They estimate that each KOIKI messenger, working full-time, saves around 6 500 kg/year of CO<sub>2</sub> and avoids 150 000 km of vehicle journeys within his or her neighbourhood.

[www.koiki.eu](http://www.koiki.eu)  [@koiki\\_home](https://twitter.com/koiki_home)  [koiki.home](https://www.facebook.com/koiki.home)

## Let's Get Sporty (United Kingdom)



### Kevin Somerville

Kevin is the co-founder and a director of Let's Get Sporty. He divides his time between Let's Get Sporty and lecturing at Dumfries & Galloway College. With a BA (Hons) in Sports Studies and a further education teaching qualification, Kevin has 17 years' experience of coaching and working in the field of sports and education. His role within Let's Get Sporty focuses on the strategic elements of the organisation, budgeting and governance.



### David Bradbury

David is the co-founder and a director of Let's Get Sporty. With a diploma in sport and various coaching qualifications, he has eight years' experience of coaching and working in the field of sports and social care. David is responsible for operational matters at Let's Get Sporty, particularly the Let's Get Employed programme and the company's community sports services.

### Let's Get Sporty

Let's Get Sporty is a not-for-profit social enterprise based in Dumfries & Galloway (Scotland), where youth unemployment levels are high and physical activity levels are low. It provides young people with training, mentoring and employment opportunities through an individualised training programme focusing on improving their social and employability skills and their self-confidence. They work with the company's staff to deliver its sport and physical activity programmes throughout the region. Let's Get Sporty prides itself on getting young people to develop in a professional, inspiring environment, delivering quality services in their local community. Since it was established in 2012, the outcome has been positive for over 90% of its trainees (either in terms of education or employment). In total, its trainees have delivered over 15 000 hours of sporting and physical activity throughout the region.

[www.letsgetsporty.com](http://www.letsgetsporty.com)  @letsgetsporty1  Lets-Get-Sporty

## Marioway (Italy)

### Lorenzo Pompei

Lorenzo, a business angel with over 10 years' experience in international banking with top-tier US financial institutions in London, Dublin and Milan, graduated in Business Management from the Universities of Pavia (Italy) and Strasbourg (France) and is the CEO and CFO of Marioway.



### Flaviano Nehuen

Flaviano was born in Bariloche, Argentina, in 1987. He is the Business Development Manager of Marioway and has experience working as a business development manager, webmaster and human rights editor.



### Marioway

Marioway is an innovative hands-free, two-wheeled, self-balancing, verticalising, electric wheelchair for users with paraplegia. It is a project created from the heart and mind of Mario Vigentini, a social educator who has worked closely with disabled people for 20 years. Built on existing widely available technology, Marioway improves the functional reach of people with disabilities, enabling them to participate in daily activities providing psychosocial benefits.

[www.marioway.it](http://www.marioway.it)  @mariowayup  mariowayrevolution

## Peppy Pals (Sweden)



### Rosie Linder

Rosie is an economist with an MBA from the University of Stockholm; she is the winner of the people's choice "Entrepreneur of the future" award from Swedish newspaper Svenska Dagbladet. She was selected as one of the PE100 pioneers of the Purpose Economy Europe and chosen to enter the STING FastForward accelerator during the fall of 2013. She has an experienced development team (Talawa Games), which released the award-winning game Unmechanical.



### Erik Wonnevi

Erik is the Lead Game Designer of Peppy Pals. With more than three years' industry experience as a game designer and over four years of higher education in game design and related subjects, Erik has worked on Peppy Pals original concepts as well as games such as Unmechanical, Neybers and Valles Värld. He has also taught several game design courses at Futuregames (vocational education in Stockholm).

### Peppy Pals

Peppy Pals creates unisex mobile games that teach children empathy, emotions and collaboration through role-playing and humour. They want to enhance children's ability to socialise and develop their emotional intelligence to prevent bullying. Peppy Pals is a unique way of learning and exploring an exciting game world without "right or wrong", set in a relaxed and pleasant environment. Without any language, Peppy Pals reaches out globally, with a focus on high-quality visuals and simple, funny and meaningful interactions. Peppy Pals was nominated for "Newcomer of the year 2014" (category mobile games) by Mobile Business.

[www.peppypals.com](http://www.peppypals.com)  @peppypals  PeppyPals

## QUID (Italy)

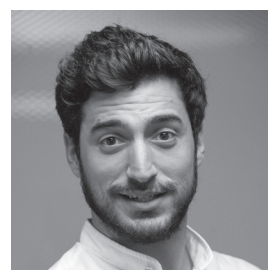
### Anna Fiscale

Anna is the Chairwoman and founder of QUID, a social enterprise specialising in female empowerment. She developed her views on female unemployment and social innovation during her studies in Economics and Business at Bocconi University and Political Science at Sciences-Po in Paris. After working at DG DEVCO (European Commission) in Brussels, in India in 2011 and in Haiti in 2013, she founded QUID.



### Marco Penazzi

Marco is project coordinator for Progetto Quid. He has a wealth of both academic and practical international experience, having completed postgraduate work in both the United States and China, as well as working at all levels of production, from encouraging entrepreneurship in Andean mountaintop villages in Peru to network facilitation in San Francisco, and from developing advertising campaigns and exhibition partnerships for Italian fashions in Shanghai to writing scholarly articles and reports on ecommerce for the China-Italy Chamber of Commerce. Currently he continues to hone and synthesise his vision for responsible social change at the individual level, serving as an educational and social worker for special needs students.



### QUID

QUID is an eco-fashion business employing disadvantaged women (women with disabilities, single mothers, former prisoners) to recycle slightly damaged textiles that cannot be used for top Italian brands into limited collections. Young emerging designers develop the styles and collections. Products are distributed in QUID flagship stores and outlets sponsored by partners. Exclusive partnerships with Italian brands and emerging stylists ensure that QUID products are highly marketable and competitive. Since it was set up QUID has opened four temporary stores. It currently has 20 employees, 11 of whom are people with disabilities. QUID was one of the winners of the European Commission Social Innovation Award in 2014.

[www.progettoquid.it](http://www.progettoquid.it)  @Progettoquid  ProgettoQUID

## RUFFBOARDS (Austria)



### Melanie Ruff

Melanie, a historian and construction engineer, has extensive knowledge of product design and engineering. She has also been an active boarder for 20 years and therefore has an equally excellent knowledge of the industry. As part of her thesis she worked on the structural exclusion of certain social groups. These findings provide the foundation for the work with ex-prisoners but they also play a significant role in the company's philosophy.

Melanie is responsible for product development, design, manufacturing and product testing. Her other tasks include marketing, PR and customer support and cooperation settlements with the workshops.



### Simone Melda

Simone, co-founder of RUFFBOARDS Sportartikel GmbH, is a software engineer with ten years' experience in sales and IT in international companies such as Global Blue Austria GmbH, Wolf Theiss Rechtsanwälte and Telekom Austria. She uses her industry knowledge to develop sales strategies. She has been a passionate boarder for many years. Simone's activities include purchasing and distribution and she is also responsible for product development and testing.

### RUFFBOARDS

RUFFBOARDS produces uniquely designed, high-end longboards (skateboards) by upcycling used snowboards and maximises social impact by employing former offenders in the manufacturing process. RUFFBOARDS provides a genuine opportunity for change, offering ex-prisoners the chance to manufacture trendy products, do product design and gain qualifications as well as experience in an exciting, operational business and in-depth guidance to find full-time employment within the production industry upon release. RUFFBOARDS operates a workshop in Vienna and provides on-the-job-training together with the non-profit organisation Verein Neustart.

[www.ruffboards.com](http://www.ruffboards.com)  [@ruffboards](https://twitter.com/ruffboards)  [rb.vienna](https://www.facebook.com/rb.vienna)



# Speakers

## Welcome

### Giuseppe Guzzetti

#### *President, Fondazione Cariplo*

Giuseppe Guzzetti has been the President of Fondazione Cariplo since 1997 (reconfirmed on May 2013 upon election of the new Steering Board) and Chairman of Acri, the association representing Italian banking foundations, since 2000.

Previously, he was Chairman of Lombardy's Regional Committee (1979-1987) and he served as an Italian Senator, sitting on both Italy's First Senate Committee on Constitutional Affairs and the Joint Parliamentary Committee on Institutional Reforms (1987-1994). From 1992 to 1994 Giuseppe Guzzetti was also a member of the Council of Europe and the Western European Union (WEU).

 @FondCariplo



### Dario Scannapieco

#### *Vice-president, European Investment Bank and Chairman, European Investment Fund*

Since September 2007 Dario Scannapieco has been Vice-president at the European Investment Bank, responsible for operations in Italy, Malta, Croatia, the Western Balkans and the countries on the southeastern Mediterranean shore. He is also responsible for Financing of SMEs and Mid-Caps, Transactions Monitoring and Restructuring, the utilisation of EU Structural Funds for innovative projects in Urban Regeneration programmes (Joint European Support for Sustainable Investment in City Areas) as well as Equity and equity-type products. He is currently Chairman of the Board of the European Investment Fund.

Prior to joining the EIB (2002-2007) he was Director General for Finance and Privatisation at the Italian Ministry of Economy and Finance. From 1997 to 2002 Dario Scannapieco worked as Advisor to the Director General of the Italian Ministry of Economy and Finance, being then a member of the Council of Experts. From 1992 to 1995 he worked at Telecom Italia, in the planning and strategic control department.

Dario Scannapieco holds a degree in Economics at LUISS University in Rome (1992) and an MBA from Harvard Graduate School of Business Administration (1997).

 @EIBtheEUBank





### What does it take to be a Social Entrepreneur?



#### *Moderator*

#### **Andrea Carbini**

Andrea Carbini is the Managing Editor of ClassCnbc, the Italian arm of the Cnbc global network and the leading Italian financial and economic channel, on air live on the Sky satellite platform (channel 507) and on Milano Finanza portal ([www.milanofinanza.it](http://www.milanofinanza.it)).

In September 2012 he was appointed Co-Managing Editor of Milano Finanza, the daily financial newspaper of Class Editori.

Cabrini is an experienced financial journalist and anchor, with decades of experience covering financial markets, asset management and private investments. His weekly talk show Partita Doppia is the first show dedicated to Italian business and politics and international finance.

Prior to joining Class Editori, Andrea Carbini had been working for ten years as Editor in Chief at Mediaset. He left in 2000 to develop the launch of the newly born TV channel ClassCnbc and to develop the broadcasting activities of Class Editori.

 @acabrini



#### **Luciano Balbo**

Luciano Balbo is a well-known Italian entrepreneur in the private equity business. He has built a successful career in over 20 years spent in the financial markets. He is the founder and Chairman of Fondazione Oltre, the first Italian venture philanthropy foundation. Since 2003, Fondazione Oltre has developed a thorough knowledge of the social sector.

In 2006 Luciano Balbo launched the innovative Social Investment Fund – Oltre Venture. The fund invests in social enterprises which serve unmet social needs and present credible models of self-sustainability, aiming to realise long-term investments for the benefit of the entire community.

Luciano Balbo has been a private equity manager since 1983 and is a co-founder of BS Private Equity, a leading private equity player in the Italian LBO/LBI market since 1988. Mr Balbo served as the Chairman of BS until 2001. Prior to creating BS Private Equity, Mr Balbo served as General Manager of Finnova S.p.A., a leading Italian merchant bank and part of SO.PA.F. S.p.A., and before that he had nine years of industrial management experience in leading companies in the stainless steel distribution, chemicals and engineering sectors in Italy.

Luciano Balbo holds a degree in Physics and a MBA from Bocconi University in Milan.

 @LucianoBalbo

## Roundtable

### Elena Casolari

Elena Casolari has been Executive President of Opes Impact Fund since 2013. Opes is the first Italian investment vehicle targeting early stage social enterprises in East Africa and India in key development sectors with the aim of helping to close the “pioneer gap”. Since 2006, Elena has been CEO of Fondazione ACRA-CCS and she is also a board member of Fondazione Umano Progresso and of Education and Entrepreneurship Ltd., a social enterprise in Tanzania delivering vocational training in rural areas. Previously, she worked for over a decade in investment banking in emerging countries (for HSBC, Dresdner Kleinwort Wasserstein and Nikko Securities). Elena graduated in Economics from Bocconi University in Milan and she was a researcher at Hitotsubashi University in Tokyo for two years.

 @opes\_impact



### Carmine Guanci

From 1998 to 2011, Carmine Guanci was one of the founders, the president and legal representative of Vesti Solidale, a social cooperative that aims to help employ disadvantaged people primarily in the environmental sector. He currently holds the position of Vice President in charge of cooperative research and development and the start-up of new business initiatives that strive to protect the environment and provide employment to people in difficult times. The cooperative has 125 employees and a turnover of about €4.5 million.

Since 1998 he has been a Board Member of the Consorzio Farsi Prossimo, which is a consortium of social cooperatives promoted by Caritas Ambrosiana and operating in the Diocesi of Milan. Altogether the consortium has about 1,200 employees and more than 300 operational centres with a combined turnover of about €45 million.

Carmine Guanci is Vice President of the social enterprise Abitare Sociale Metropolitano, a non-profit organization that plays the role of making real estate “social” by offering housing at controlled prices to people in need. He also is the Vice President and head of projects and development of the Consorzio Farsi Prossimo Salute, a consortium of social cooperatives operating in the health sector (medical and dental clinics).

Since 2014 he has been on the Board of Directors of Laboratorio del Caffè and manages affairs involving social cooperation and environmental activities. From 2002 to 2003 he was the director of Fondazione San Carlo Onlus.





### Davide Dal Maso

Davide Dal Maso has worked for years as a business consultant specialising in environmental management and innovation.

Among the founders of the Milan-based Avanzi – a sustainability think-tank – he has focused his studies on the relationship between financial activities and sustainable development. He currently runs research and consulting activities for the design and implementation of strategies and management systems for corporate social responsibility. He is the author of several articles and books on this topic.

Davide is President of Make a Cube3, an incubator that assists start-ups with high potential for creating social and green value by providing comprehensive business support services, including back-office, governance expertise, access to knowledge and financing. He is one of the promoters and the General Secretary of the Forum per la Finanza Sostenibile (the Italian Social Investment Forum) – a non-profit multi-stakeholder organisation whose mission is to enhance the Italian financial community's awareness of sustainability issues. In this capacity, he is also a member of the board of Eurosif, the European Sustainable Investment Forum, a non-profit membership organisation promoting the concept, practice and development of sustainable and responsible investment.

He is one of the founders and a director of Make a Change, the Italian movement for the promotion of social business values. He is also a member of the board of the Italian CSR Manager Network, the association of CSR professionals.

He was until 2011 Director and Head of the SRI Department at Vigeo Italia (formerly Avanzi SRI Research), the first Italian social rating agency, providing ESG research and consulting services for institutional investors and financial professionals.

Davide holds a B.A. in law and an MSc in environmental management.

 @davidedalmaso

## Roundtable

### Fiona Jarvis

Fiona Jarvis has lived and worked in London for 30 years. During this time she became progressively disabled but did not compromise on her lifestyle. She worked as a sales manager for various software companies, including SAP, selling multi-million pound systems to the financial sector. This involved entertaining clients, and consequently colleagues and friends consulted her on which was the latest cool place to go. She also recorded the obstacles she might meet whilst walking with sticks and now in a wheelchair. She believes passionately that disability and style should co-exist – the spirit of her new venture, Blue Badge Style. Fiona Jarvis established the Blue Badge Style website in 2007 to create a community of like-minded people for whom style and disability are not mutually exclusive. She first realised she might have multiple sclerosis after falling off her high heels in a bar once too often. She has become progressively disabled over a period of 25 years. However, Fiona has always refused to compromise on her own style, whether that's eating in smart restaurants, wearing elegant clothes or going on glamorous holidays. Through all the challenges, Fiona has carried on and not compromised on style. She embodies the Blue Badge Style Spirit! As Coco Chanel said: "Fashion fades; only style remains the same".



#### **Blue Badge Style:**

*Winner of 2014 Social Innovation Tournament Special Category*

Blue Badge Style is a Vogue/Michelin guide for people who want to maintain their style whatever their disability. This unique social network includes the disabled person, their friends and families. Their website and app provides information on what to do, where to go and what to buy and encourages social inclusion in a number of ways. BBS aims to be a profitable, self-sustaining venture that encourages organisations to address the market in "disability with style".

 @bluebadgestyle

### Marco Ratti

After graduating in economics from Bocconi University and LSE (MSc Economics, 1988), Marco worked as an economist with a bank research department for about 10 years, and as an asset manager with Italian and French companies for another 10 years. He switched to social banking in 2008 and has been working in that field for the last 7 years in a variety of areas including research and PR, and He is now in charge of clients' investments. Throughout most of this time, intermittently he has also been teaching topics spanning finance, social business and, lately, more esoteric subjects such as impact measurement and cultural economics.



## Mentoring Bootcamp 1-2 July in Madrid, Spain

The EIB Social Innovation Tournament offers more than prizes to contestants. It is an opportunity for Europe's Social Innovators to develop their business, meet other innovators and learn from leaders in the Social Entrepreneurship field.

Over two days in July, the 16 finalists participated in a mentoring bootcamp in Madrid, organised in cooperation with the IE Business School. The two day bootcamp is designed to help participants refine their project presentations, understand design thinking and offer valuable one-on-one mentoring from experienced entrepreneurs to help them improve all aspects of their project.

The Bootcamp is one of the advantages of being a Social Innovation Tournament finalist and reflects the EIB Institute's commitment to growing social innovators for Europe's future.

*"The bootcamp really helped us to create an impressive pitch"*

*"From Capital raising through Business Modelling and Design thinking, SIT 2015 bootcamp is the great pitch doctor diagnosis for social entrepreneurs, before they even show their award-winning social innovations to the world and all together make a positive difference. You are there, you are a Winner."*

- SIT 2015 Finalists about the Mentoring bootcamp



IE is an international institution dedicated to educating business leaders through programmes based on our core values of global focus, entrepreneurial spirit and a humanistic approach.

Our 500-strong international faculty teaches a student body composed of more than 90 nationalities on our undergraduate (IE University), Master's and Doctorate degrees and executive education programmes. Our alumni, now numbering over 40 000, hold management positions in some 100 countries worldwide. If there is a school fully committed to fostering the entrepreneurial spirit, it is IE. The school itself was founded by entrepreneurs, and the entrepreneurial spirit forms an integral part of IE's day-to-day fabric – from the teaching methods we use in our classrooms and the manner in which we develop new programmes for the next generation of students, to how we engage with the external community of investors, government agencies and start-ups. We know that the best way to manage change is to lead it, which is why our practical vision of training in entrepreneurial skills is based on teamwork and aimed at giving our students a broader perspective, to make it easier for them to be proactive and willing to assume risks while staying in touch with reality. As a direct result of the emphasis we place on an entrepreneurial spirit, more than 10% of our students set up a business immediately after they graduate from IE. Internationally recognized in the academic arena as a leader in innovation, IE's success is unquestionably rooted in its entrepreneurial vision.

@iebusiness #Area31

## Mentors



### Daniel Soriano Hernández

Director of the Entrepreneurship & Innovation Center, Academic Director of the specialised Entrepreneurship Module and Professor of Entrepreneurship, IE Business School. Professor and Mentor of Corporate Innovation Projects in Multinationals at the Financial Times | IE Business School Corporate Learning Alliance. Additionally, he is a member of an Investment Committee for a micro venture capital instrument at Caixa Capital Risc.

More than 15 years of professional experience at IE Business School has allowed him to stay in touch with the basics of the entrepreneurial process both academically and practically. He is trainer in Design Thinking and Lean Start-up methodologies as well as Pitch Coach for start-ups for international investor forums. As Director of several leading competitions for innovative technology start-ups, he has been involved with experience-based entrepreneurial opportunity identification, feasibility analysis and fundraising. He has also been responsible for managing the provision of professional advisory services to new technology-based companies where he was able to identify the needs of newly established firms with a high technological content.

At an academic level, he is a professor of Entrepreneurial Management on IE Business School MBA Programmes and specific programmes for technology-based entrepreneurs, aimed at both start-ups and SMEs with growth projects. He mentors intrapreneurship projects in large firms from different countries and sectors, such as banking, energy, distribution, construction, IT, pharma and retail. Professor Soriano obtained the IE Business School MBA degree, he has an MSc in Economics and Innovation Management from UPM, UCM and UAM and studied Computer Science at UPM. He participated in the European Entrepreneurship Colloquium organised by the European Forum for Entrepreneurship Research (EFER). His interests are focused on start-ups, innovative business models and strategic planning in sectors with high growth potential.

 @dani\_soriano

## Mentors

### Conchita Galdón

Concepción Galdón is director of Area 31, the space for entrepreneurship and innovation at IE Business School and president of the social venture Puentes Global. Within Area 31, Concepción supports startups in the incubator, startup competitions, hackathons, demo days with investors, etc. and leads IE's Social Innovation Cluster. Concepción joined the team of IE's Center for Entrepreneurship and Innovation in 2012, when Area 31 was launched. Since then, Area 31 has become a vibrant hub in the centre of Madrid's startup ecosystem. She is also professor of Entrepreneurship and Innovation at IE Business School and PhD Candidate at Universidad Complutense de Madrid. Her PhD research focuses on the use of technology in social entrepreneurship.



At a young age, Concepción travelled to El Alto, Bolivia to help develop a child education project. During the following four years, she combined her studies of economics at Universidad Autonoma de Madrid with the founding of an NGO which offered mentoring to young people perceived to be at risk. After graduation she worked at the UN Procurement Service in New York and later took a position as junior economic analyst at Santander Bank. Her passion for social innovation drove her to Harvard. In 2009 she graduated from the Masters course in Public Administration and International Development at Harvard Kennedy School. This granted her the opportunity to work during the summer in Liberia with the Government of Ellen Johnson-Sirleaf, Nobel Peace Prize 2011. After graduation, Concepcion started her social venture, Puentes Global. In 2015 Concepción has become a member of Ashoka Spain's Venture Board. She has been a TEDx speaker, published peer reviewed articles, chapters in books and collaborated in several mass media.

 @ConchitaGaldon

## Audience Vote: Dean's Circle Prize

This year the **EIB Institute** is delighted to introduce the *Dean's Circle Prize* – a winner will be awarded EUR 1 000 and determined by online voting from the audience and followers from around Europe. The audience vote will open on 24 September 2015 and close at midnight on 26 October 2015 CET. To cast your vote please visit our website [institute.eib.org](http://institute.eib.org) and select your top 3 finalist projects. The winner of the audience prize will be announced by 2 November 2015.