

SOCIAL INNOVATION VILLAGE

November 4-7 2019

Lisbon Portugal

web  **summit**



Summary

- Concept
- Booths
- Conferences
- Communication means

- Team
- Preparation
- Budget
- Partnerships



**SOCIAL
INNOVATION**
VILLAGE

The concept



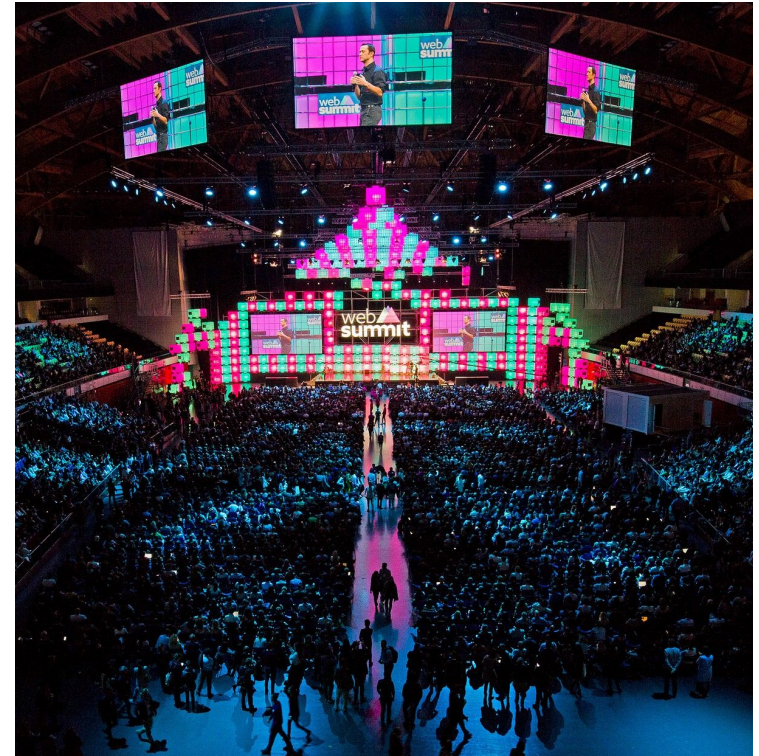
| Genesis

In 2016, we went to the first Web summit edition in Lisbon. As members of French Social innovation and Social tech community, we were very surprised that despite of the great interest of attendees towards buzzwords such as “Social Good” and “Philanthropy”, despite the will of gathering European best Tech, Economic and Political leaders, no one was there to represent or pledge for Social innovation.

In this major event called “Davos of geek”, everyone meet and talk about how to build Future, respond to threats, be more transparent... but a whole part of European changemakers community was missing.

Even though Europe is a world leader in this field, with amazing social enterprise and nonprofit organization building solutions everyday to solve our main contemporary issues.

WE, European social innovators, decided to take action...



“More Social Good in Tech, More Tech in Social Good”

“Build a bridge between Tech & Social innovators”

Concept |



The "Social innovation village" was conceived as an event-driven "trojan horse", at the heart of a broader advocacy initiative for social innovation in events dedicated to innovation.

We embark on projects that do not "fit into the boxes" to demonstrate the diversity of social innovation but expose in the same way as start-ups.

- We offer Roundtable content to raise awareness of our topics among regular participants.
- We organize "OFF" meetings and events to convince specific targets in particular.

This year, we will focus on investors.

Our message: innovation is multiple, it must be a partnership and oriented towards the same objective: social and environmental progress.



| The Association

The Social Good Accelerator EU is a European association created between Paris, Lisbon and Brussels.

At first, it was a collective initiative of French and Portuguese social entrepreneurs and philanthropic networks, created at the 2017 Web Summit to pledge with François Hollande's delegation and his Foundation La France s'engage for "More Social Good in Tech, more Tech in Social Good".

Now we gather 50 European networks and actors. We rely on a growing European community of European networks and actors from both worlds.

Our ambition is to contribute to the change of scale of social innovation in Europe, thanks to technological tools and skills at the service of the Common Good.

Our mission is to create bridges and conditions for cooperation between social innovation and technology players in Europe.

Connecting, informing and pleading with decision-makers are our 3 main areas of action, with a current European study about coopérations between Tech and social innovation actors ; our Social Innovation village at Web Summit and our Community organizing.





Two editions

2017

- 20 organizations around François Hollande
- 2 conferences
- 12 interviews of Tech, Political leaders and experts

2018

- One main booth + 24 Europeans projects, 90 persons
- 2 conferences
- 2 sides events with 2 partners
- 10 interviews of Tech, Political leaders and experts





2018 Feedbacks

"Thank you very much for this initiative and this quality of organization. Laure and I, like Theo and Fanny from Wintegreat, left delighted and enriched: for them, details of their strategy and important meetings, for us, key ideas for guiding our philanthropy. Congratulations and many thanks for the quality of your welcome and your proposals."

Laurence Lamy, Delegate of the EDF Foundation

82% of participants satisfied

"IT ALLOWED US TO REALLY FEEL WHAT THE OPPORTUNITIES FOR DEVELOPMENT ABROAD WERE: TO HAVE FEEDBACK WITH OPERATIONAL ACTORS, COMPANIES THAT COULD BECOME FUTURE PARTNERS, RECRUITERS OR SPONSORS OF OUR PROGRAMS, EVEN INVESTORS IMPACT, INTERESTED IN THE DEVELOPMENT OF SUCH A PROJECT AT EUROPEAN LEVEL. (...) OUR CONTACTS AT THE WEB SUMMIT WILL BE VERY USEFUL NEXT YEAR. WE WILL SAVE TIME AT ALL LEVELS BECAUSE WE CAN ALREADY FIND STRATEGIC PARTNERS WHO WILL "INCUBATE" OUR ESTABLISHMENT."

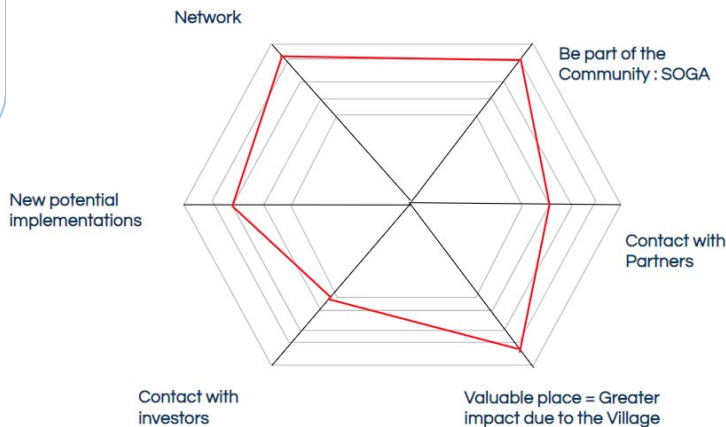
THEO SCUBLA, FOUNDER AND MANAGING DIRECTOR OF WINGREAT FOR CARENEWS

"THE SOCIAL INNOVATION VILLAGE BOOTHS WERE VISITED BY CARLOS MOEDAS, EUROPEAN COMMISSIONER FOR RESEARCH SCIENCE & INNOVATION, PADDY COSGRAVE, WEB SUMMIT FOUNDER AND MOUNIR MAHJOURI, FRENCH SECRETARY OF STATE FOR DIGITAL AFFAIRS. THEY HAD THE CHANCE TO INTERACT WITH MARTEL INNOVATE'S DR MONIQUE CALISTO, REPRESENTING THE CAPS PROJECTS, AND THE EC'S LORETTA AMANIA, WHO HAS A GOOD UNDERSTANDING OF THE ACHIEVEMENTS OF OUR PROJECTS."

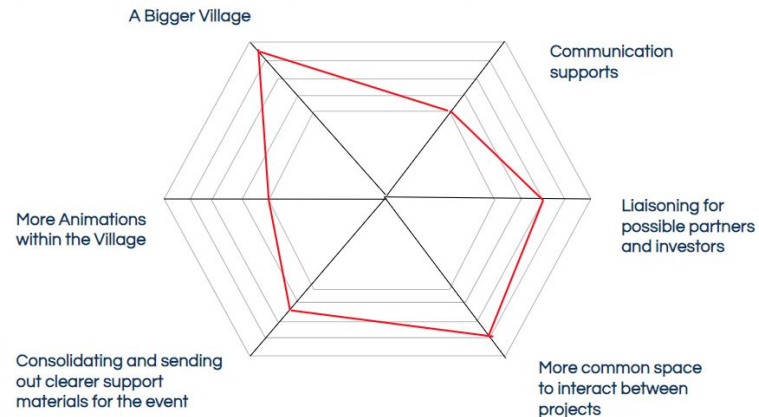
CAPS ALSO PARTICIPATED TO THE EVENING SIDE-EVENT "EUROPEAN NIGHT", WHICH TOOK PLACE ON 6 NOVEMBER AT CASA DO IMPACTO, THE IMPACT HUB IN LISBON. WITH OVER 60 PARTICIPANTS, EUROPEAN NIGHT FEATURED A PANEL DISCUSSION ON DIGITAL SOCIAL INNOVATION FUTURE PERSPECTIVES, INVESTMENTS AND IMPACT."

CAPSSI (COLLECTIVE AWARENESS PLATFORM FOR SUSTAINABILITY & SOCIAL INNOVATION)
EXHIBITOR OF THE SOCIAL INNOVATION VILLAGE

Web Summit's benefits for our projects



Recommendations for the village by the projects





| 2018 Feedbacks

Areas for improvement

- **64.1%** participation in the three cumulative days
- **62.5%** satisfied to very satisfied on the third party activities of the 3 cumulative days
- The FaceBook group proved to be useful and even essential for **60%** of respondents

Ideally, integrate:

- **More animations** to attract onlookers
- **More friendly moments** to take an interest in others and their projects
- **More diversity among participants** (fewer Francophones) to prevent some from feeling left out
- **A Better onboarding of the participants** in the FaceBook group and at the Summit (contact and preparation beforehand to better understand each other)
- **A collective pitch training session upstream** (and not during the Web Summit) with investors
- **A more attractive format** for parallel events: provocative and/or lighter
- **More space for more exhibitors and more interactions** between project leaders and more interactivity with passers-by with "masterly" project presentations (to avoid redundant pitches)
- More **connections with potential investors and partners**
- **A better energy management** of stakeholders with workshops later in the day
- **A better visibility** within the Summit (regarding guides and spacewise)



The 2019 scheme

Objectives :

1

Demonstrate the diversity of European innovation by giving access to social innovation / decompartmentalizing worlds

2

Advocate for a technological progress orientation towards social and environmental innovation in Europe.

30 "off-the-shelf" projects presented

reflecting the diversity and richness of European social innovation (10 projects/day) not eligible under the start up criteria of the Web Summit

15 partners

3 conferences



SOCIAL INNOVATION VILLAGE

WITH THE SUPPORT OF



FONDATION EDF

SOCIÉTÉ GÉNÉRALE

FFE
Fondation
de France

accenture

LA
FRENCH
TECH



WITH |





| Targeted impacts for 2019

What we want #1

An impact "development of collaborative projects"

- Visibility indicator: number and types of contacts obtained by the projects supported at the Social Village
- Growth indicator: amount of funds raised following connections to the Web Summit

An impact on "innovation and Tech tools"

- Inspiration indicator: SOGA members' feeling of knowing about new useful technical solutions
- Growth indicator: number of projects that have upgraded their technical solutions following the Web Summit

Our tools

- **Questionnaire + phoning at t + 6 months after the Web Summit**

What we want #2

A "community development" impact

- Visibility indicator: number of members who have met for the first time
- Growth indicator: number and diversity of SOGA members outside Europe

An impact on the "influence of social innovation"

- Visibility indicator: number of views/likes of our productions on social networks
- Growth indicator: number of Tech companies that are members of the SOGA pre/post Web Summit.

Our tools

- **Questionnaire + phoning at t + 6 months after the Web Summit**



**SOCIAL
INNOVATION**
VILLAGE

Booths
Web Summit 2019
4-7 novembre 2019

Lisbon



Social Innovation Village 2019

Profile of eligible projects

Our objective is to present at the Web Summit highly innovative European projects that do not meet the "start up" criteria, which are still systematically oriented towards profitability.

The following are therefore eligible:

- Associations ;
- Cooperatives ;
- The foundations ;
- Commercial companies under certain conditions (social utility, management principles, governance: see article 1 of the law of 31 July on SSE), which seek social utility and have operating expenses impacted by the search for social utility.

The projects must propose innovative solutions within the meaning of the BPI (see below).

bpi france



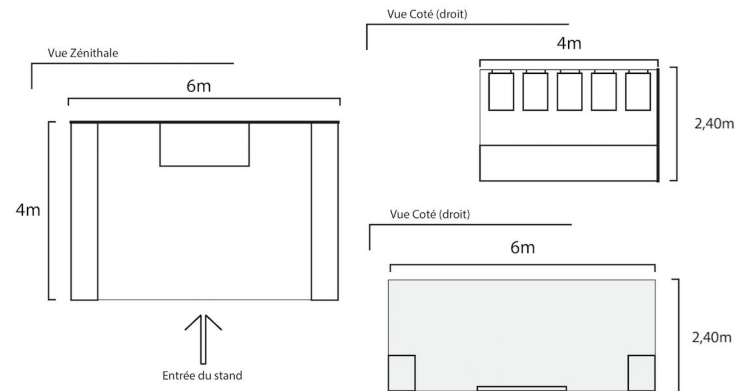


Social Innovation Village 2019

Hypothesis : 6x4m, 30 projects (10/days)



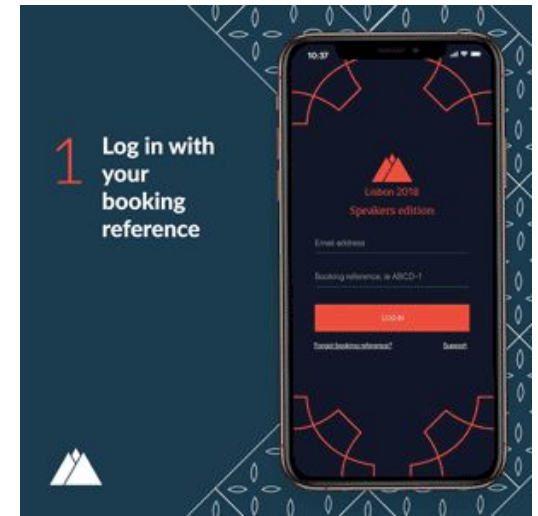
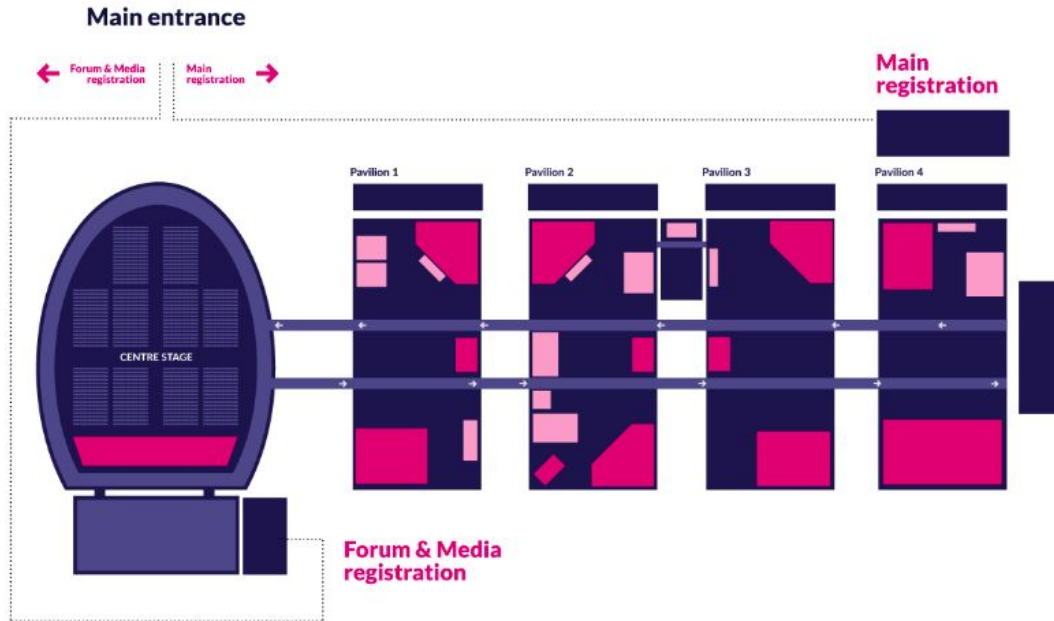
Social Good Accelerator EU _ Assemblée générale mai 2019





Social Innovation Village 2019

The Plan of the Web Summit





Social Innovation Village 2019

Proposed train option (group + SNCF partnership?)

In order to avoid a disastrous carbon footprint and in line with our commitments, we will offer all participants the opportunity to travel to Lisbon by train.

The cost will be equivalent, the trip will be beautiful and the opportunity to make connections.

The trip includes a stopover in Hendaye (Paris-Hendays: 4h40), then a night train trip).

Departures will be proposed on Saturday

We will seek a partnership with SNCF.





**SOCIAL
INNOVATION
VILLAGE**

Contents for the Web Summit of 2019

4-7 novembre 2019

Lisbon



Social Innovation Village 2019

Designed program to date

CASA DO IMPACTO

FOUNDED BY
SANTA CASA
ACCELERATOR



BUILDING
THE INNOVATION
ECOSYSTEM



Monday November 4th

- ★ Welcoming afternoon with presentation of the program and Pitch training at Casa do Impacto
- ★ Web Summit Opening ceremony
- ★ Welcoming diner

Tuesday November 5th

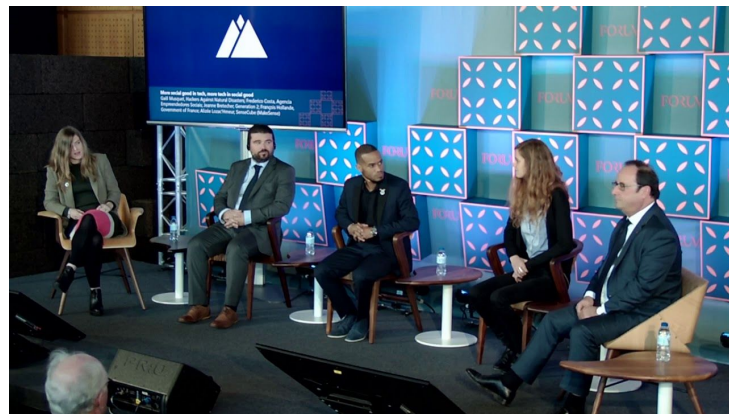
- ★ First day at Web Summit
- ★ Master Class on Impact investing (tbc)
- ★ Impact Investor Night

Wednesday November 6th

- ★ Second day at Web Summit
- ★ Delegation Party

Thursday November 7th

- ★ Third day at Web Summit
- ★ Closing speech





Social Innovation Village 2019

A coalition of partners
for a great collective advocacy

CASA DO
IMPACTO

MEMBERS OF
SANTA
CASA
Instituto de Lisboa



The GOOD Lobby



BUILDING
THE INNOVATION
ECOSYSTEM

Philanthropy
/ Advocacy A JOINT DAFNE & EFC PROJECT

dafne
Donors and Foundations
Networks in Europe



make_sense

MAKE IT FOR GOOD

WE NEED TECH
TO RUN FOR
SOCIAL GOOD

For a better recognition and acceleration of social innovation in the European innovation framework.
For an acceleration of collaborations between Tech actors & social innovators.
For a sustained digital transition of European non profits.

#MakeItForGood, a new narrative for an inclusive European economy

Read & contribute to our manifesto ➡

TECH IS BROKEN

Education, climate change, migrations : humanity is facing great challenges that cannot be met by technological progress alone. The European Union, once a model of cooperation between peoples, peaceful and socially efficient political construction, is losing ground.

To be revived, the European project must be exemplary if it wants to really achieve becoming the champion in the fight against climate and societal upheavals and propose an efficient alternative model in the existing « Tech War » between the American and Chinese giants.

WHAT WE CAN
DO TOGETHER

European transition must be seen as an urgent, radical, symbiotic and global change, and tackle environmental, social and technological issues. In this prospect, we believe Europe has to make the digital transition and the change of scale of social innovators a priority for the next term of office, by increasing exchanges between Social innovators and the European Technology sector with clear quantitative and qualitative objectives.



Social Innovation Village 2019

Proposition of round tables

- 1 Launch of a dedicated Fund for Tech & social innovation collaborations in the UE**
- 2 Impact Investing & Social Good : how can we accelerate transition through investments?**
- 3 Data for Good : super powers of the new Generation of entrepreneurs**
- 4 Social innovation & tech for Good in europe : how to scale up ?**
- 5 Philanthropy vs tax avoidance combat for Social Good : do we really have a choice ?**





**SOCIAL
INNOVATION
VILLAGE**

Communication
means

4-7 november 2019

Lisbon



Press

1

A press release and a collective press kit, sent upstream to the press present

2

A press conference to launch the Fund

3

An integrated press trip

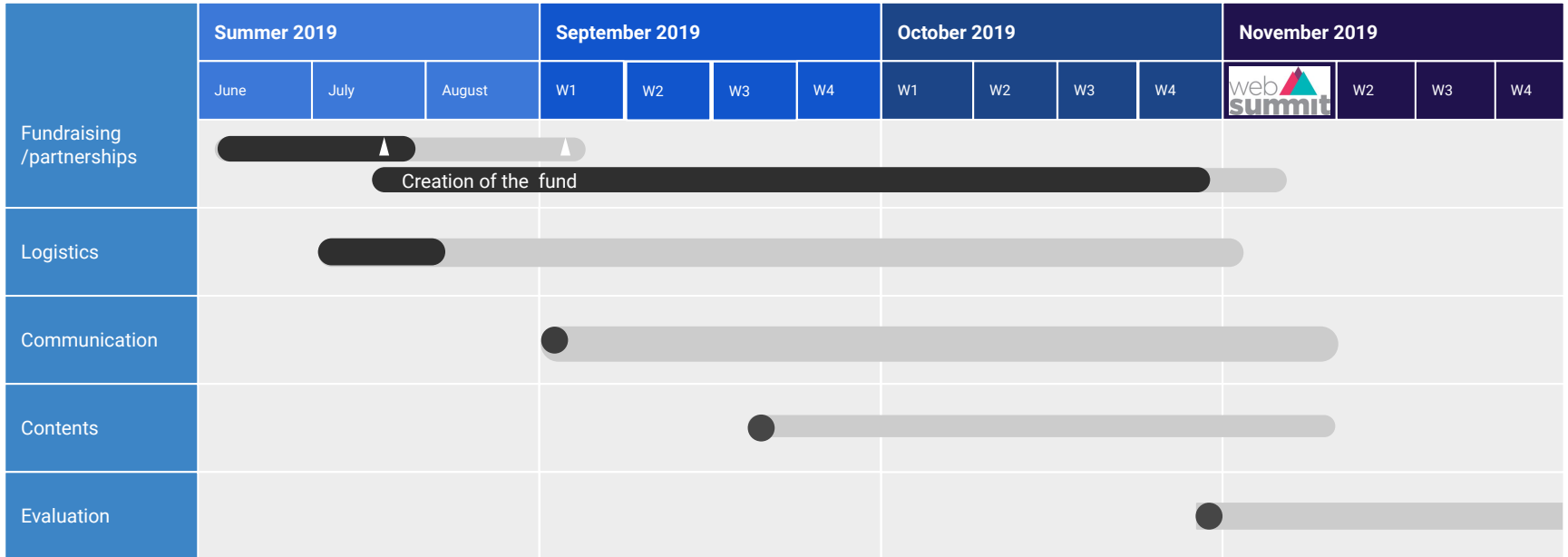
4

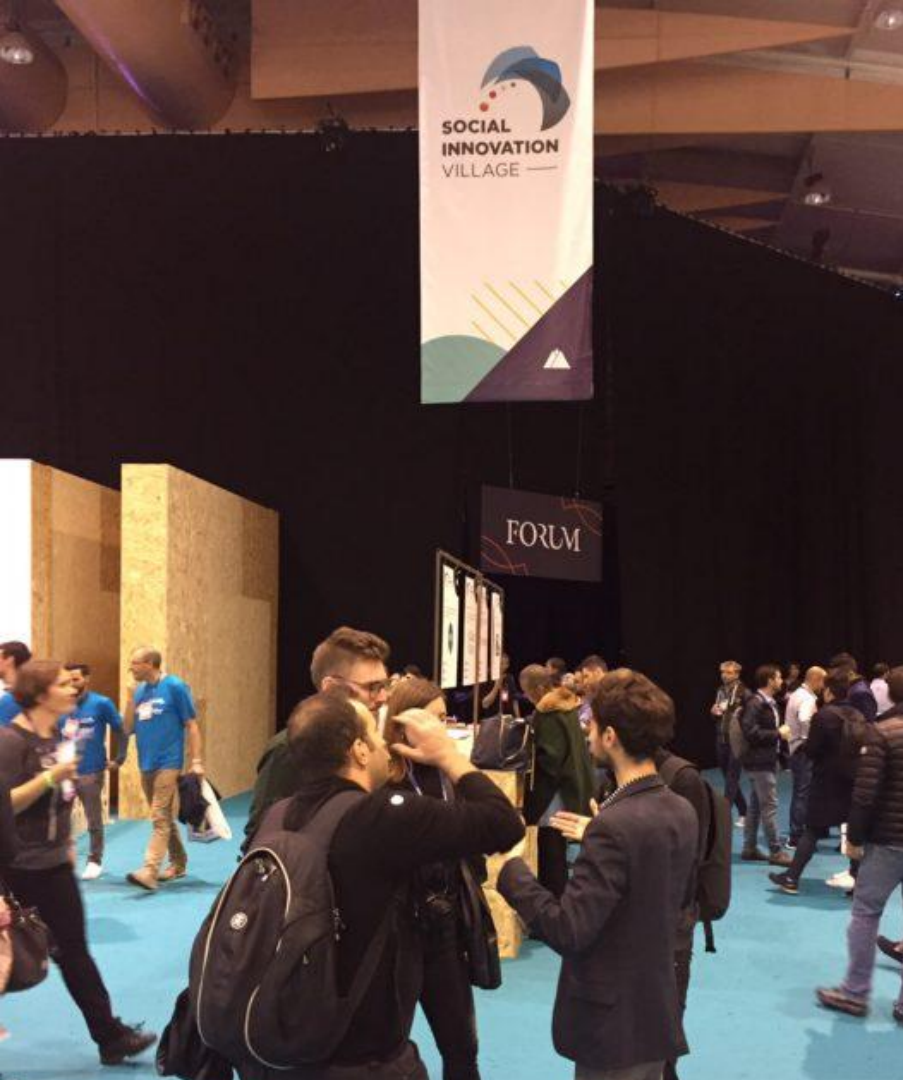
A team dedicated to press relations





Retroplanning





**SOCIAL
INNOVATION**
VILLAGE

2019 Partnerships

4-7 november 2019

Lisbon



Why become a partner?

Accelerating social innovation in Europe means making it known, legitimizing its models, financing its change of scale and contributing to its digital transition, which is currently very limited.

By supporting the third edition of Social Innovation Village, you are actively participating in:

- a **European inclusive initiative**, for more diversity and social and environmental inspiration among innovation actors
- a **plea for European social innovation** and its scaling up
- a **European community of committed actors** from diverse backgrounds and to hold multisectoral meetings
- be **inspired by technical and social innovations** presented to find new ideas and stimulate collaborations
- **make your CSR actions concretely known** at the "Davos des Geeks", the largest European technical event that brings together the greatest political and economic decision-makers in European innovation over 3 days.

- One or two partner tickets for your team
- Your support is highlighted on all our media
- You join the Steering Committee
- You contribute to the creation of the SOGA EU Fund dedicated to supporting collaborative projects of non-profit/technical actors in Europe





Partnerships

→ A minimum budget of 200 k€ HT is required to carry out the project

	Pour le partenaire	Projet(s) soutenu(s)	Price Via G2 (sponsoring) - excluding VAT	Price via SOGA (if GI) with deduction 60% CIT (+VAT 23%)
Level 1 - Support 1 project	1 partner ticket, logo, access to parties, SOGA membership, founding member and contributor to the SOGA EU Fund	1 supported project, 2 tickets per project, printing stands, access to evenings	7 500€	9 300€
Level 2 - Support 2 project	1 partner ticket, logo, access to parties, SOGA membership, founding member and contributor to the SOGA EU Fund	2 supported project, 2 tickets per project, printing stands, access to evenings	14 000€	17 500€
Level 3 - Support 3 project	2 partner ticket, logo, access to parties, SOGA membership, founding member and contributor to the SOGA EU Fund	3 supported project, 2 tickets per project, printing stands, access to evenings	20 000€	25 000€
Level 4 - Support 4 project	2 partner ticket, logo, access to parties, SOGA membership, founding member and contributor to the SOGA EU Fund	4 supported project, 2 tickets per project, printing stands, access to evenings	25 000€	31 000€
Level 5 - Support 5 project	2 partner ticket, logo, access to parties, SOGA membership, founding member and contributor to the SOGA EU Fund	5 supported project, 2 tickets per project, printing stands, access to evenings	30 000€	37 000€
Individual Project	2 tickets, printing stands, access to the evening, SOGA membership		1 800€	X



The team



Jeanne BRETÉCHER

Delegation representative
Founder and associate director, Generation2 coop
Co-founder & President, Social Good Accelerator EU
Email : j.bretecher@generation2.coop
Phone : +33 607952140



Steven BERTAL

Delegation representative
Founder and associate director, Generation2 coop
Co-founder & Secretary, Social Good Accelerator EU
Email : s.bertal@generation2.coop
Phone : +33 627835868



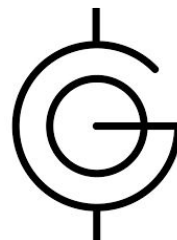
Lila SENTA-LOÏS

Programme Officer
Email : lila@socialgoodaccelerator.eu
Phone : +33 681380409



Quynh BUI

Delegation representative
Social Innovation Village Facilitator
Treasurer, Social Good Accelerator
Email : tdquynhbui@hotmail.com
Phone : +33 632593857



Cyril BERTAL

Delegation FilmMaker
Email : cyril@gyroscopestudio.com
Phone : +33 609560011



Maxandre MAGNAT-LEGRAVE

Programme Officer
Email : maxandre@socialgoodaccelerator.eu
Phone : +33 614315056