SOCIAL
INNOVATION
VILLAGE

THE SOCIAL GOOD
ACCELERATOR

web summit

November 4-7 2019

Lisbon, Portugal

www.socialgoodaccelerator.eu

https://makeitforgood.tech

Summary

| Accelerating social innovation in Europe

Using Social innovation as a network of solutions for the common good carried out by civil society

Social innovation is the development of new projects, services and models to better address social issues. Citizens and partners of the private sector, including civil society, are invited to contribute to improving social services. The nonprofit sector is, historically, the first laboratory for social innovation. Nonprofits are experts in knowing their stakeholders and their national network and can detect existing social needs that are poorly underserved as well as recognising new needs. They tackle them through experimentation and modelling new solutions.

New generations of social entrepreneurs are innovating to create solutions of major societal challenges. Companies and everyday citizens can also adopt this effort by committing themselves to take action and responding, in their own ways, to today's greatest social challenges.

Today, the social and circular economy represents over 19.1 million jobs in the European Union (EU) market (70% of which are paid, 30% volunteer positions), representative of 9% of the EU's total active population, with a 23% increase in employment over the past 10 years. For comparison, the information and communication technology (ICT) sector employs only 7 million people in Europe.

The development of a European digital model must include social innovation actors

The development of a European digital model is on the horizon for the rebuilding of and economic dynamism of the European Community. Currently, this model does not take into account social innovation. However, the glaring lack of support for the digital transition of associations and NGOs represents a threat to the economic and political balance in Europe. While the Information Systems Departments of companies have an average budget of 28% in 2018[1] allocated toward digital transformation, that of NGOs represents less than 2% of their total operating budget[2].

Why? Because the funding (either public or private) on which these structures depend upon is not directed towards structural costs, but only toward projet fees. As a result, associative infrastructures are lagging considerably behind, a detriment to their essential skills in solving social and environmental issues. As a result, there is an organisational gap as their funders demand them to be more efficient, more innovative.

Therefore, the ability to accelerate and create social and environmental solutions depend on the digital transition of the associative sector. The tech developments in associations are developing quickly, using less energy and are more inclusive. The market must scale up as quickly as possible to meet the social and environmental emergencies of our time.

Our *raison d'être*: to develop a supportive social tech community and to "Pledge 1%" in Europe

Several solutions exist to accelerate social innovation by supporting digital transition:

• Public authorities must allocate funds, set up dedicated support and collaborate with others and open the same rights to associations as those granted to innovative SMEs

• Private actors in the technology sector need to make more of an effort in philanthropic donations (financial donations, skills donations, hard and software donations)

• Investors must diversify their portfolios to engage in venture philanthropy and impact investing

"The EU will fund more social innovation because it's the future of innovation"

Carlos Moedas, European commissioner for Research, Science and Innovation , Social Innovation Village at Web Summit 2018,

A converging point for (all) tech actors

Economic and political decision-makers, start-ups, change agents: everyone comes together at the Web Summit to engage in conversation on the future of innovation.

Founded in 2009 by Paddy Cosgrave, David Kelly and Daire Hickey, the Web Summit was held in Dublin, Ireland, until 2016, where it was permanently moved to Lisbon, Portugal.

Famous speakers include Heads of State, European Commissioners, CEOs, experts, actors or active members of civil society. These include people like: Stephen Hawking, Elon Musk, Al Gore, UN Secretary-General António Guterres, and Margrethe Vestager, European Commissioner for Competition and candidate for the Presidency of the European Commission.

Regardless of the high profile speakers and partners, (Fortune 500 companies with start-ups, participants representing all levels and sectors of the global high-tech industry), very few social actors are present.

The tremendous success of this event is also linked to the political stance of its founder Paddy Cosgrave, against corruption and Ireland's tax incentives.

The Web Summit: a place of indignation and inspiration

In 2016, we participated in the Web Summit in Lisbon.

As members of the European social innovation and tech for good community, we were very surprised to find that no one was representing or highlighting social innovation, despite the rising interest of the participants using fashionable vernacular such as "Common Good" and "Philanthropy", particularly when European technological, economic and political leaders were gathered.

In this major European event, everyone was gathered to discuss the future of innovation, its meaning and the ethics around it, but there was an entire part of the European innovation community that was not present: those working in the innovation or associative sector. For them, accessing this type of event, both symbolically and financially, are not favourable as they do not yet have full access to the tools they need to begin their digital transition.

And yet, Europe is a world leader in the field of social innovation, with companies and non-profit organisations that are building, everyday, new solutions to solve contemporary problems.

WE, young European social innovators, decided to act......

This is how Social Good Accelerator EU was born.

"The Best Technology conference in the Planet"

Forbes

19+
different stages

170+
countries

70,000+
attendees

11,000+
CEOs

1,200+
speakers

2,600+
journalists

4

The Social Good Accelerator & Social Innovation Village au Web Summit

An association: The Social Good Accelerator EU

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

Today, we are bringing together a growing European community: 50 European actors from both the private and non-profit sector.

Our ambition is to contribute to the scale-up of social innovation in Europe, through the power of new technologies.

Our mission is to build bridges, conditions for cooperation and coalitions between social innovation and technological actors in Europe.

Connecting, informing and advocating with decision-makers are our 3 main areas of action. To do this, we are conducting a European study on the cooperation between technological and social innovation actors, as well as organizing a social innovation village at Web Summit 2019 and launched a collective advocacy program #MakeItForGood.

Our history

Hacking the Web Summit: a "trojan horse" for European social innovation

The "Social Innovation Village" was conceived as an advocacy mechanism in favour of European social innovators, a real "trojan horse" at the heart of events dedicated to technological innovation.

We represent projects that do not fit into the typical start up box (hybrid economic models, focusing on social and environmental impact rather than economic impact) to demonstrate the diversity and richness of innovation when it takes into account social dimensions. This way, we allow these projects to be exhibited in the same fashion as the other start-ups presented on the floor.

We are creating a coalition of actors that share our commitments (social impact incubators, foundations...) to be able to advocate together.
➔ We propose collective advocacy via a Manifesto, a study questionnaire and round table topics on our principal themes, in order to raise awareness of social innovation among the usual participants of the Web Summit.
➔ We organize "OFF" meetings and events to reach specific targets audiences.
This year, we will focus on reaching investors.

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

SOCIAL INNOVATION VILLAGE

The Impact of the Social Innovation Village at Web Summit: 2017, 2018

2017 & 2018: The Impact

2017
- → 20 organizations
- → 2 conferences
- → 12 filmed interviews with political, economic and expert decision-makers

2018
- → One main stand, 24 project stands, 92 people
- → 5 major financial partners
- → 3 network partners in Lisbon
- → 2 conferences and political visits with **Carlos Moedas**, European Commissioner for Research & Innovation, **Mounir Mahjoubi** French Secretary of State for Digital Affairs and **Maria Leitao Marques**, Portuguese Ministry for Presidency and Administrative Modernisation
- → 2 side events with 2 partners
- → 10 interviews with political and economic decision-makers and filmed experts

WITH **THE SUPPORT** OF

SOCIAL INNOVATION VILLAGE

European Commission

FFE Fondation la France s'engage

accenture

FONDATION eDF

SOCIETE GENERALE

La FRENCH TECH

82% of participants satisfied

The Social Innovation Village allowed us to really feel the opportunities for development abroad and to have feedback from start-ups that could potentially become partners, recruiters or sponsors of our programs, even investors' impacts, interested in developing such a project at European level. This decided us to accelerate our implantation abroad. Our Web Summit contacts will be very useful and will allow us to save time at all levels with an identification of strategies that will "incubate" our implementation. **Theo Scubla, CEO Wintegreat**
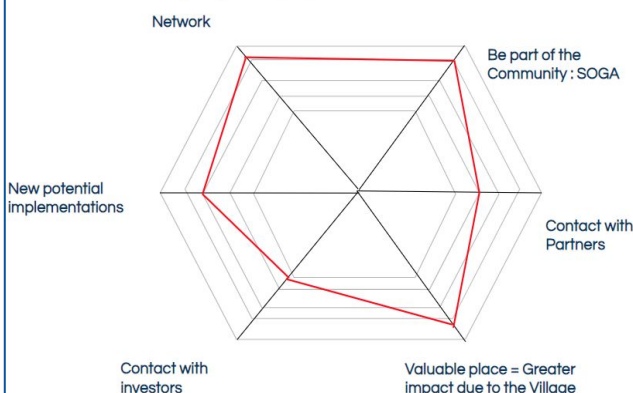
Testimony of Partner

"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

Testimony of Social Entrepreneur

Social Good Accelerator: Web Summit 2017 — 4:49

Social Good Accelerator - Mitchell Baker — 1:12

Interview with Arnaud Castaignet - e-residency -... — 0:56

Social Innovation Community part of the Social Innovatio... — 3:11

What to Improve in 2019

- ‣ **More events** to attract stakeholders
- ‣ More **friendly moments** to get to know others better
- ‣ **More national diversity among participants. Better engage participants** with a **collective training session on pitching** (and not during the Web Summit) with investors
- ‣ **More space** for more exhibitors and **more interaction** between project leaders, **more interaction with attendees**
- ‣ **More connections** with potential investors and partners
- ‣ **Better visibility** within the Summit (with guides and in space)

Web Summit's benefits for our projects

Network

Be part of the Community : SOGA

New potential implementations

Contact with Partners

Contact with investors

Valuable place = Greater impact due to the Village

The Impact of the Social Innovation Village at Web Summit in 2019

PROGRAM

Sunday, November 3, 2019: Arrival

Monday, November 4
- ★ Afternoon of meetings and pitches
- ★ Web Summit Opening ceremony
- ★ Welcome dinner

Tuesday, November 5 (1st day @Web summit)
- ★ Press conference
- ★ Master Class on Impact investing (tbd)
- ★ Impact Investor Night

Wednesday, November 6 (2nd day @Web summit)
- ★ Study broadcast & Pitches on the booth
- ★ Delegation Party

Thursday 7 November (3rd day @Web summit)
- ★ Study broadcast & Pitches on the booth
- ★ Closing speech

IMPACT INDICATOR #1

Development of collaborative projects
- Visibility indicator: number and type of contacts obtained by projects supported at the Social Village
- Growth indicator: amount of funds raised following the Web Summit

Innovation and Tech Tools
- Inspiration indicator: SOGA members' feeling of knowledge around new useful technical solutions
- Growth indicator: number of projects who have upgraded their technical solutions following the Web Summit

Our actions
- A questionnaire to better determine the technological needs of the projects BEFORE the start;
- A progress report after 6 months

IMPACT INDICATOR #2

Create a discussion and convince European Tech actors to make a concrete commitment to accelerate social innovation in Europe (Investors, Entrepreneurs, Policy makers)

Boosting "responsible" investing behaviour at the Web summit

Our actions
- An evening dedicated to impact investing and venture philanthropy
- A White Paper of proposals for European public policies
- A call to action for Tech companies with the creation of a dedicated solidarity fund

IMPACT INDICATOR #3

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

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 actions
- Organisation of a welcome and departure evening for the entire consortium
- Conference proposals to make social innovation more visible at the Web Summit
- Organize an round-trip by TRAIN from Paris to Lisbon, to bring the community together and save CO_2

Our measurement tools
- **Survey + discussion (via telephone) at t + 6 months**

The Social Innovation Village at the Web Summit 2019: the global mechanism

Goals :

1 **Demonstrate the diversity of European innovations by highlighting social innovation**

2 **Advocate for technological progress oriented towards social and environmental innovation in Europe**

30 high-impact 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
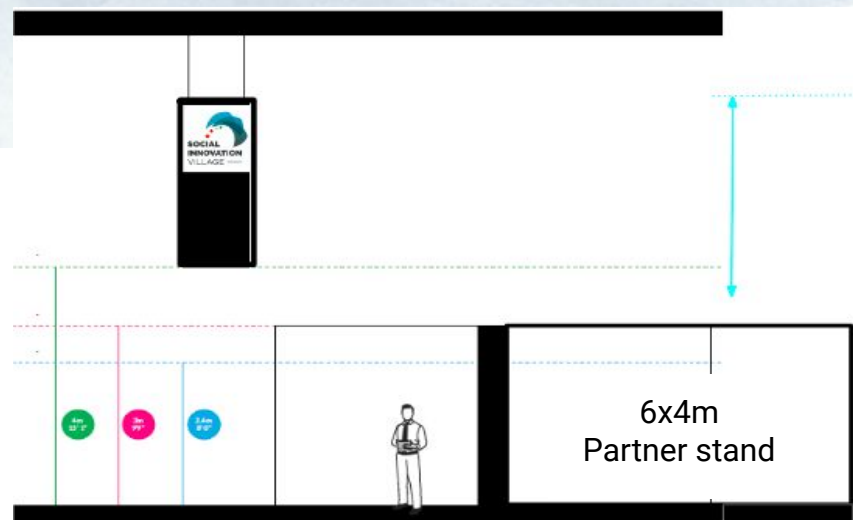
15 partners for the Social Innovation Village

1 consortium of actors involved in the Web Summit

3 conferences integrated into the program

Configuration of the main stand

6x4m
Partner stand

MAKE IT FOR GOOD

WE NEED TECH TO RUN FOR SOCIAL GOOD

Conferences integrated into Web Summit schedule

Our proposals to date:

- Tech for Good in Europe: how to scale it up ?

- Impact Investing & The Social Good: how can we accelerate transition through investments?

- Data for Good: how are social tech entrepreneurs building on Data?

- Philanthropy vs tax avoidance for the Social Good: do we really have a choice ?

The Study on the collaborations between tech & social good actors Europe: dissemination of the technical questionnaire

Our 15 volunteers will be mobilized throughout the event to administer the questionnaire of our study on the tablet to the participants present.

Objective: to collect as many answers as possible from Tech actors on their willingness to collaborate with social interest actors in Europe.

This questionnaire will also be relayed through the Web Summit media networks

Delegation Ambassadors

Each partner, project leader and member of the Social Good Accelerator embedded in the delegation will be considered a @MakeItForGOod Ambassador. To successfully carry out this mission, they will be equipped with a communication kit and goodies to distribute.

The "For Good" consortium at the Web Summit: collective advocacy #MakeItForGood

We will form a consortium with all the philanthropic actors and social entrepreneurs present at the Web Summit to push for collective advocacy, composed of:

- The Manifesto #MakeItForGood

- White Paper addressed to newly elected representatives and European Commissioners

We will organize a collective press conference to further advocacy with the 2,600 media present and all participants

Media Partners (to be confirmed)

Konbini   **spark news**   **carenews**

Press trip

Our budget includes the payment of 4 journalists from the European press and audiovisual media, who are part of the delegation to report on the day-to-day work of our collective action:

Our Media Director

Cyril has been our official media director since 2017. He has created from start to finish, 20 interviews conducted over 2 years, and three films that retrace our journey.

In 2019, he will be with us again to document a journey that should be particularly promising.

By supporting the Social Innovation Village at the Web summit, you are actively participating in:

- A European social inclusion initiative, for more diversity and social and environmental inspiration among innovation actors
- A collective plea for European social innovation and its scale up in Europe
- A European community of committed actors from diverse backgrounds and meetings between sectors
- The search for new ideas and collaborations by inspiring you with the technical and social innovations presented
- Making your corporate actions known in at the "Davos of the Geeks", the largest European technical event that brings together the greatest political and economic decision-makers in European innovation over 3 days

As a partner, you can choose the project to support or ask us for suggestions that align with your actions

"Support access to high-impact social projects at the Davos of the Geeks"

Because accelerating social innovation in Europe means making it known, legitimizing its models, financing its change of scale and contributing to its digital transition.

Your partner benefits
➔ One or two partner tickets for your team
➔ Your support highlighted through all media materials
➔ A place on the board of creation
➔ Contribution to the creation of the SOGA EU Fund dedicated to supporting collaborative projects of non-profit/technical actors in Europe

Which project will you support?

Inspiring - Useful for the Common Good - Innovative - Limited Lucrativity

Our objective is to showcase at the Web Summit innovative and socially useful projects that do not fit the "start-up" criteria, which are still systematically oriented towards profitability.

Any organization is therefore eligible if it:
- meets the social economy criteria (management principles, governance, etc.), including commercial companies under certain conditions: see article 1 of the law of 31 July on ESS)
- "Seeks social utility with operating expenses impacted by the search for social utility."
- Offers innovative solutions (in the definition of the BPI) to meet major European social and environmental challenges
- Already integrates into this model OR wishes to receive technical support to accelerate its social or environmental impact.
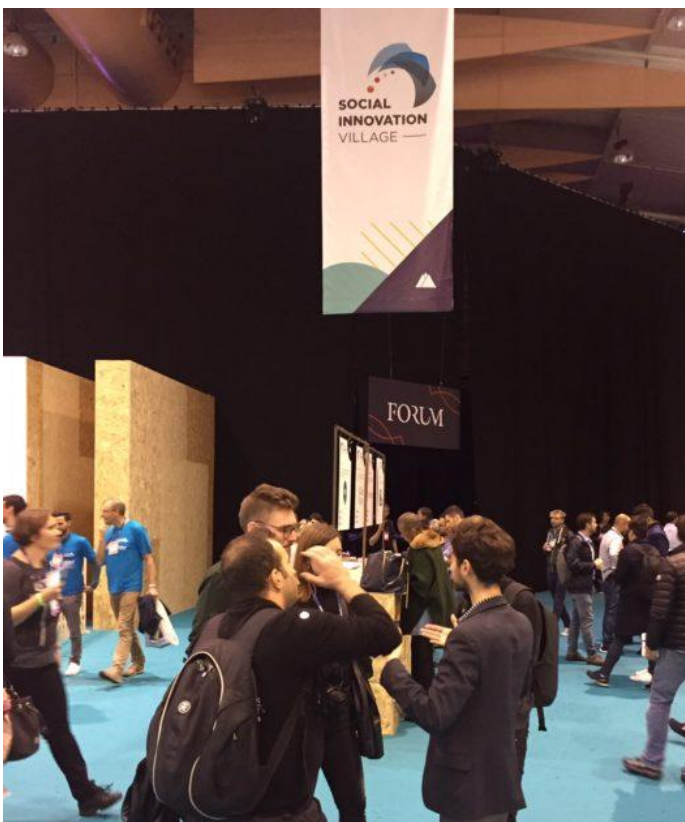
Become partner by sponsoring projects

	For the partner	Supported project(s)	Via G2 price (sponsorship) - Price excluding VAT	Price via SOGA (if IG) with 60% IS deduction (+VAT 23%)
Level 1 - Support 1 project	1 partner ticket, logo, access to parties, membership or SOGA EU donation,*	1 supported project, 2 tickets per project, printing stands, access to evenings	8 000€	9 840€
Level 2 - Support 2 project	1 partner ticket, logo, access to parties, membership or SOGA EU donation	2 supported projects, 2 tickets per project, printing stands, access to parties	15 000€	18 450€
Level 3 - Support 3 project	2 partner tickets, logo, access to parties, membership or SOGA EU donation	3 supported projects, 2 tickets per project, printing stands, access to parties	20 000€	25 000€
Level 4 - Support 4 project	2 partner tickets, priority logo, access to parties, membership or donation to the SOGA EU	4 supported projects, 2 tickets per project, printing stands, access to parties	25 000€	31 000€
Level 5 - Support 5 project	2 partner tickets, priority logo, access to parties, membership or donation to SOGA EU	5 supported projects, 2 tickets per project, printing stands, access to parties	30 000€	37 000€

NB: These rates do not include transportation and accommodation. The team can assist you and offer you group rates on the train and lodging

* You contribute to the development of the association's programs

Budget

A **minimum budget of 200 k€** HT is required to carry out the project. The operation is carried out without any commercial margin, the budget is established solely to cover all costs and expenses detailed below

	Cost HT
Cost of the Web Summit package (stand, 100 partner tickets and stand design)	125000€
Margin purchase of 20 additional tickets	10 000€
Remuneration and operating costs of the team in charge of the organization (½ FTE in project launch over 3 months, 1 FTE in project management over 3 months, 2 project managers on fixed-term contracts over 3 months, one videographer over 1 month)	50 000€
Expenses in Lisbon for the team and volunteers (15 people): transport, accommodation	7500 €
Transport and reception costs in Lisbon for the delegation	15 000€
Communication costs (graphics, printing, goodies, photography, community management)	15 000€
Press trip (payment of 4 journalists on board)	2500€

The Team

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+   15 volunteers

GENERATION2
Partnerships for Common Good
Paris - Brussels

Co-organizer

Génération2 is a consulting cooperative for common good actors, based in Paris and Brussels.
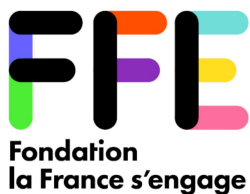
At the origin of the Social Good Accelerator movement, the firm co-organizes the logistical aspects, the partnership with the Web Summit and relationships with Delegation members since 2017. By agreement, Génération2 and the Social Good Accelerator Europe are committed to co-organizing the Social Innovation Village at the Web Summit without making any profit. The global budget only aims at covering for the contract with the Web Summit and the overall costs and fees related to the organization.

| Our partners

Founders

FFE Fondation la France s'engage

GENERATION2 Partnerships for Common Good Paris - Brussels

agencephare

pro bono lab

SIMPLON.CO

sea social entrepreneurs agency

SOCIETE GENERALE

MICRO DON

helloasso

make sense

BAYES IMPACT

EU!

share it.[⦿] Ashoka's Tech for Good accelerator

latitudes exploring tech for good_

SUpports & members

accenture

FONDATION eDF

EUROPEAN COMMISSION DIRECTORATE GENERAL FOR RESEARCH & INNOVATION

ADMICAL ENTREPRENEURS DE MÉCÉNAT

POUR LA SOLIDARITÉ European think & do tank

avise

La FRENCH TECH

Démocratie Ouverte

LA POSTE

FONDATION D'ENTREPRISE KPMG FRANCE

EarthTalent MÉCÉNAT BY Bolloré

RECONNECT Le cloud solidaire

GLOBAL PRO BONO NETWORK

50inTech

five by five

Go

The GOOD Lobby

Y€$ by Societality.com

Networks

SOCIAL INNOVATION COMMUNITY

CASA DO IMPACTO onde partilhamos causas

POWERED BY SANTA CASA Misericórdia de Lisboa

DIGITAL SOCIAL INNOVATION

CAPSSI Collective Awareness Platforms for Sustainability & Social Innovation

cap·digital Paris Region

FEST. france eco sociale tech

dafne Donors and Foundations Networks in Europe

MOUVES MOUVEMENT DES ENTREPRENEURS SOCIAUX

Social Economy Europe

Our board

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THE SOCIAL GOOD
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SOCIAL
INNOVATION
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web
summit

November 4-7 2019

Lisbon, Portugal