

## Social Entrepreneurs

World Economic Forum Annual Meeting 2013

*Davos-Klosters, Switzerland*



**Mhammed Abbad Andaloussi, Al Jisr, Morocco**

Al Jisr works to improve public school performances throughout Morocco by fostering public-private partnerships in the education sector. With support from the Moroccan Ministry of Education, over 100 of the country's leading companies have adopted 300 Moroccan schools, helping to improve the quality of education and school facilities for 150,000 students.



**Eli Beer - United Hatzalah of Israel - Israel**

United Hatzalah is the largest volunteer first responder organization in Israel, providing free emergency medical care to thousands of accident victims each year. Over 1500 certified volunteer medics provide immediate lifesaving care within minutes of any emergency incident, often arriving within 2-4 minutes of the emergency call. Volunteers respond to over 120,000 calls and treat over 180,000 people throughout Israel annually. All patients are treated without regard to religion or ethnicity.



**Martin Burt, Fundación Paraguaya, Paraguay**

Fundación Paraguaya was the first microfinance institution in Paraguay and continues to be a pioneer in sustainable agriculture education. The Foundation promotes entrepreneurship among people with limited resources, particularly underprivileged youths, enabling them to find jobs or start their own enterprises in the agricultural sector and beyond. Through a national programme in rural and urban schools, the foundation has helped to mobilize over 1,000 members of the business community to mentor more than 50,000 young people. Fundación Paraguaya has expanded greatly since its inception and is currently embarking on a poverty elimination pilot project.



**Geoffrey Cape, Evergreen Foundation, Canada**

Since its inception in 1990, the Evergreen Foundation has partnered with over 700 urban projects and 4,500 school projects, reaching over 3 million people directly. Evergreen is a recognized international leader in the green/sustainable city movement, in large part because of its core strength in facilitating community partnerships and convening leaders to support action to green cities. It is now replicating its effective model to forge community, government and corporate partnerships for change in cities globally.



**Neelam Chhiber, Industree Crafts Foundation / Mother Earth, India**

Industree connects rural artisan producers to urban consumer markets. Its partly producer-owned retail brand, Mother Earth, focuses on home furnishings, fashion and food. Industree has trained over 10,000 artisans to invest their own working capital, and to develop into enterprising self-help groups.



**Juergen Griesbeck, streetfootballworld, Germany**

Organisations all over the world work with football to empower communities – addressing issues such as HIV/AIDS prevention, social integration, and peace building. The streetfootballworld network currently unites 94 such organisations across 61 countries. Its mission is to change the world through football. streetfootballworld believes in the unique power of football to change lives and bring people together behind a common goal. streetfootballworld connects its network members with partners from the worlds of sport, business, politics and philanthropy to bring global power to local development initiatives.

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**Anne Hastings, Fonkoze, Haiti**

Fonkoze is Haiti's largest microfinance institution with 43 branches located across the entire country. As a full-service MFI, it provides savings, loans, remittance services and insurance to its clients, as well as business and health training. Fonkoze seeks to empower rural Haitians to build and diversify their income, learn new skills, and follow a "staircase out of poverty" model. Currently, Fonkoze serves more than 45,000 women borrowers and 210,000 savers.



**Renat Heuberger, South Pole Carbon Asset Management, Switzerland**

South Pole Carbon creates solutions in the fields of climate change and renewable energies. By providing access to finance through international carbon markets, the company has enabled over 250 projects worldwide ranging from renewable energy to waste treatment and forestry, thereby reducing millions of tons of CO2 and creating thousands of jobs worldwide. With "Gold Power", South Pole Carbon has launched the first global renewable energy label



**Roberto Kikawa, Projeto Cies, Brazil**

Projeto Cies takes specialized, high-tech preventive medical care to communities in need through the largest mobile medical centre in the world. It has a unique self-sustaining management model that integrates health and community education. Projeto Cies uses advanced technology at its mobile health centre to offer services in 10 medical specialties in more than 15 Brazilian cities.



**Brij Kothari, Planet Read, India**

Using the simple tool of same language sub-titling (SLS) on popular television programs, Brij Kothari is addressing the needs of an estimated 300 million so called 'literate' in India who, though having attended primary school, have weak reading and comprehension skills. SLS is the simple action of inserting subtitles on video programs in the 'same' language as the audio. As a result, reading becomes a by-product of entertainment and popular Bollywood song programs already consumed by the audience.



**Sebastien Marot, Friends-International, Cambodia**

Friends-International works to protect marginalized youth, providing them opportunity to become productive citizens. It offers a range of social services for children, young people, and their families, including education, vocational training, and job placement. To increase its impact, the organization has developed extensive community safety networks as well as partnerships with businesses working in travel and tourism. Friends also works in Thailand, Laos, Indonesia, Myanmar, Hong Kong, Egypt, Mexico, and Honduras.

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**Paul Scott Matthew, North Star Alliance, Africa**

North Star Alliance Roadside Wellness Clinics provide truckers and mobile workers with free access to primary health care services, and treatment for HIV, TB, Malaria, and other illnesses. North Star created a software programme that records patient information, diagnosis and treatments and which acts as a health passport in tracking usage and access over a wide geographical area.



**Sarah Mavrinac, aidha, Singapore/United Arab Emirates**

Aidha provides financial education and entrepreneurship training to the world's hopeful poor, serving migrant workers, especially women who leave their home countries to find work as domestic helpers. The organization offers confidence-building, money management, and business courses as well as microcredit services necessary to launch small businesses when migrants return home.



**Jamie McAuliffe, Education For Employment (EFE), USA/MENA**

An international non-profit dedicated to creating job opportunities for vulnerable youth in the Middle East and North Africa. By creating tailored training programmes in partnership with businesses that commit to hiring graduates, EFE produces young people who are prepared for their new jobs and, in return, companies get the productive workforce they need to grow and compete in the global marketplace. It has established a social franchise network of affiliates in Yemen, Palestine, Jordan, Egypt, Morocco and Tunisia that has trained and placed thousands of youth.



**Bruce McNamer, TechnoServe, USA**

Technoserve has 35 years of experience in helping entrepreneurs in poor rural areas of Latin America, Asia and Africa build businesses that generate income and economic growth for families, communities, and countries. For example, TechnoServe recently helped a group of Mozambican cashew exporters to open factories and form a commercial association that will ensure the sustainability and continued advancement of the industry. In 2008, these firms purchased US\$ 9.7 million worth of cashews from more than 102,000 small-scale farmers, and provided jobs for thousands of people living in areas with little formal employment.



**Anna Meloto-Wilk, Human Nature (Philippines)**

Human Nature is the largest natural personal care products line in the Philippines. Previously, organic products were only available to the wealthy given highly priced imports. Human Nature combines eco-friendly business practices, fair trade and pro-poor policies, so that farmers and workers receive above average wages and full benefits. With 22 branches nationwide, Human Nature has also launched its brand in the US, Singapore, and Malaysia.

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### **Tri Mumpuni, IBEKA, Indonesia**

IBEKA recognizes that energy access is critical for community development, so it partners with rural communities that have abundant water resources to construct micro-hydro plants to produce electricity. IBEKA works with communities to develop management plans, set tariffs, and train villagers in operation and maintenance procedures.



### **Thulasiraj Ravilla, Aravind Eye Care System (AECS), India**

Aravind Eye Care System encompasses five hospitals, three managed eye hospitals, a manufacturing centre for ophthalmic products, an international research foundation and a resource and training centre that is revolutionizing hundreds of eye care programmes across the developing world. It treats over 2.5 million patients a year, over half of them for free. Yet Aravind is able to turn a profit because of its high-quality services, high volume and cross-subsidization model where the more well off support the treatment costs of the poor.



### **Sari Revkin, YEDID, The Association for Community Empowerment, Israel**

Through a national network of Citizen Rights Centres, Sari Revkin's venture, YEDID, empowers low-income Israelis of all ethnic and religious backgrounds to break the cycle of poverty and reach self-sufficiency by accessing their rights and economic opportunities. In 2010, YEDID provided individual assistance to over 27,000 low-income Israelis and introduced educational programmes and successfully effected public policy in Israel on issues including homelessness, labour law, healthcare and welfare.



### **Curt Rhodes, Questscope, Jordan**

Questscope provides peer-to-peer mentoring and educational alternatives to help reintegrate marginalized and at-risk youth into mainstream entrepreneurial and social opportunities. In partnership with the Jordanian Ministry of Education, Questscope designed and implemented the first accredited non-formal education curriculum in the Arab world, enrolling more than 8,000 young people in basic education, with half of them obtaining diplomas and a further 625 graduating from vocational training. Four thousand student volunteers from five Jordanian universities have been trained and supervised to mentor 6,000 youth offenders. Mentoring (including children of prisoners) and alternative education programmes have been expanded to Syria, Yemen, Sudan, Northern Iraq, Egypt and Lebanon.



### **Sue Riddlestone and Pooran Desai, BioRegional, United Kingdom**

BioRegional Development Group designs and delivers real life sustainable communities and businesses, including the award-winning BedZED eco-village in London, where BioRegional has its main base. The BedZED village also houses seven BioRegional companies, such green property developer BioRegional Quintain, a kerbside recycling company for SMEs, and a clean tech company for the paper industry. BioRegional has sister organisations or representative offices in North America, China, Greece, Mexico and South Africa.

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#### **Juliana Rotich, Ushahidi, Kenya**

Ushahidi is a non-profit technology company, started in 2008 in the midst of Kenyan election violence, which seeks to build tools for democratizing information, increasing transparency and lowering the barriers for individuals to share their stories. Ushahidi specializes in developing free and open source software for information collection, visualization and interactive mapping. With these tools, Ushahidi has strengthened democracy by verifying election results across Brazil, facilitated market efficiency by mapping bio-gas market prices, and it has helped aid workers in Haiti and Japan reach those affected by natural disasters.



#### **Linda Rottenberg-Endeavor-USA**

Endeavor is a global non-profit organization that pioneered the concept of high-impact entrepreneurship in emerging markets. Practicing a “mentor capitalist” model, it identifies and supports high-potential entrepreneurs, providing key ingredients to success – mentorship, networks, advice, skills, access to smart capital and inspiration. Guided by Endeavor, these entrepreneurs generate sustainable economic growth and jobs, become role models and help nurture a culture of entrepreneurship, which spurs innovation and investment. Endeavor has screened 22,000 candidates and selected 500+ high-impact entrepreneurs who have created more than 130,000 high-value jobs and generated US\$ 3.5 billion in 2009 alone.



#### **Mark Ruiz, Hapinoy, Philippines**

Hapinoy is formalizing, integrating, and supplying goods to more than 10,000 small stores in the Philippines. It provides business coaching, leadership training, and store branding to women micro-entrepreneurs in remote areas. By aggregating demand and delivering supplies directly, store owners receive a 5-15% cost savings on products plus access to a greater variety of goods, such as solar lighting products, medicines, and mosquito nets.



#### **Thorkil Sonne, Specialisterne, Denmark**

Specialisterne believes people with Autism Spectrum Disorder (ASD) have special abilities that uniquely qualify them for certain types of work. The Specialist People Foundation trains people with ASD to work as IT consultants for Specialisterne, a for-profit private IT consulting company. Specialisterne consultants work for clients like Microsoft and Cisco doing tasks such as software testing and data registration.



#### **Debbie Taylor and Jim Taylor, Proximity Designs, Myanmar**

Proximity Designs works to increase the productivity and incomes of rural households in Myanmar by designing and selling simple, highly efficient agricultural and solar products and technologies. Proximity's success is rooted in the extensive distribution system it has developed in order reach even the most isolated customers.

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### **Felipe Vergara - Lumni - Colombia**

Lumni is the first organization to successfully bring to market the concept of human capital contracts. Whereas traditional student loans require students to pay back the full loan plus interest payments and fees, human capital contracts only require graduates to pay back a percentage of their income after graduation for a fixed period of time. In Lumni's case, the income differential of graduates generally exceeds the initial investment, creating a win-win for investors and students alike.



### **Dan Viederman, Verité, USA**

Today's complex supply chains pose challenges to the implementation of international labour standards at manufacturing sites employing hundreds of millions of people worldwide. Verité works with large multinationals to ensure accountability for problems like discrimination, sexual harassment, excessive working hours, poor safety conditions, and wrongful termination. Verité helps clients to embed social responsibility standards into their operations, improving conditions for 8 million workers globally to date.



### **Philip Wilson, Ecofiltro, Guatemala**

Ecofiltro produces a clay-based filter used to purify contaminated drinking water. The Ecofiltro, made of clay, sawdust and colloidal silver, is an effective, economic and ecological alternative to water purification. With its controlled pore size, it allows water to pass, but traps bacteria, parasitic cysts and faecal residues. It eliminates smell and colour, and keeps the water refreshingly cool. It can be produced in any developing country. Filters are sold to urban populations at a profit, which allows the company to lower the cost for rural populations.