Foreword

My husband Klaus Schwab and I started the Schwab Foundation for Social Entrepreneurship in 1998 because, although the World Economic Forum had engaged leaders from traditional civil society organizations for decades, it became clear that a distinct, more entrepreneurial approach to alleviating problems associated with poverty was beginning to take hold. We saw a new generation of social entrepreneurs, often well educated, some with promising private-sector careers, who were experimenting with business models, innovating new distribution and replication methods, and holding themselves accountable for results.

Too often, however, especially in those early years, they worked in relative obscurity in their home countries. Often they had trouble accessing high-level decision-makers who could help them scale their efforts, and they were frequently misunderstood by the press and the general public, who viewed them as traditional charities. The Schwab Foundation for Social Entrepreneurship has worked for fifteen years to change this, holding annual “Social Entrepreneur of the Year” competitions to raise awareness about the concept of social entrepreneurship and, for the winners, providing unparalleled visibility and recognition among all participants of World Economic Forum events.

Today the Schwab Foundation manages the world’s largest late-stage network of social entrepreneurs in the world: 322 organizations with operations in more than 70 countries working on everything from waste management to youth unemployment to quality healthcare and more. Many people define social entrepreneurship as “new ways to solve old social problems,” and the leaders in our network are all working to transform the status quo and create a more inclusive world. At the Schwab Foundation, we define social entrepreneurship as “market-based approaches to solving social and environmental challenges, with an emphasis on low-income or underserved populations.”

By any measure, social entrepreneurship has come a long way in the past decade. There is far greater awareness and excitement about the disruptive potential of these models, particularly among young people. But there is still a long way to go. Most social enterprises are still serving only a small fraction of the global need, and many countries and regions in need of these market-based solutions are lagging behind.

As the Schwab Foundation thinks about the next fifteen years, we must and we will do more to replicate the models with the greatest potential for global impact. What excites me most about the potential of social entrepreneurship to fulfil its promise in the decade ahead is the sea change we are seeing among government and business stakeholders of the World Economic Forum to partner with social entrepreneurs and collaboratively scale action around a particular problem.

Those of us working to support social entrepreneurs recognize the transformative potential these models have for millions of poor people in need of affordable healthcare, quality education, sanitation, housing and access to all of the opportunities we take for granted – opportunities that will enable them to lead productive, dignified lives. We hope you will join us in transforming this potential into reality.

Hilde Schwab, Co-Founder and Chairperson, Schwab Foundation for Social Entrepreneurship
Recognizing Global Social Entrepreneurs

Each year, the Schwab Foundation identifies and highlights leading social enterprise models globally through its Social Entrepreneur of the Year Award. The launch announcement of the 2015 Awardees featured an online widget, a social media campaign, a special blog series and feature pieces in media outlets generating over 50 news articles and over 350k direct social media impressions, reaching an estimated 8 million people worldwide.

Social entrepreneurs possess the creativity, ingenuity and ability to address social issues

Paul Polman
CEO
Unilever

Look around and ask yourself, what problems exist in my society? And how can I be part of the solution?

Juliana Roich
Executive Director,
United We.

[Collage of portraits of social entrepreneurs]
Meet the Schwab Foundation Social Entrepreneurs of the Year 2015

The 2015 Schwab Foundation Social Entrepreneurs of the Year represents 31 outstanding social entrepreneurs from 25 organizations operating in more than 46 countries that are pioneering solutions for social and environmental challenges, from mental health to nutrition, homelessness to climate change and more.
Highlights from World Economic Forum Meetings 2014 – 2015

Two hundred and five Social Entrepreneurs participated in Forum global and regional meetings throughout 2014 – 2015. Participating social entrepreneurs spoke in panels, contributed to private sessions, held media interviews, and more. Select events are highlighted below:

- At the Annual Meeting 2015, the Schwab Foundation co-designed a private workshop with the Rockefeller Foundation on “social entrepreneurship as system change.”

- At the World Economic Forum on Latin America 2015 and World Economic Forum on East Asia 2015, the Schwab Foundation co-hosted an “Accelerator Workshop” with UBS to bring together late-stage social entrepreneurs with impact investors for one-on-one mentoring and coaching in an off-the-record setting.

- At the World Economic Forum on Africa 2015, the Schwab Foundation co-hosted a gala dinner with The Motsepe Foundation for 200 attendees to celebrate the 2015 African Social Entrepreneurs of the Year. Precious Motsepe, Co-Founder and Deputy Chairman of the Schwab Foundation, and Hilde Schwab, Co-Founder and Chairperson of the Schwab Foundation, also held a press conference broadcast live to launch a three-year partnership between the two foundations.

- Also at the World Economic Forum on Africa 2015, the Schwab Foundation co-designed a Social Innovation Lab with Zurich Financial Group with nearly 30 Schwab Foundation Social Entrepreneurs.

- At each World Economic Forum regional summit, the Schwab Foundation organized a Learning Journey to visit nearby Social Entrepreneurs, including the YCAB Foundation in Jakarta City, Indonesia; ENOVA’s Cancun facility in Mexico; and Streetwires and mothers2mothers clinic in Cape Town, South Africa.
Generating Exposure and Recognition for Social Entrepreneur Awardees at World Economic Forum Events

Social Entrepreneur of the Year Awardees are provided with unparalleled exposure at plenary award ceremonies at every Forum regional summit in the presence of CEOs and heads of state.

On April 20, four 2015 Awardees from Asia were honoured during the opening plenary in the presence of key public figures and dignitaries including the President of Indonesia.

On May 7, the 2015 Social Entrepreneur of the Year awardees for Latin America were presented with their awards at the end of the opening plenary featuring the President of Mexico.
The 2015 MENA Social Entrepreneur of the Year Award Ceremony was held at the conclusion of the Opening Plenary in the presence of His and Her Majesties, the King and the Queen of the Hashemite Kingdom of Jordan.

The Africa summit was a stunning success for the social entrepreneurs’ community. Each African awardee made a short acceptance speech in front of 200 summit participants and Ministers at the gala celebration dinner co-hosted with the Motsepe Foundation.

The 2015 African Awardees were recognized during the award ceremony at the end of the opening Plenary with South African President Jacob Zuma.

The 2014 Social Entrepreneur of the Year Awardees were celebrated during a plenary session at the Annual Meeting of New Champions in China in September 2014 and congratulated via a video tribute featuring Paul Polman, CEO of Unilever.
Davos Digest

To bring the Davos view on social entrepreneurship to the general public, the Schwab Foundation published a widely shared “Davos Digest” featuring 4 session videos, 14 blogs, and 8 media interviews with Schwab Foundation Social Entrepreneurs at the Annual Meeting 2015.
Mainstreaming Corporate Social Innovation

In spring 2016, the Schwab Foundation launched the corporate social innovation project to engage companies across the World Economic Forum network – including multinationals and large regional players in sectors such as retail, consumer goods, telecommunications, financial services and healthcare – to identify best practices and competitive drivers in social innovation, as well as knowledge and capacity gaps.

With advisory support from the Forum’s Global Agenda Council on Social Innovation, the project is interviewing corporate executives to identify and share actionable insights on the “how”. In addition, several high-level roundtables are being held in 2015 to convene corporate executives and share experiences and learnings, including at the Annual Meeting in Davos, the Forum’s Latin America meeting in Mexico in May, the Annual Meeting of New Champions in China in September, and two standalone roundtable events in London in June and New York in December.

Project objectives are to:
- Build thought leadership on integrating social innovation into corporate strategy and operations.
- Help advance social-innovation initiatives within companies.
- Disseminate best practices and support collaboration among leaders of business and social innovation.

A series of “issue briefs” and corporate case studies will be published by February 2016 based on key project learnings.

The corporate social innovation project is made possible by a grant from the Apax Foundation.
The Indian Social Entrepreneur of the Year Award Ceremony, hosted in collaboration with our local partner the Jubilant Bharta Foundation, was held at The Taj Mahal in New Delhi on 4 November 2014. Over 250 high-level participants attended the gala in which the finalists were highlighted through mini documentaries produced by CNBC.

The winner was Dr. Hanumappa Sudarshan of Karuna Trust (included in the finalists presentation to the board). The guest of honour, Mr. Arun Jaitley, Minister of Finance, Corporate Affairs and Defence of India, announced the winner and highlighted the growing role of the private sector in fostering social innovation in the country.

Folha de São Paulo hosted the 10th Annual Brazil Social Entrepreneur of the Year Award Ceremony at the Museu de Arte, São Paulo on 2 December 2014. This year the Reader’s Choice category was added to engage Folha’s large readership base in the voting process for Social Entrepreneur of the Year. Over 65,000 votes were received online.

Folha de São Paulo continues to be the Schwab Foundation’s key partner in identifying, selecting and celebrating social entrepreneurs in Brazil. After reviewing over 2,000 applicants, Folha selected three finalists to present to the jury. The winners were Claudio Sassaki and Eduardo Bontempo, co-founders of the social business Geekie.

For the 8th year, the Boston Consulting Group and the Schwab Foundation honoured the winner of the France Social Entrepreneur of the Year Award on 2 February 2015. During the ceremony in Paris, Hilde Schwab and Frédéric Oudéa, CEO of Société Générale awarded Sylvain Couthier, the founder and CEO of ATF Gaia. ATF Gaia is a social enterprise focusing on the recycling and reselling of IT and telecom equipment, which promotes equal access to employment by integrating a large majority of disabled workers in its workforce.
Strengthening Capacity in Leading Social Entrepreneurs

Thirty-seven Schwab Foundation Social Entrepreneurs gathered at the Harvard Kennedy School in Cambridge, Massachusetts from 22 – 27 March 2015 for the first ever Executive Education course designed exclusively for the Schwab Foundation social entrepreneurs’ community.

The framing of the course around influencing broader systems in which you work was well received by the participants; access to top scholars at Harvard was highly appreciated; and the structured peer consulting groups were transformational. Key themes and case study learnings that resonated most with the Social Entrepreneur course participants included:

- How to effectively partner with the public sector to scale solutions nationwide and/or influence the policy agenda
- How to construct more innovative approaches to working with corporates to maximize collaboration and minimize competition
- How to reach far more beneficiaries through a network of partner organizations rather than through sheer scaling of your own activities

The Schwab Foundation will spearhead original case research on the most scaled and successful social enterprises in our network to explore critical success factors that led to the replication of their model and spurred large-scale systemic change.

The executive education module for Schwab Foundation Social Entrepreneurs is made possible by the generous support of David Rubenstein and The Motsepe Foundation.
Schwab Foundation Partners

Selection partners

BCG

EL MERCURIO

FOLHA DE S.PAULO

PEARSON
2015/2016 Schwab Foundation Calendar of Events

2015

8-11 September Schwab Foundation Events @ the World Economic Forum Annual Meeting of the New Champions, Tianjin, People’s Republic of China

25-27 October Schwab Foundation Event @ the Summit on the Global Agenda, Abu Dhabi, United Arab Emirates

3 November Schwab Foundation Event @ the India Economic Summit, New Delhi, India

17 November Brazil Social Entrepreneur of the Year Award Celebration, Sao Paulo, Brazil

2016

19-23 January Schwab Foundation Events @ the World Economic Forum Annual Meeting, Davos-Klosters, Switzerland

2 February France Social Entrepreneur of the Year Award Celebration, Paris, France

5-6 May Schwab Foundation Event @ World Economic Forum on Middle East, Sharm el Sheikh, Egypt

11-13 May Schwab Foundation Event @ World Economic Forum on Africa, Kigali, Rwanda

1-2 June Schwab Foundation Event @ World Economic Forum on East Asia, Kuala Lumpur, Malaysia

16-17 June Schwab Foundation Event @ World Economic Forum on Latin America, Medellín, Colombia

Fall 2016 Harvard Kennedy School Executive Education Course for Schwab Foundation Social Entrepreneurs
2015 Social Entrepreneurs of the Year

Pierre Issa
Organization: arcenciel
Year founded: 1985
Country: Lebanon
Website: http://www.arcenciel.org/

arcenciel is enabling vulnerable and marginalized populations to become productive members of Lebanese society. Five hundred staff are working in its thirteen service centres spread throughout Lebanon. Its different areas of focus are: agriculture, rehabilitation, environment, employment, health, social services, tourism and youth. arcenciel realizes its mission through a mixed portfolio of income-generating services that help finance its non-revenue generating services.

Sylvain Couthier
Organization: ATF Gaia
Year founded: 2008
Country: France
Website: www.atf-gaia.fr

ATF Gaia is an adapted enterprise, employing over 80% of workers with disabilities in its workforce. It offers technical assistance and IT services to business, on top of buying used IT and telecom equipment for the purpose of reconditioning and reselling. It is also an authorized Microsoft refurbishing centre and, when the equipment cannot be resold, ATF Gaia recycles it through a network of approved partners.

Jen Hyatt
Organisation: Big White Wall
Year Founded: 2007
Country: United Kingdom
Website: http://www.bigwhitewall.com/

Big White Wall (BWW) is a digital behavioural health platform that leverages the power of peers to help those experiencing common mental health issues, such as anxiety and depression. As an anonymous service, Big White Wall breaks down the barriers of stigma that may prevent people from seeking help. BWW’s solution provides the tools that encourage members to take a larger role in their own care by enabling them to take proactive steps and providing them with enhanced choice and personalized services.

Kamal Quadir
Organisation: bKash
Year Founded: 2010
Country: Bangladesh
Website: http://www.bkash.com/

bKash provides a mobile platform for financial transactions that are convenient, reliable and affordable. A joint venture between BRAC Bank and Money in Motion, bKash has 16 million registered users, making it the second largest mobile money company in the world in terms of individual accounts. The company offers an efficient system so that people who migrate to urban centers to earn a livelihood can send money home in easy, secure, fast and affordable ways.
BroadReach is a patient-centred healthcare solutions company empowering local providers and global leaders inside governments, donor organizations, NGOs and commercial healthcare companies to efficiently deliver improved patient access, outcomes, and social well-being to under-served populations. It does this through its unique data analytics and social collaboration platform combined with proven strategic and operational know-how and on-the-ground staff to provide and implement actionable insights.

By 2014 counts, there are just under 600,000 homeless people in the US on any given night, but for about 84,000 of them, homelessness has become a chronic condition. The 100,000 Homes Campaign mobilized 186 communities to pioneer a networked, collaborative learning approach to systems change in housing and human services. Between 2010 and June 2014, Community Solutions helped municipal officials, homelessness NGOs, and agencies like the US Department of Veterans’ Affairs across the US to gather person-specific data on street homelessness, pursue process improvement across agencies, and share their most powerful learning with one another in pursuit of a common goal. In that time, the 186 communities participating in the Campaign succeeded in moving more than 100,000 homeless people, including veterans and people living with mental illness, into permanent housing with accompanying supportive services.

The hearing aid market in South Korea is dominated by foreign manufacturers or domestic companies that import key components to assemble and distribute locally. Without access to the original production technology, domestic players are often unable to dictate the sales price or choice of supply partners. Delight disrupts this status quo through a) an indigenous technology that is less dependent on foreign components and b) direct sales to provide affordable device for low income, hearing impaired citizens in particular.

Forest Trends’ model is organized around three interconnected pillars designed to catalyse the successful development of emerging environmental markets: access to information, capacity building, and direct implementation. Because transparent information is critical in the early stages of any emerging market, Forest Trends created the Ecosystem Marketplace which is the go-to resource for free, reliable and broad-based market intelligence to inform and influence new capital investments in sustainable forestry and land use globally. Ecosystem Marketplace has a readership of 1.3 million in 168 countries including investment funds and governments.
Geekie focuses on solutions in the field of education using innovative technology. It is one of the most famous and successful start-ups in Brazil, and is pioneering ground-breaking learning systems. It offers a platform with many features, which include personalization of the study experience and self-assessment, diagnostic evaluation focused on school learning management, as well as adaptive learning technology with personalized content.

Groupe AMH’s Noor Centre for Re-education in Casablanca offers rehabilitative services to up to 1400 patients a year, including physiotherapy, speech, occupational and psychotherapy, as well as fitting of prostheses and wheelchairs. 30% of the patients are low-income and benefit from up to 20-80% price discounts through Groupe AMH insurance, while 70% of patients who have the means to pay help the Noor Centre achieve financial sustainability. The Noor Centre continually works with the largest insurers in Morocco to negotiate favourable illness and work accident policies to enable them to lower costs further.

JAVARA works across agricultural value chains from production to distribution in order to preserve Indonesia’s biodiversity and bring community-based, organic products to broader markets. Inspired by indigenous farmers and food artisans striving to preserve Indonesia’s food biodiversity, JAVARA sells over 600 artisanal products and works with 50,000 small holder farmers across Indonesia. The company intervenes along the supply chains to strengthen supplier’s production capacity, improve workplace safety and markets products nationally and internationally, securing premium prices for the farmers and processors.

Juan Felipe Gomez Escobar Foundation seeks to improve the quality of life of adolescent mothers and infants living in extreme poverty in the city of Cartagena. The foundation has two primary objectives: to save the lives of babies at high mortality risk, and to educate teenage mothers by giving them options for economic and personal empowerment. This purpose is fulfilled by providing comprehensive care in terms of health, psychological and emotional support, as well as technical formation to generate a stable income and break the poverty cycle.
JUMP Math, which stands for Junior Undiscovered Math Prodigy, starts with the premise that “all children can learn math, all teachers can teach math, and both can and should enjoy it.” JUMP’s revolutionary math curriculum draws on the latest breakthroughs in cognitive science research and combines guided exercises with independent work that breaks down difficult concepts into simple, logical steps. This methodology allows students to experience the positive reinforcement they need to encourage further learning, while giving teachers the tools they need to accomplish the nearly impossible task of teaching to the entire class while tailoring lessons to individual students’ needs.

The Karuna Trust has pioneered a Public Private Partnership (PPP) model that brings the government, the village community and the social enterprise together to deliver high quality primary healthcare to rural India. The government invests in upgrading infrastructure and pays for the efficient running of the PHCs whilst Karuna Trust brings in management systems and disruptive health innovations. Village councils hold their PHCs accountable for reporting higher health outcomes and functioning as zero-corruption zones. All services are provided free of charge for patients. Fees, if any, are charged on a no-profit basis.

Maths Centre believes that teachers are key in solving the educational crisis. As such, it develops programmes to enhance their qualifications, competencies and professionalism in mathematics, science, and technology subjects, while systematically monitoring learners’ progression. Math Centre also provides skills development programmes for in-school and out-of-school youth, as well as high quality and effective teaching and learning materials.

Just as media can reinforce gender stereotypes, NISAA is using media as a tool to debate taboos, challenge traditional roles assigned to women, and present women as capable and assertive actors in society, thereby reshaping power relations. NISAA, which means “women” in Arabic, has three radio frequencies across the Palestinian territories and a listenership of 126,000, or 10% of the total population. NISAA’s unique mix of Western and Arabic music, interspersed with morning, noon, evening, and weekend talk shows, is intentionally designed to be attractive to both male and female listeners, since actively engaging men in the conversation about gender is central to NISAA’s philosophy (men represent 57% of total listeners).
Possible is a nonprofit healthcare company that delivers high-quality, low-cost healthcare to the world’s poor in rural Nepal. They are pioneering a new approach, called durable healthcare, that brings together the best of private, public, and philanthropic models. Possible delivers care within the existing Nepali government infrastructure, and are paid by the government only if they hit certain impact milestones. Leveraging the government allows them to keep costs low and provide access for the poorest patients by realigning revenue with care. They are building their model to spur adoption across Nepal and act as a blueprint for other countries struggling to deliver care to their poorest citizens. Since 2008, Possible has treated over 235,000 patients in rural Nepal through government hospitals, clinics, and community health workers.

Revolution Foods’ aim is to dramatically transform school lunch and close the access gap to healthy food for millions of low-income children in America. 70% of the meals served by Revolution Foods are for children enrolled in the free- or reduced-price lunches (FRL) programme, which serves children living at or just above the federal poverty line. The menus are specially prepared by nutritionists to be appealing to kids, do not have any processed foods, trans-fats, or additives, and include recommended daily servings of fresh fruit and vegetables.

Marc Koska spent years researching syringe manufacturing before inventing the K1 in 1996, the first auto-disabled syringe, which physically prevents re-use by locking the plunger in place after the first use. Marc created the non-profit The SafePoint Trust in 2006 with the goal of aligning all actors in the healthcare system around safe injections. Through effective advocacy and research efforts, The SafePoint Trust catapulted safe injections to the top of the international health agenda. In February 2015 the WHO announced a new global policy on injection safety.

salauno was created in 2011 as a for-profit enterprise with a social mission. Its innovative business model based on operating efficiency, high patient volume and cross-subsidies enables salauno to provide superior quality eye care to populations living at the bottom of the pyramid. Consumable supply, doctor & nurse education and integration with public, private & non-for-profit institutions fuse a value chain that breaks paradigms to transform the Mexican health system. By 2013, the clinics had already developed the capacity to see 3,400 outpatients and perform 460 surgeries every month.
SecondBite is committed to ensuring access to fresh, nutritious food for people in need across Australia. This is achieved by rescuing and redistributing surplus fresh food, building community capacity in food skills and nutrition, and advocating for an end to food insecurity. By rescuing fresh food that’s headed for landfill SecondBite saves water and energy and reduce pollution. And by providing fresh produce and healthy eating skills they are improving the health of disadvantaged Australians, supporting them to reach their potential. Finally the 1,200 community food programs supplied with fresh food save previous funds that they can reinvest in increased services.

Sidai is creating a network of branded, quality-assured, livestock service centres owned and managed by qualified livestock professionals operating under a franchise agreement. These outlets stock quality products and offer quality services to farmers, providing them with a genuine choice in the market. Farmers can therefore have the knowledge, products and services they need to look after their livestock, improve their production and increase income levels.

Solar Sister recruits, trains and mentors women to build sustainable businesses selling portable solar lamps, mobile phone chargers and clean cookstoves. It combines the breakthrough potential of clean energy technologies with a network of grassroots women entrepreneurs. Solar Sister entrepreneurs use their social networks to provide the most effective distribution channel to rural and hard to reach customers. Modern energy has life transforming benefits such as improved education for children, better indoor air quality for families and economic wellbeing of women.

Set up in 1995, the Citizens Foundation (TCF) is one of Pakistan’s leading providers of formal education. Innovations implemented by TCF over the past 20 years have resulted in the largest network of formal private schools for underprivileged communities in the world. TCF currently operates 1,000 purpose built school units with 145,000 students in slums and villages across 100 towns and cities of Pakistan. More than 11,500 people gained employment across Pakistan, with 7,700 female teachers earning livelihoods from TCF schools.

Triciclos is making it easier for the public to start recycling by creating a series of convenient Clean Collection Points where both businesses and ordinary people can drop off their garbage, learn about sustainable habits and see how materials are separated by the staff of TriCiclos. Triciclos also works to replace the financial incentives scheme currently encouraging more waste and garbage by developing relationships with municipalities and other sectors of the government.
The Schwab Foundation for Social Entrepreneurship provides unparalleled platforms at the regional and global level to highlight and advance leading models of sustainable social innovation. It identifies a select community of social entrepreneurs and engages it in shaping global, regional and industry agendas that improve the state of the world in close collaboration with the other stakeholders of the World Economic Forum.