

Social Investment Accelerator programme

A complementary partnership formed by a consortium of actors: Nestlé, the Swiss Agency for Development and Cooperation (SDC) and Ashoka.

Social entrepreneurs have powerful solutions and insights on social issues, but “scaling up” and reaching a larger audience remains a significant challenge. Corporations can positively contribute to social development through their business and supply chains, being strongly rooted in communities where they operate. Development agencies have the expertise in project implementation on the ground. Bringing together the strengths of these three fields, we can work to build sustainable businesses worldwide and help fulfil the aims of the UN SDGs.

Nestlé:

Nestlé’s 2030 ambition is to help improve the lives of 30 million people living in communities connected to our business. 80% of social entrepreneurs are under 35 years old. As part of our Global Youth Initiative, the Social Investment Accelerator will support young people to grow their businesses and become financially viable for the long term.

“This innovative alliance will help young social entrepreneurs to scale up their businesses and ultimately their impact. It will give them the skills they need to engage with the impact investment community”, said Mark Schneider, Nestlé CEO.

Ashoka:

ASHOKA is the largest global network of leading social entrepreneurs—individuals with new ideas to systematically address the world’s biggest challenges and the entrepreneurial skill to transform those ideas into national, regional and global social impact. Over 35 years, Ashoka has supported more than 3,300 social entrepreneurs in 90 countries with solutions addressing society’s most pressing issues. Ashoka’s vision is a world in which everyone is a changemaker—a society that responds quickly and effectively to challenges, and where each individual has the freedom, confidence and societal support to address any social problem. www.ashoka.org

“Today’s global social challenges require new types of alliances between social innovators and major corporations. Combining the agility, innovative thinking and system change ideas of social entrepreneurs with the talent, business acumen and global networks of business leaders is a promising avenue. We are delighted to be collaborating across sectors and areas of expertise in this exciting new initiative,” said Arnaud Mouroit, Global VP for Strategic Corporate Alliances at Ashoka.

Swiss Agency for Development and Cooperation (SDC):

The Swiss government sees the collaboration in Private Public Development Partnerships (PPDPs) as an important means to attain its development objectives. SDC supported the ‘Joint Statement on expanding and enhancing public-private cooperation for broad-based, inclusive and sustainable growth’ of the fourth High Level Forum on aid effectiveness in Busan, 2011, highlighting the need for a more systematic and inclusive cooperation between private and public actors.

For SDC, social entrepreneurs present an interesting way to engage with the private sector, to accelerate this dynamic movement and to support gender sensitive youth employment opportunities in partner

countries. In Africa, SDC is actively pursuing PDPs and support for social entrepreneurs building on earlier experiences in Latin America.

With its engagement, SDC increases its operational knowledge by following a multitude of entrepreneurs in different sectors, contexts and topics. This contributes to SDCs learning on increasingly engaging with the private sector.

Objectives of the programme

For Nestlé:

- Opportunity to scout the leading innovations: Nestlé will have the opportunity to find a particularly promising project in which to invest.
- Explore collaborations: A one-day co-creation workshop will be held where all the partners in the programme will have the opportunity to explore potential collaborations with social entrepreneurs.
- Employee engagement: 18 of the 36 mentors will be Nestlé experts who will support the social entrepreneurs through the programme. They will participate in the 2-day kick-off boot camp, guiding the social entrepreneurs through the workshops, committing to weekly calls with them during the 4 months of mentoring and assisting in the closing event where the entrepreneurs will pitch their projects in front of potential investors.

For Ashoka:

The objective is to support social entrepreneurs who are looking to raise investments for the first time. Our aim is to support social entrepreneurs to become fully financially sustainable and investment ready, or to find the right hybrid corporate structure to access both investment and philanthropy efficiently, in effect supporting the social entrepreneurs to significantly scale their impact.

For SDC:

To contribute to reducing poverty in Africa by improving

- youth employment/employability
- income and livelihood in rural areas
- living conditions, access to food, water, healthcare, and sanitation for rural populations

How does it work?

12 social entrepreneurs working across Africa in the fields of global food chain, access to clean water and youth employment in African countries will be selected for this unique 6-month programme.

- Identify established social entrepreneurs needing additional support to access the right type of financing and grow their impact.
- Disseminate Ashoka's expertise on accelerating social enterprises and hybrid finance in African countries.

- Support social entrepreneurs to become fully financially sustainable and investment ready, or to find the right hybrid corporate structure to access both investment and philanthropy efficiently.
- Provide these entrepreneurs with advice and the necessary tools to develop their business strategies
- Connect entrepreneurs with impact investors at the closing pitching event
- At the closing event, the social entrepreneurs will practice their investment pitch in front of social impact investors, business angels and partners in our network.

Support & mentoring:

- Various coaches and consultants will be involved throughout the process to support the participating entrepreneurs. Each social entrepreneur has three mentors to support them.
- The programme is based on the social investment toolkit developed by Mark Cheng (Ashoka Europe Director and Social Finance Impact Investors Expert). The entire mentoring programme will last up to nine months.
 - 8 modules of Ashoka's Social Investment Toolkit to improve the SE' impact models, economic models and financial models:
 - 1- Social change
 - 2- Measuring impact
 - 3- Business model
 - 4- Scaling strategy
 - 5- Financial model
 - 6- Legal structure
 - 7- Financing terms
 - 8- Investment pitch

Social Investment Toolkit detailed content is available here:

<http://socialinvestmenttoolkit.com/>