



IMPACT VALLEY

WE FACILITATE SUSTAINABLE INNOVATION

ACTIVITY REPORT

SEPT 2018 – SEPT 2019



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FOREWORD

When we launched Impact Valley two years ago, we had a strong vision that one day there would be a entrepreneurial ecosystem that supports sustainable innovation and we made it our mission to be a key contributor.

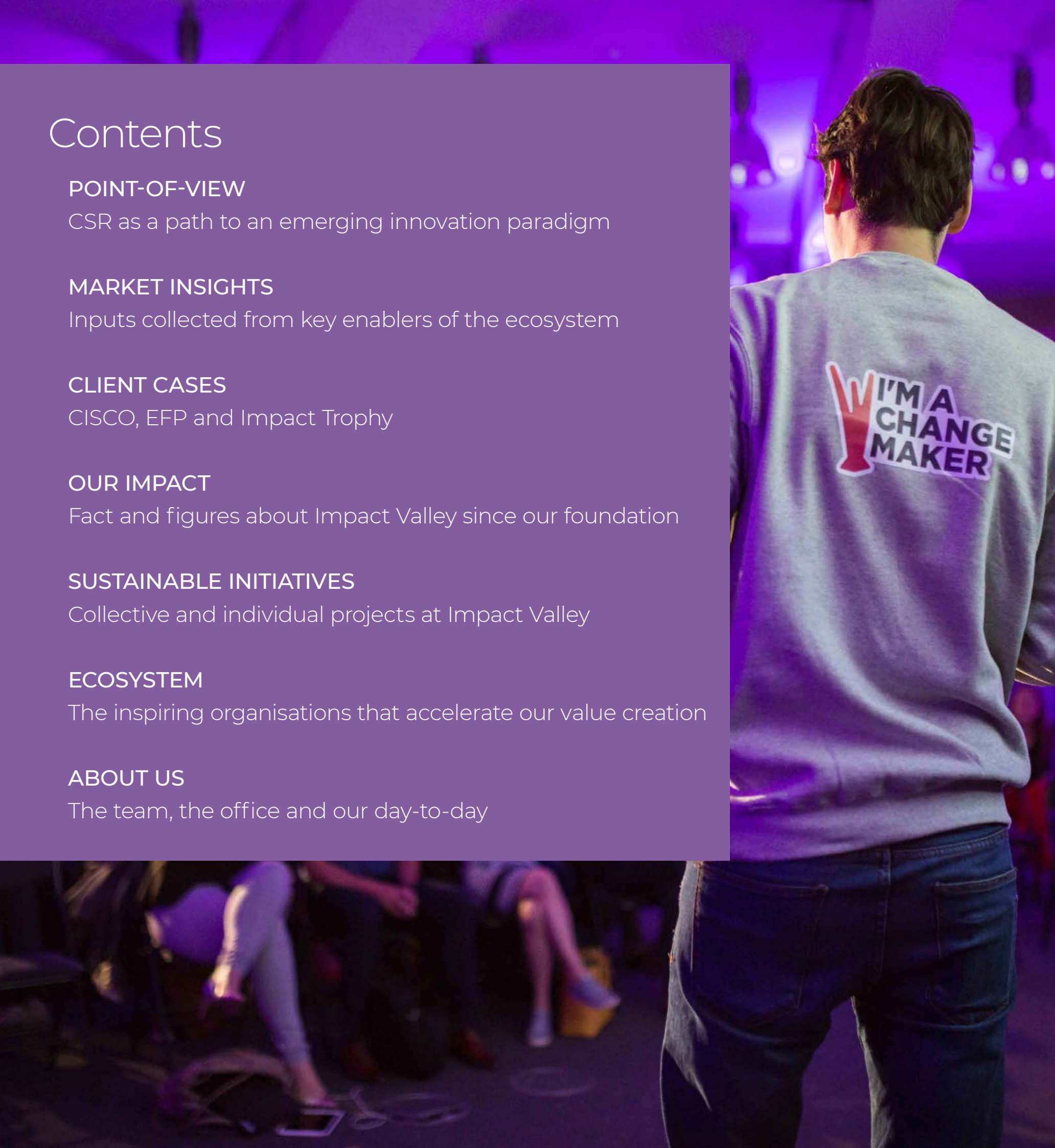
Alongside changemakers – innovators who generate a sustainable positive impact - and organizations that support social entrepreneurship to generate large-scale, long-term change, it is fundamental to onboard big players as well in this ecosystem.

At Impact Valley, we thus help leaders get involved in the societal transformation and to embed CSR (Corporate Societal Responsibility) in the global business strategy of their company. This very challenging mission requires corporations to transform the way they work (organizational transformation) and create new processes to enable sustainable innovation models that can bring both economic value and societal impact. These two areas – talent empowerment and innovation processes - drive our main services today.

It is good news for us that the Sustainable Development Goal framework, designed at global level, and the strong efforts of local communities, have contributed to the awareness of one very critical reality: organizations are no longer valued on their economic performance but also on the impact that they have on the social and environmental ecosystems in which they operate. There are now more than 400 companies in Belgium visibly engaged in the 17 Sustainable Development Goals, as members of “The Shift”, and we have been collaborating with some of them. We see that there is a great potential to work with many more of them.

So how do we help in concrete terms? Most of the companies that we work with are willing to become change-leaders in their sector and unleash their own societal transition, recognizing innovation as a necessary part of that journey. We help them facilitate this innovation process, by focusing first on their business priorities and then on the societal challenges at stake. Often, our clients either choose to reduce their negative externalities or contribute to finding solutions to the most pressing problems in society by donating money or time to an organization that is active in their chosen social or environmental field. However, it is our view that by considering their capacity to build new products and services that have direct positive externalities on society and on their own business, they can actually become real change-makers themselves. They will subsequently understand that the biggest problems in the world can also be the biggest business opportunities!

A financial support or a skill-based sponsorship is a wonderful initiative to help social organizations; and a company working on their negative externalities is already leading by example! But civic society is expecting companies to be innovation pioneers for the transition that we are all experiencing, just as they were pioneers in the past industrial revolution. And this is cannot be achieved by reinventing the wheel! It is through collaboration and open innovation, with the aim to create a societal impact alongside business value. As Paul Polman (CEO of Unilever) said, “we cannot choose between economic growth and sustainability. We must have both”. So, we are happy to share what we have been doing to reach both.



Introduction

At Impact Valley, we believe that the necessary transition towards a sustainable economy will take place through a systemic approach.

For this very specific reason, we help our clients connect with their own ecosystem and open their innovation process in order to create collective value for both businesses and society.

After two years of experience, we have facilitated more than 50 programs for large companies in Belgium and surrounding countries.

We have collected rich data, built forward-thinking insights, designed innovative methodologies, collaborated with inspiring organizations and launched several initiatives – all of which have contributed to shaping our sustainable innovation agency.

We decided to share this information with you with the aim of unleashing this large movement and inspiring you all along your own transformational journey.

The companies we have supported so far...






Point-of-view

Corporate Social Responsibility as a path to an emerging innovation paradigm

Based on our own experience, brainstorming sessions with the team and interactions with key players in our ecosystem, we have realized the potential of CSR, as a path to a future innovation model.



Why CSR is more than a buzzword?

Corporate Social Responsibility (CSR) is how companies manage their business processes to reduce their negative externalities and ideally produce a positive impact on the society. It relates to their environmental footprint, their social activities, their ethics and more globally speaking their sustainable development.

For years, established organizations compensated their negative impact on the society by supporting NGO's related, or not, to their core business. It usually takes the form of financial support and, when budget become quite significant, a philanthropy foundation can be created for social fund raising. This is what we call at Impact Valley the version **1.0 of CSR**. This approach helps societal initiatives to increase their capacity to generate and accelerate their impact. And it contributes to closing the huge gap between the available capital in the private sector and the limited financial resources of NGO's. This is very important because money enable them to invest in marketing and thus potentially raise more funds among other businesses and individuals. So, carry on!

A recent evolution of corporate conscience is the professionalization of volunteering activities, possibly inspired by the fast-growing interest into humanitarian missions in the younger generations.

Indeed, people are now expecting from their companies to provide them as many purpose-driven initiatives than business and learning opportunities. It becomes the norm!

That's why large organizations now propose skills-based sponsorship programs, going from regular giving-back sessions to yearly social team-buildings. Employees are willing to have more interactions with social organizations, and such an evolution in a sector deserves to talk about a version 2.0, in comparison to the web 1.0 and 2.0 where the passive users became active.

Not surprisingly, when new trends pops-up, new businesses arrive on the market. Next to some visionary entrepreneurs, like leaders of HuBu, BeFace or Time4Society, we see more and more start-ups who facilitate corporate engagement through web platforms, activity catalogues or event-base experiences, such as Incredible Company or Give A Day. A large amount of companies today offers some free days to their employees to volunteer in social organizations, whatever the activity to perform, or also provide unused material. This is **CSR 2.0**.

The next stage of this evolution, in reference to the web and its environment, is the **version 3.0** that brings more intelligence into the system. After the financial resources, the human skills and physical assets that have been leveraged into the past, the

“Indeed, people are now expecting from their companies to provide them as many purpose-driven initiatives than business and learning opportunities. It becomes the norm!”

following step is to take advantage of the significant know-how companies have acquired. Indeed, by using the principles of the knowledge economy, talents from an organization can share their business understanding, creative skills, technology knowledge or other specific expertise with impact-driven innovators. This is what we call collective intelligence, and what our consultants facilitate through open innovation programs.

Looking at this last version, always in analogy with the web, we can easily guess when the magic happens. Without digging into the debate of artificial intelligence vs collective intelligence, let's at least highlight the capacity to increase the performance of a system in continuous improvement by connecting things (devices, platforms or humans). That's why talents of an organization, with all their intelligence, acquired through professional experiences, can bring much more than a hand or some cash.

And the more you offer, the more you have in return. Employees who invested time and generated a positive impact on societal projects will for sure appreciate this purpose-driven initiative, and further increase their corporate engagement, which is key for your company. Another advantage of such collective intelligence programs is the learning opportunity because they will acquire the entrepreneurial mindset and discover the innovation methodologies, that are even more important in the business as usual.

Considering all these benefits in terms of personal development, you now understand why CSR sometimes relates to HR departments, and not always to Communication where sustainable initiatives often serve as a marketing message to improve the positive image of a company.

At organizational level, and not individual, the main return on investment is actually in the expertise you can leverage from the social entrepreneurs. They have the capacity to explore the most pressing societal challenges, address them with sustainable solutions and sometimes create significant economic value. They should be an inspiring example for your business development!


That's why we think that CSR should further be integrated into your innovation business unit and be part of your global corporate strategy. Even more, if a start-up active in circular economy is disrupting your traditional value chain while being driven by the positive impact they will generate on the planet, there might be a chance that they will create a huge competitive advantage in the coming years. Think about it...

Now considering the business opportunities offered by the sustainable challenges at stake and the capacity to create virtuous collaboration with societal entrepreneurs or other change-making initiatives, you can understand why CSR becomes a key topic on the agenda!

The difficulty is to bring it at the forefront, just like the web become the number one priority for business investments.

“That’s why we think that CSR should further be integrated into your innovation business unit and be part of your global corporate strategy.”





How can the societal transition be embraced in the same way as the digital transformation?

Many companies have initiated their digital transformation journey to stay ahead of the competition or to react to new disruptive players in the market.

For years, leaders of small and large organizations have invested in the latest technologies, digital talent, large transformation programs and new forms of collaboration to become a digital organization and be ready for their future.

Based on our past experiences as consultants and experts in the digital sector, we have seen that digital initiatives launched by some early adopters have progressively been integrated into the global business strategy, and thus moved from the responsibility of a marketing department to a c-level committee (e.g.: From to Digital Marketing Manager to Chief Digital Officer).


Some digital leaders have managed to drive value by creating a clear vision and strategy, fostering the right culture, implementing good governance and building performance tools in order to achieve the expected return on investment (ROI). The digital transformation journey is long, and each company moves at its own pace, but the faster you move, the more competitive advantage you will create. To move faster, digital leaders initiated new agile ways of working and involved digital champions to rapidly transform their companies.

This digital revolution, despite the negative impact it can generate on employment, is necessary and inevitable. In just a few years, it became at the forefront of every business agenda, a key strategic priority for every public institution, the main topic of many international summits, and a new vehicle for plenty of start-ups willing to change the world.

So, the question for us today is how can we persuade companies' leaders that the societal transition can be valuable for their company, just like the digital transformation? And thus, how can we make them understand that they need to deploy the same type of organizational transformation, working on every ingredient of the company, from vision to action (strategy, structure, culture)?

We can share the beginning of some insightful journeys, as you will see in our client cases, and give you inspiration from initiatives launched by companies to positively impact their business and society at the same time. We are convinced that one day the intern working on CSR activities will become the new Chief Sustainability Officer, because if digital has become a priority for businesses, the future of our planet will definitely become one too! Some change-leading organizations have understood it, and we are very proud to be their partners.

“So, the question for us today is how can we persuade companies' leaders that the societal transition can be valuable for their company, just like the digital transformation?”



What concrete action can companies take to build a sustainable future?

To continue in the same vein as previous chapters, let's keep comparing the evolution of CSR with the digital transformation.

The reason behind the digital transformation is the business opportunity, and thus the economic potential, right? It's also because companies can do more with less, from R&D to distribution, production and marketing. Once business leaders have understood the potential, they invest in the right resources to make it happen. The challenge was to raise awareness of the business opportunity by getting the buy-in of companies' leaders and then changing the mindset of employees.

CULTURE

So, the first step on the sustainability transformation journey is cultural. Even before shaping a vision and defining a strategy, it is key to explore this new world and foster the right culture, just like companies did with their first safaris to discover the ecosystem of tech start-ups. That's why more companies – as well as NGO's, governments, citizens and even schools – take inspiration from the most entrepreneurial projects that are tackling our social and environmental challenges.

VISION & STRATEGY

The next step, and maybe the most difficult one, will be to develop a new corporate vision and strategy, taking into account the social challenges that we face. Thanks to the Sustainable Development Goals framework elaborated by the United Nations, it is easier to define priorities that relate to your corporate roadmap and set key performance indicators.

COMPETENCIES

After creating a vision, companies can work on their structure, meaning that they will identify and onboard CSR champions and other business stakeholders in an entrepreneurial journey, where they will:

Discover business opportunities,
Design the most innovative solutions,
Define a viable economic model and
Develop prototypes of new products and services.

This “4D” methodology, inspired by the Design Thinking and Lean Startup models, is what we use in each acceleration, incubation, training and transformation program that we co-create with our clients. From a 1-day workshop to a 5-day design sprint, the purpose is to use collective intelligence principles to stimulate ideation with a bottom-up approach. To avoid reinventing the wheel, we recommend that companies connect with impact-driven organizations and leverage their expertise, along their innovation journey. This is how companies can make a more collaborative ecosystem and unleash an open innovation journey!

Eventually, the new collaboration will lead to (at worst) an enriching and inspiring experience or (at best) a strategic partner to grow business, or even a joint venture! And that's how companies can be disruptive, while addressing societal challenges.

By the way, “Disrupt” is potentially the 5th D of the methodology, you never now!

ACTION

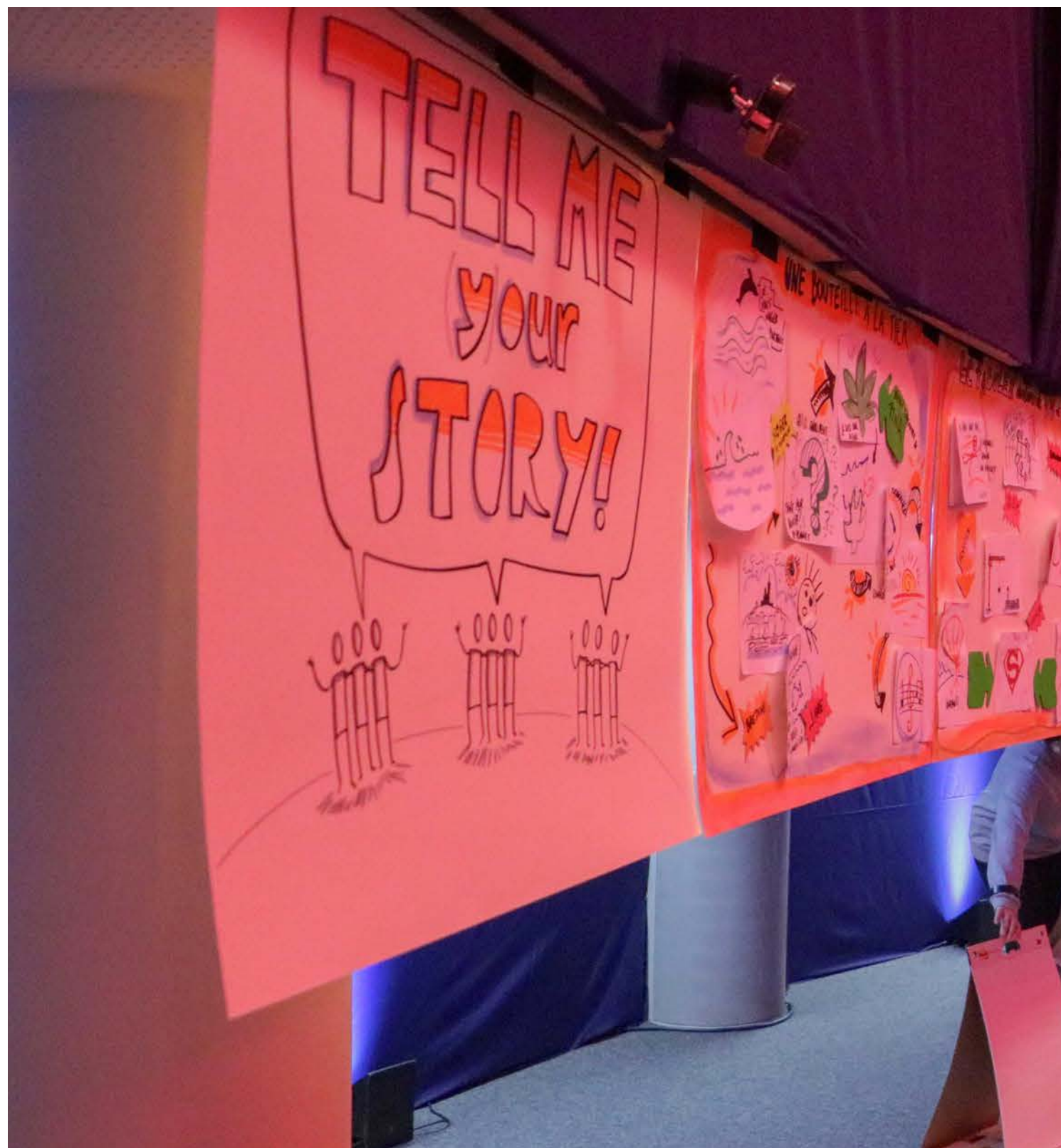
Last but not least, we would like to highlight that concrete actions at the end, whatever it is a new product or service, needs to respect the 4 following criteria:

Desirability: it has to create value for the end users
Feasibility: it needs to be technically executable
Viability: a scalable economic model is fundamental
Sustainability: it must have a positive impact on the planet

This is the process of enabling sustainable development through innovation. This is what we call “sustainable innovation”. And we believe this next innovation paradigm will be experimented by CSR champions, involved in the societal transition, as much as innovation talents, focusing on the digital transformation.

So let's try to gather both universes, and accelerate our positive impact!

“They will identify and onboard CSR champions and other business stakeholders in an entrepreneurial journey.”



Market insights

Collected input from enablers of the ecosystem

Other enablers are sometimes our clients, sometimes our suppliers, and are always key partners who contribute to our value creation (directly or indirectly): The Shift, Ashoka, Hu-Bu, are just three players in the social transition.

We had the opportunity to interview them about the evolution of this transition and we will share below some of our insights.



Looking at the societal transition for corporates, which company and sector is paving the way?

There are 433 members of The Shift in total, and around 50% are corporate organizations. “There are some sectors more represented in our membership”, says Catherine, event and communication coordinator for The Shift, the Belgian entity of CSR Europe. “However, it’s too early to define key trends in terms of industry”.

According to Perrine, Director at Ashoka Belgium (the largest changemaker network in the world), it seems that the most advanced companies in Europe are the very few organizations with a B-Corp label - by the way the Ashoka Fellow Arnoud Raskin’s, Mobile School StreetwiZe is one of the leading B-corps.

The healthcare and retail industries, with their focus on well-being and circular design, are moving in the right direction (Danone, Ikea, L’Oréal, Boehringer Ingelheim, Philips). In Belgium, although lagging behind the North of Europe, some key players like Solvay have also initiated their transition.

Filip, from the platform Hu-Bu, confirms that some big players launched their first initiatives more than ten years ago and other established companies are only now jumping on board. CISCO and BNPPF are great examples of early adopters! He also realizes that the public sector in Belgium (European Commission, SPF or ONSS) is also increasing CSR efforts.

What is your usual first point-of-contact within corporates?

For Perrine, it’s mainly CSR and Sustainability managers but she prefers to connect with CEOs to ensure that there is buy-in from the top. Sometimes, the first point-of-contact is an employee willing to bring more purpose in the company. Catherine and Filip confirm that they

usually collaborate with CSR representatives who, depending on the subject, bring more and more specific functions, related to mobility or diversity.

If there is a CSR unit, to which department it is related in general?

In most of the cases, if it doesn’t report to a philanthropic foundation, CSR is related to communication and public affairs, but we see more sustainability departments, observes Filip.

Catherine, from The Shift, even goes further: CSR managers work increasingly independently and strengthen organizational structures relating to sustainability through CSR champions, who are selected from across different teams. At Impact Valley, we clearly see this progressive shift from a communication-driven initiative (that belongs to marketing) to a business-oriented approach (globally spread across the organization).

CSR is also very much linked to HR. Indeed, considering the need for a purpose-driven culture and the growing phenomenon of burn-out, Perrine usually discusses well-being with clients, and thus comes into contact with HR departments. A small number of CSR managers report to the director of human resources, personal development and corporate culture. And indeed, at Impact Valley, we also facilitate more and more social team-buildings, that deliver a meaningful experience for companies.

Which type of societal challenge is the most addressed?

“Circular Economy is on the rise!”, says Perrine. But the main focus for companies is still mobility and well-being, which includes education and health. Gender equality, (Sustainable Development Goal 5), seems to be one of the key values but is sometimes misunderstood and not properly applied. Companies have a great say

implication on global inequalities (exploitation of cheap labour and precarious work situations in developing countries) and contribute to the destabilisation of many governments and countries. According to Filip, who works closely with non-profit organizations, the social dimension remains very present, alongside the growing awareness of the environment. Topics like mobility of migrants, women and children at risk, insertion of socially vulnerable populations... are squarely on the menu!

The SDG framework helps companies identify the societal challenges that they need to, or able to, act on. But the way to do it is another story! That’s why, at The Shift, they mobilize some changemakers from their “Generation T” community and invite them to challenge the strategies implemented by CEO’s. “A successful initiative”, confirmed Catherine! What we see at Impact Valley is a strong focus on the reduction of negative externalities of the employees themselves. Subjects such as mobility, food waste or plastic are tackled, to help individuals take responsibility for their own contributions to social and environmental challenges.

What are the most frequent business priorities in this context?

Innovation is fundamental for established companies and the digital transformation has forced them to reinvent their ways of working. That’s why one of the very first priorities is to get inspired from societal entrepreneurs who not only disrupt businesses but also change their approach to “growth” in order to be more responsible.

This inspirational phase cannot last too long because companies have to move fast. Since some early adopters have invested a lot in CSR, which is attractive to employees, other organizations are now afraid to lose their talents and thus adapt their strategy accordingly. Companies have been seen to create new functions and involve larger groups of people in CSR. The focus is on the culture of the

organization. Another business priority we see in the market is the need to be fully transparent at each stage of the supply chain with much more focus on sustainability than before, to address customers' expectations.

What range of budget is usually allocated to CSR initiatives?

Certainly, the budget allocated to CSR is miniscule compared to the global financial resources of a company, recalls Perrine.

Filip confirms that CSR is not yet part of the corporate DNA yet and The Shift's assessment is similar. It is challenging to estimate the total allocated resources as CSR investments regularly come from several different departments.

Which competencies are corporate organizations looking for?

At Ashoka, they are usually requested to organize inspiring "changemaker days" or some co-creation sessions where knowledge can be shared in both directions. Catherine, from The Shift, also confirms that their added-value is in sharing best practice.

They enable their members to exchange ideas and inspiration in order to inform their strategy.

According to Filip, companies have now realized the need to offer their employees some free time for volunteering (1 to 5 days per year), but they are still looking for a catalog of activities.

For larger transformational journeys, we agreed with The Shift that the identified needs are to design and facilitate programs, to ensure a successful change management and measurable impact. .

To which extent are new initiatives implemented and measured?

"95% of our partnerships are extended each year, so there is a willingness to continue", claims Perrine, who sees that programs are implemented and give birth to new spin-off projects on a regular basis. According to the others, impact is very hard to measure when dealing with sustainable initiatives since it's only visible over the long-term. It's often a trial and error approach and we don't have enough data yet. Some great tools have been shaped, however, like science-based targets or the B-Corp label that enables companies to assess their maturity level against some key criteria.

How do collaborations with other players of the ecosystem work?

With the "Sustainable Partnership Awards" previously organized by The Shift, we could easily highlight a few success stories of teamwork between organizations from the for-profit and not-for-profit sectors. However, long-term collaborations with proven impact on society are not common.

"It's in progress", says Perrine, "but co-creation is still very limited due to the lack of track records case studies that can demonstrate shared benefits. It's good to have neutral facilitators to reduce the risks and enable healthy collaborations too!".

At Impact Valley, we strongly believe in the association of impact-driven projects and large economic players, as illustrated by our "Impact Trophy" (see our case study below).





Client cases

A selection of our favorite projects

We had the chance to work closely with a diverse range of individuals, from CEOs to young graduates, from a large amount of very inspiring companies, in several industries.

We decided to present three programs that we designed and delivered with our facilitators, where we believe that we are having a positive impact!



How to transform your customer relationships through innovation?

CONTEXT

As a major player in the technology industry, CISCO builds, sells and deploys hardware and software to many companies, across different countries. In the BeLux area, there is a strong sales force with people who need to convince businesses of CISCO's added-value at each stage of their digital transformation. Whatever your sector, you are very likely to have a CISCO device in your office or use their software in your daily life.

Corporate mission statement: Cisco designs and sells a broad range of technologies that have been powering the Internet since 1984. Across networking, security, collaboration, applications and the cloud, our evolving intent-based technologies are constantly learning and adapting to provide customers with a highly secure, intelligent platform for their digital business. Our products and technologies are grouped into the following categories: Infrastructure Platforms; Applications; Security and Other Products. In addition to our product offerings, we provide a broad range of service offerings, including technical support services and advanced services. Increasingly, we are delivering our technologies through software and services.

CHALLENGE

The challenge is to make their sales force think and act as entrepreneurs to create and deliver added value for their customers.

SOLUTION

We helped CISCO to identify, train and support 10 employees during a one-year transformation program (CISCO Innovation Studio), to show them the potential of entrepreneurship, as a career path within their own organization! The brand new intrapreneurs, called "innovation coaches" within Cisco, created the CISCO BeLux Innovation Challenge.

OUR STEP-BY-STEP APPROACH

- Identified Innovation Champions
- Lead Entrepreneurship Experiments
- Trained Cisco trainers on the 4D Methodology
- Enabled them to deliver the Cisco Corporate Hackathon

IMPACT

"Not only did they help us to build a new intrapreneurship team, but they enabled a new open innovation approach that generated many business opportunities with our clients and is positively impacting society! Our case with Sciensanno is a great example! That's why we are now inviting our resellers to take part".

Hugues De Pra, Chief Technology and Transformation Officer, CISCO BeLux



How to engage your people in a
social-purpose initiative?

CONTEXT

Efp, a professional training center, has initiated new collaborations with entrepreneurship enablers, like JobYourself, to boost the start-up mindset into the school. On top of their usual learning journeys, they want to offer additional experiences to support the project creation and convert students into real entrepreneurs.

CHALLENGE

The students lack of expertise to structure their concept before joining an incubator and they need some support to transform their ideas into a feasible, viable, desirable and sustainable project

SOLUTION

We co-created with students a tailor-made innovation day, called “Efp's go Talent”, for all students willing to accelerate their entrepreneurial project, going from a vague idea to a business model with a clear action plan. They took advantage of this event to connect with like-minded peers and initiate new collaboration.

OUR STEP-BY-STEP APPROACH

- Aligned on the method and the facilitation process for such an audience
- Communicated to recruit motivated students
- Animated a pitch contest to boost projects
- Facilitated the ideation day

IMPACT

“Impact Valley helped us to create a new innovative experience in our yearly cursus, foster the entrepreneurship culture and support students in their journey through a very efficient and inspiring program. We will definitely replicate it next year”.

[Audrey Ujeneza, Coordinator for management and entrepreneurship cluster, Efp](#)



How to facilitate innovation
with corporates and non-profit
sector?

CONTEXT

Based on our experience, we know that the experience of being immersed in experimentation during a hackathon, as a participant, is key to becoming a future leader in innovation. That's why we propose it as a milestone in our transformation program for corporates.

CHALLENGE

We want to breathe the change-maker mindset into our program, from the very beginning, by connecting corporate innovators with experts in specific societal challenges.

SOLUTION

We invented the "Impact Trophy", a 3-day cross-company hackathon where teams of employees partner with a selected NGO and together build a sustainable solution to a societal challenge.

OUR STEP-BY-STEP APPROACH

- Matched NGO and Corporates based on common Sustainable Development Goals
- Enabled an exploration phase through our innovation platform
- Facilitated a 3-day hackathon to develop a prototype per NGO
- Supported the implementation of the winning solution

IMPACT

"We are living in a very complex world where solutions for social problems have to be extremely innovative. And by bridging both worlds, teams thought about the whole system and developed great solutions that have a huge potential for impact, thanks to their replicability and scalability".

Elena Arena, Director, Ashoka Belgium

Our impact

Some fact & figures since our foundation

Our first annual report is an illustration of our experience as a team since our creation at the beginning of 2018. By adding some cases from the first programs that we delivered in 2017, as well as the impact achieved by our own sustainable initiatives (see below), we realized that some great fact and figures could be collected and should be shared with our own ecosystem.



22 PRIVATE AND PUBLIC COMPANIES, AS CLIENT



1500 INTRAPRENEURS AND ENTREPRENEURS REACHED



51 INNOVATION PROGRAMS DELIVERED



A NETWORK OF 25 INNOVATION FACILITATORS



A COMMUNITY OF 1000 CHANGEMAKERS



MORE THAN 30 SOCIAL START-UPS ACCELERATED



13 NEW INNOVATION TECHNIQUES INVENTED



AN OPEN INNOVATION LAB CREATED



9 PARTNERSHIPS WITH CHANGEMAKERS



Sustainable Initiatives

We walk the talk

We value the engagement of your collaborators in sustainable initiatives since it brings purpose, experience and new opportunities.

So, we do the same with our own team and network, and allow them to spend time on personal initiatives.

Sharify: a startup incubator for changemakers

By Alexandre, Co-founder of the Non-Profit Organization



PROJECT PITCH:

In 2016, aside from our jobs, Bastien and myself launched the first startup incubator dedicated to circular and collaborative economy, called “Sharify”. Since then, we have initiated tech bootcamps, a business academy, hackathons and hours of coaching to accelerate impact-driven projects in many sectors, such as bio-diversity, mobility, health and local tourism.

MY INVOLVEMENT:

Being in charge of partnerships at Impact Valley, I reached out to my network to put together a package of rewards and support for “Sharify” entrepreneurs. We engaged more than 25 players and created rewards worth over 40.000€ to support changemakers involved in our last hackathon on their journey.



A SUCCESS-STORY:

One of my favorite project is “Cycad”, led by Perrine and her husband, who have designed a way of producing electric bikes in an environmentally friendly way for our city.

We helped her design the service behind the product, add the technology layer and shape a business model. She is now a key contributor on the topic of smart mobility for the future.



NEXT STEPS:

Following our participation in Ashoka’s impact program, we hired an external consultant to better understand the needs of changemakers. As a result of this research we are co-creating a ground-breaking innovation space, to address the needs for media visibility, financial resources, on-demand expertise and access to customers.

CitizenFund: a cooperative investment fund for the transition

By Bastien, co-founder and administrator of CitizenFund.



PROJECT PITCH:

Two years ago, when helping change-makers move forwards with their projects, we recognized a challenge in building viable business models and raising funds. So, we decided with Alexandre, and five other peers, to launch an investment platform under the form of a cooperative, and thus leverage the savings that many citizens were willing to invest in a positive cause.

MY INVOLVEMENT:

As a past digital expert, an experienced event organizer and a curious entrepreneur, I contributed to the development of our web platform, the coordination of our pitch session and the screening of projects. I am currently an administrator of CitizenFund and will play an active role.



A SUCCESS-STORY:

Next to the four social-purpose projects we co-funded (Incredible Company, Wilfried, Cinécite, Give a day), there is a great example of high-potential start-up (i.e. with a problem-solution fit, a scalable model and a concrete positive impact) called Urbike. This smart logistic B2B solution offers a unique technology to improve urban mobility. Check it out on urbike.be.



NEXT STEPS:

We are now focused on a fundraising round, with a target of 250.000€ and continue to financially support impact-driven initiatives. We will also open new types of share offerings for bigger impact investors, including companies.

Daraja La Africa: a bridge to Africa

By Julie, communication and event manager for Daraja



PROJECT PITCH:

Daraja la Africa started in 2005 when a few African and afro-descendant professionals got together in Brussels to found an association aiming to “give something back to the African continent”. The idea grew to become a charity with two branches, one in Brussels and one in London. Most members of Bridge2Africa are African from different origins. They are professionals currently established in Europe and all have strong links with their country. All members believe in making a difference through small local projects that touch real people’s lives. The projects are funded through membership fees and regular donations, and where funds are not needed, technical advice or donations in kind are given.



MY INVOLVEMENT:

Daraja’s philosophy is to focus on existing small, human-size social projects. My role, like all other members, is to identify projects, gather information and present back to the group. A debate follows on whether or not the selected projects benefit the local community and are viable. Once this is agreed the members decide to take the projects on or not. The group then discusses the type of support or sponsorship needed by the projects (financial, technical, equipment, clothing, food, networking...). As a communications manager, I take care of the dissemination and the promotion of the association. I’m involved in all the charity events that we organize, mostly in Brussels.

A SUCCESS-STORY:

We are currently working on the following projects:

An orphanage in Cotonou, Benin, called POUPONI which started in 2007 and currently hosts 3 children. The founder, aims at retrieving kids from the street and providing abandoned kids with basic needs (accommodation, food and education). She plans to take on more children gradually; An orphanage in Buea, Cameroun, called HOTPEC which started in 1995 and currently hosts, cares for and educates 51 children; A rural women’s agricultural cooperative in Sinematiali, Cote d’Ivoire, called WOPONIGBE. This is a group of 150 women who want to re-launch the growing of vegetables (tomatoes, cabbage, onion and chili peppers).



NEXT STEPS:

We want to organize a big charity event in 2020 for the 15th anniversary of Daraja.

Goto Togo: an organization active in education and gender equality in Togo

By Laurent, co-founder of the non-profit organization, Goto Togo



PROJECT PITCH:

In 2009, we created a non-profit organization called Goto Togo that focuses on education and gender equality issues through development projects in Togo, in Western Africa. The center does incredible work housing young girls to give them a new start, teach them valuable social skills, and provide them with opportunities to pursue an education. Since then, we have helped the center to continue its efforts, and new facilities have been built for JATO to keep up the great work and expand their operations.



MY INVOLVEMENT:

As co-founder and events coordinator, I plan and organise social events to promote our activities and raise awareness among our public regarding the living conditions in Togo.

I am responsible for running a range of events such as conferences, seminars, exhibitions, concerts and sports events. The events play a huge part in the success of Goto Togo.

A SUCCESS-STORY:

This year, we won a call for proposals from Vivaqua that helped us to launch a large project in the outskirts of Lomé. The objective of this project is to improve access to water and sanitation for pupils from two schools in two nearby villages and the surrounding communities.

In total, more than 3,300 people will have access to drinking water through the creation of new wells. In September we will travel to Togo to celebrate the end of the work and congratulate the partners who have embarked on this wonderful adventure.



NEXT STEPS:

Maintain the economic viability of the organisation by running inspiring events such as the Goto Togo 10th anniversary and contributing to the girls well-being that live in the center.

A new positive narrative

A new opportunity mindset introduced with UN Global Compact and DNV GL and based on data from 18,000 business leaders.



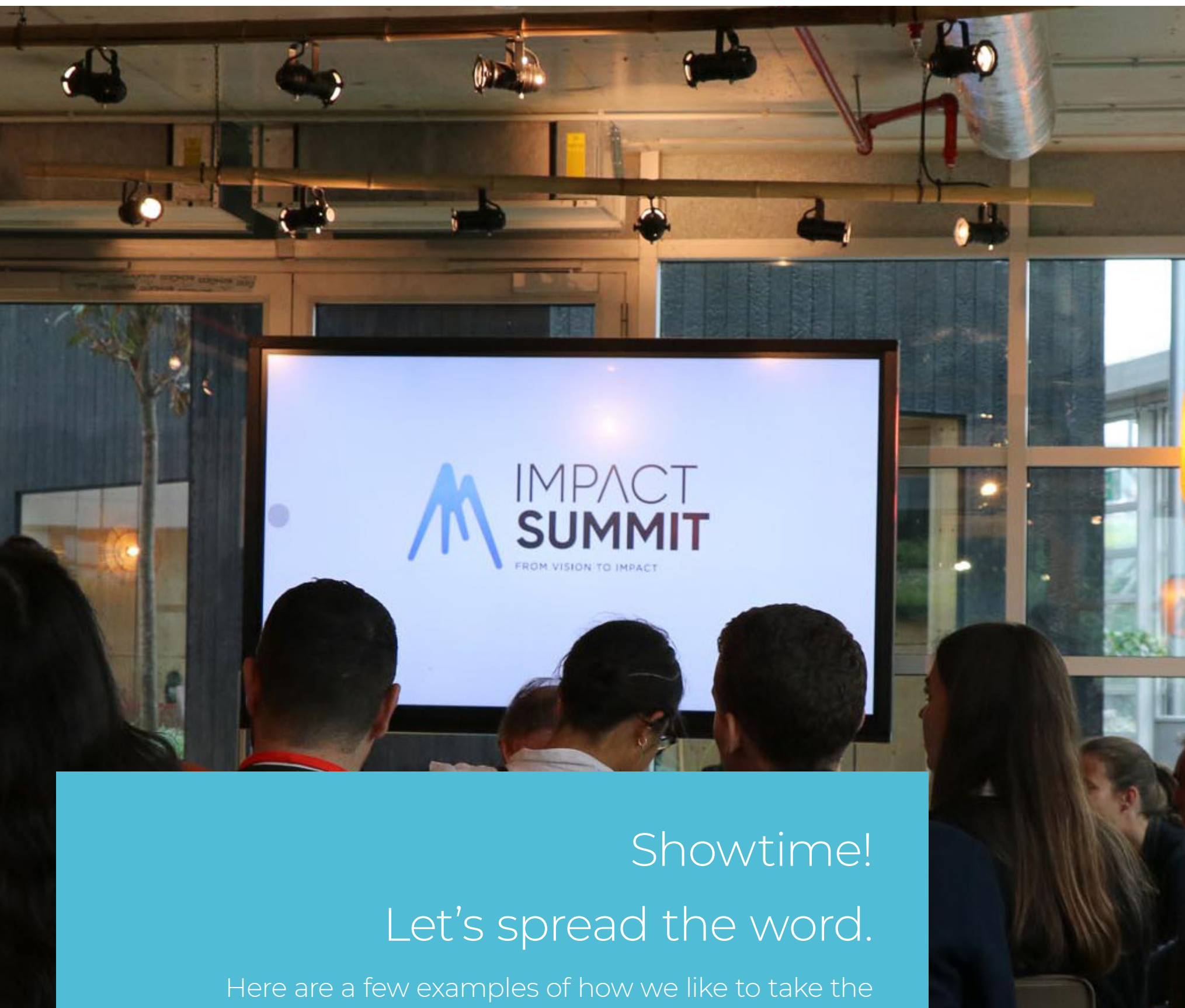
Ecosystem

Build bridges, inspire and get inspired!

We love to collaborate.

When there is a common interest and you find the way to reach your goals faster together, by building bridges, that's the beauty of a partnership!

We want to share with you the places we've been, the networks we have entered and the win-win we have created with other players!



Showtime!

Let's spread the word.

Here are a few examples of how we like to take the microphone and inspire our peers with our modest experience and our forward-thinking ideas...

If you want to organize a conference, feel free to join us!

asbl *ssimo*

CERCLE  LAC
BUSINESS CLUB | MEETING ROOMS
RESTAURANT | BUSINESS CENTER


GREENFISH



Networks!

They enable us to achieve our mission.

Next to the REB (Réseau Entreprendre Belge) that we recently joined to get the right business support, we had the chance to join a few inspiring networks of impact-driven players...

This helps us connect with the right partners.





Partnership: When magic happens!

It is key to collaborate to better address the needs in the market and create value collectively. The difficulty is not to identify potential partners, but to define the scope of the collaboration and find a win-win. We did it very well with our friends from Hu-Bu and would like to share our story.

CONTEXT

Early 2018, we kicked off a first meeting with Filip from Hu-Bu to co-organize a new type of hackathon mixing the non-profit sector with the corporate world. The ambition was to leverage the expertise of Filip in terms of collaboration between both parties and use our knowledge of hackathons to create a new experience.

PROJECT

Following hours of team brainstorming, client validation, web development and brand designing, we launched the “Impact Trophy”, a cross-corporate hackathon where corporate intrapreneurs developed sustainable solutions to societal challenges proposed by selected non-profit organizations.

IMPACT

Our first edition gathered 7 companies, mainly from our client portfolio, who spent three days helping NGOs and social entrepreneurs with their impact-driven mission. Not only did these companies learn to innovate and acquire the entrepreneurial mindset, but they came up with very disruptive solutions that are now implemented by several non-profit organizations, such as “Le Monde des possible” which is bringing to the market a new web platform to match migrants and translators! Find more about this inspiring project, and other stories on www.impact-trophy.com.

PARTNERSHIP

Through our collaboration, Hu-Bu has created a new offering for their clients and beneficiaries, while we take advantage of their expertise and network to explore a new universe. Our new product was quite profitable for us, including the 1.000€ reward we offered to each NGO! And more importantly we managed to bring a new change-maker mindset in the teams who participated!

Other companies with who we are shaping new forms of collaboration...





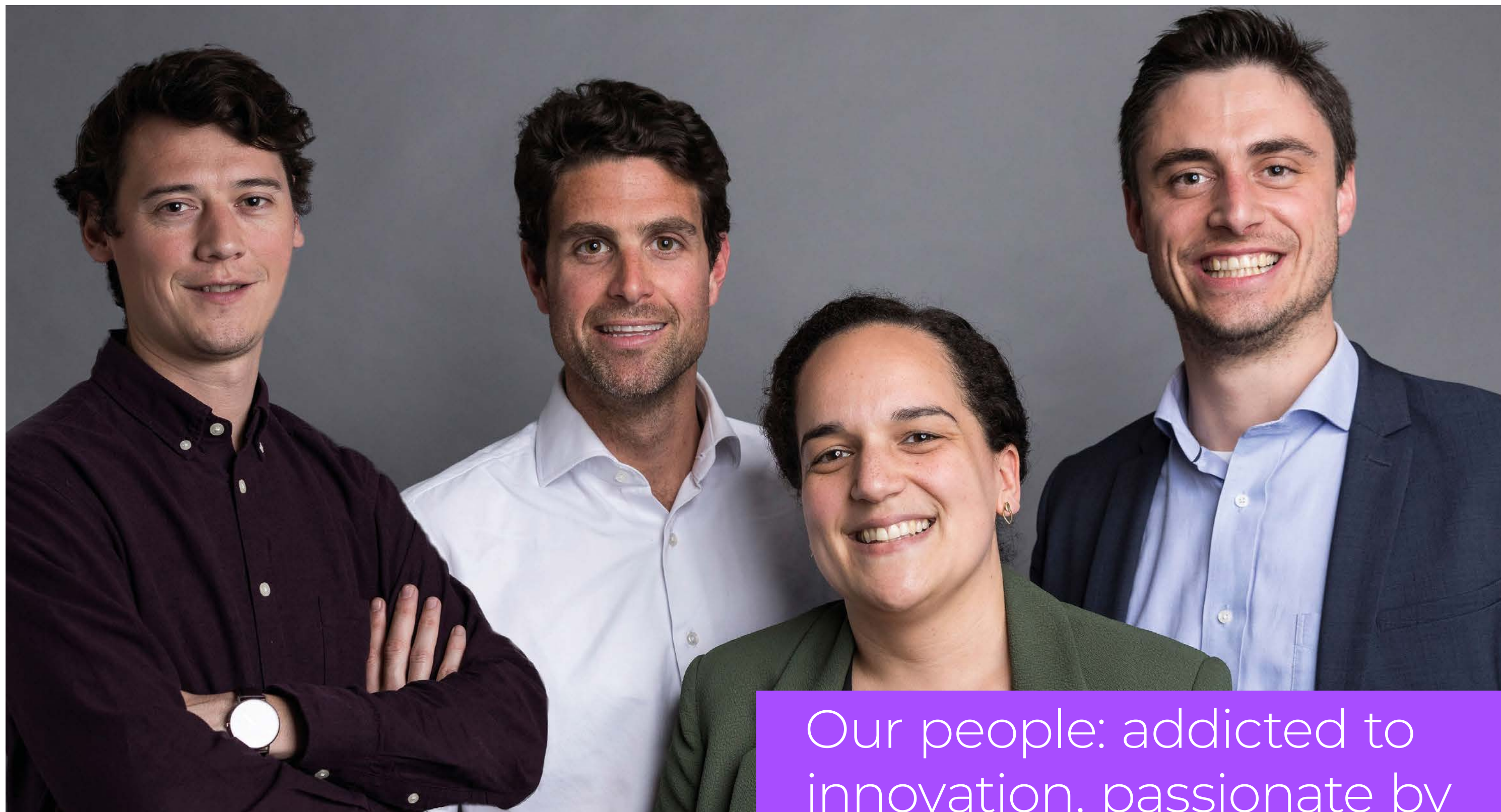
About us

More than an agency, we are a family on a unique journey...

Impact Valley is managed by a leadership team constituted of changemakers passionate about innovation.

For every program we deliver, consultancy mission we perform or own initiative we launch, we have the support of a team constituted of fixed employees, on-demand staff and motivated interns.

Discover who they are and join our community by applying on our website.



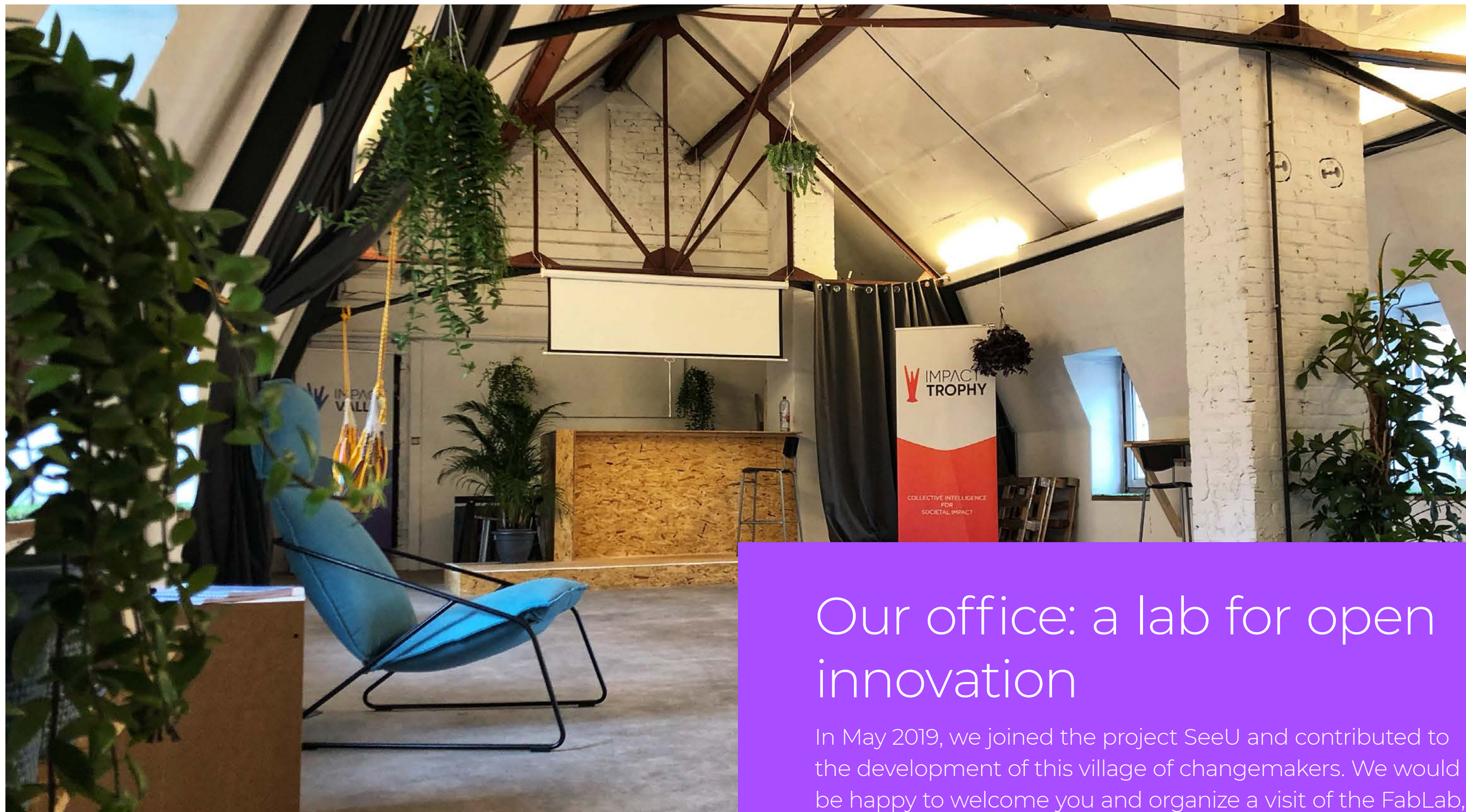
Our people: addicted to
innovation, passionate by
impact

BASTIEN VAN WYLUCK / MANAGING PARTNER INNOVATION

LAURENT FORTUNA / MANAGING PARTNER SALES

JULIE MARICQ / MANAGING PARTNER COMMUNICATION

ALEXANDRE PHILIPPE / MANAGING PARTNER PARTNERSHIPS



Our office: a lab for open innovation

In May 2019, we joined the project SeeU and contributed to the development of this village of changemakers. We would be happy to welcome you and organize a visit of the FabLab, Creative Space, Conference Room, Coworking Area, Event Venue, or just grab a beer at the Guinguette!



Our day-to-day

A typical week at Impact Valley

Put yourself in the shoes of Bastien and experience his life at Impact Valley!

MONDAY

Happy Monday:

Each week starts with a team meeting to share some good news and list our weekly priorities.

Talent Interview:

I'm meeting an expert in circular economy to assess his knowledge and culture-fit for future collaboration.

Client Meeting:

I scheduled a one-hour session with BNPPF to align on the methodology for the workshops in the context of Impact Now.

Working Session:

Co-creation session with Laurent to adapt our sales approach, before jumping on the train.

TUESDAY

Ideation Workshop (Paris)

One-day workshop based on World Café methodology with more than 60 talents from AXA, with support of some of our facilitators.

WEDNESDAY

Working Session:

Design of the methodology that will be used for a half-day workshop on the environment.

Team Brainstorming:

Creativity session with the whole team to generate ideas for an acceleration program in the Telco industry.

Startup Visit:

Breakfast with the founder of an impact-driven start-up willing to join the next Impact Trophy.

Partner Meeting:

2-hours meeting with the network ASHOKA willing to create more value collectively. A first POC is in discussion.

Hub Agora:

Brainstorming session with other residents of the village to move forward on collective initiatives.

THURSDAY

Strategic Coaching:

Session of coaching with our REB mentor to review finance and pivot strategy in terms of business development.

Sales Call:

First briefing received by our new client (a large player in the media industry) for a strategic workshop.

Homeworking Session:

Finalization of the slide deck that will serve for a "train-the-trainer" in Netherland for our main health client.

Conference:

Getting some inspiration at the SDG Forum, with many peers from our ecosystem.

FRIDAY

Program Kick-off:

Morning session with potential innovation champions at CISCO, for the launch of the new yearly program.

AM

Team Training:

Best-practice sharing from our colleague Macha who took some training on creativity. Last drink with the whole team to finish the week!

PM