

The image is a cover for the Impact Hub 2020 Impact Report. It features a woman in the foreground speaking into a microphone, with a blurred audience in the background. A large blue diagonal shape on the right side contains the text '2020 Impact Report' and 'The New Economy Starts Here'. The 'IMPACT HUB' logo is in the top right corner.

**IMPACT  
HUB**

# 2020

## Impact Report

**The New Economy  
Starts Here**

**Impact cannot happen in isolation,  
it requires collective action**

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Starts with Impact Entrepreneurs

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# THE NEW ECONOMY

## Starts with Impact Entrepreneurs

We believe in a future that is sustainable, inclusive, and collaborative. Today's unprecedented health crisis has highlighted deeper issues around inequality and damage to the environment — but it has also created an opportunity for us to build back better. We have a once in a lifetime chance to rebuild our economy with people and the planet at the center. It is time for a greener, fairer world for all.

Small and medium businesses (SMEs) are leading the way towards this new world order. SMEs represent [50% of global jobs](#)<sup>1</sup>, and [one in three startups](#)<sup>2</sup> are dedicated to positive social or environmental change. We call these startups with a mission 'impact enterprises'. In addition to their positive impact and innovation, they are also a hotbed for inclusion efforts: 38% are led by women compared to just 3% of FTSE 100 companies.

We have spent the last 15 years working with impact entrepreneurs that are building a more just and sustainable world — and have connected them through a 16,500 strong network spanning 59 countries. Our global community and support programs have shown us how the post-pandemic world can address the two most urgent global issues of our time: inequality and climate change. [MeetDoctor](#), for example, is using video technology to match doctors with underserved patients to tackle inequality highlighted by COVID-19; while [Syzygy Plasmonics](#) is revolutionizing the industrial gas, chemical, and energy industries to reduce environmental harm. But even amidst today's overlapping crises, governments are not prioritizing solutions like these and changemakers are struggling to access the financial and non-financial support they need to make change.

Impact Hub is committed to providing this critical support. Alongside lobbying for better policies and funding, we make education and resources accessible to impact ventures around the world — from running some of the biggest online hackathons in history and offering a free [Global Connect membership](#), to providing online programs like the [New Economy Booster](#) and [Close the Gap](#). Now is the time to support these entrepreneurs' critical work. Strong cross-sector collaboration, funding and joint action are how we will accelerate solutions and reach the impact that the world needs to see.

<sup>1</sup> Source: The World Bank, 'SMEs Finance'

<sup>2</sup> Source: Global Entrepreneurship Monitor, GEM Report on Social Entrepreneurship



### Endorsed by

The United Nations Office in Geneva acknowledges Impact Hub as a driver of community engagement, helping not only to foster but also to extend the efforts directed to tackle the SDGs via entrepreneurial and innovative solutions.

# THE IMPACT HUB NETWORK

## Building Back Better

A network of committed entrepreneurial communities can truly accelerate change towards a better future. Diverse and inclusive, it fosters collaboration among different players and new ideas that are already underpinning a greener, fairer economy. Over the years, we have learned the importance of fostering a network that is both locally rooted in its regional context, and globally connected to share knowledge and opportunities. Our network is made up of:

### Africa &

### Middle East

Abidjan  
Accra  
Amman<sup>1</sup>  
Bamako  
Bujumbura  
Dakar  
Dar es Salaam  
Harare  
Johannesburg  
Khartoum  
Kigali  
Lagos  
Lusaka  
Riyadh<sup>1</sup>

### Asia Pacific

Almaty  
Dhaka  
Jakarta  
Kuala Lumpur  
Kyoto  
Manila  
Phnom Penh  
Shanghai  
Taipei  
Tbilisi  
Tokyo  
Yangon

Yerevan  
Waikato

### Europe

Agder  
Amsterdam  
Athens  
Barcelona  
Bari  
Basel  
Belgrade  
Bergen  
Berlin  
Bern  
Bradford  
Bratislava  
Brno  
Bucharest  
Budapest  
Donostia  
Dresden  
Florence  
Geneva  
Hamburg  
Inverness  
Islington  
Istanbul  
King's Cross  
Geneva-  
Lausanne

Leipzig<sup>2</sup>

Lisbon

Madrid

Málaga<sup>2</sup>

Milan

Moscow

Munich

Odessa

Ostrava

Prague

Reggio Emilia

Rome

Ruhr

Stockholm

Stuttgart

Syracuse

Ticino<sup>2</sup>

Trento

Turin

Vienna

Zagreb

Zaragoza

Zurich

### North America

Austin  
Baltimore  
Boston  
Houston

Minneapolis-  
Saint Paul  
New York<sup>2</sup>  
Ottawa  
Salt Lake City

### Latin America & Caribbean

Antigua  
Belo Horizonte  
Bogotá  
Brasilia  
Buenos Aires  
Caracas  
Curitiba  
Florianopolis  
Managua  
Manaus  
Medellín  
Mexico City  
Monterrey  
Port-au-Prince  
San José  
San Salvador  
Sao Paulo  
Santander<sup>1</sup>  
Tegucigalpa

**1,200+**  
makers (staff  
& volunteers)

**16,500+**  
members

**5**  
regions

**55+**  
countries

**100+**  
communities

Corporate & Public Sector Intrapreneurs  
Researchers  
Consultants

Public, Private & Non-Profit Sector Professionals  
Entrepreneurs

<sup>1</sup> Candidate <sup>2</sup> Coming soon





# THE IMPACT of our Members in 2019

Our Impact Hub community members are creating the solutions needed to build a more sustainable and equal world. They fuel innovation, foster education and generate employment opportunities while building businesses that create strong social and environmental returns.

**16,500** members

**50%** of our members are founders or co-founders



Female      Other      Male

Total reach by all members: **97 MIL\***

Total reach by impact-driven entrepreneurs: **61 MIL\***

\* Figures relate to members who completed the survey, not the whole network.

**1,358** new ventures created

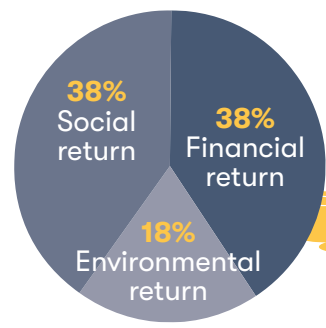
**11,000+** new ventures since 2012\*

**4,695** net new jobs created

**34,000+** net new jobs created since 2012\*

**67%** of members achieved double-digit revenue growth

**78%** of members increased the number of products and services offered



**Impact orientation**

**63%** of members are putting "impact-first"

Members attribute **32%** of their professional success to Impact Hub

\* Results have been calculated for the entire network based on the responses given in the survey.

# THE SUPPORT Entrepreneurs Need

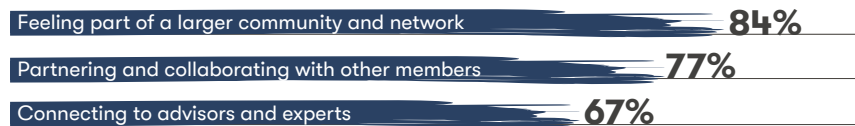
To achieve impact at scale and foster the innovations that are driving the new economy, support for entrepreneurs is critical. We work to inspire, connect, and enable changemakers by providing them with the essential knowledge, resources and community connections they need to kickstart their business. These tools and relationships are as important for those working independently as they are for intrapreneurs within a larger organization. Following launch, we continue to offer the flexible, tailored support needed to accelerate growth — including skills training, increased visibility, and access to new customers and markets.

Thanks to our support, our members feel supported in...

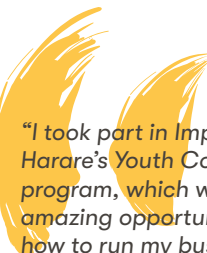
## INSPIRE



## CONNECT



## ENABLE



“I took part in Impact Hub Harare’s Youth Connekt program, which was an amazing opportunity to learn how to run my business in a formal way. The networks created through the program have shaped the direction we have taken and continue to bring about new opportunities. Youth Connekt also led me to join Impact Hub Harare, which has improved our exposure, and been a notable platform for mentorship.”

**Tracy Vongai Mapfumo**  
 Founder of Eny’s Treats  
 Impact Hub Harare,  
[www.facebook.com/enystreats](http://www.facebook.com/enystreats)



# THE POWER OF Collaborative Communities

“Collaboration and partnerships are key. We need to get out of our comfort zone and reach out to people who do completely different things than us.”

**María Luisa Silva**, Director of United Nations Development Programme Geneva

As part of our network, Impact Hub members come together to inspire and support one another, build connections with like-minded entrepreneurs and form communities of peers who intentionally collaborate, solve problems and share learnings.

By fostering these connections, our members can find new sources of investment and create employment opportunities, while accelerating their growth and their impact. Our research has shown that among more advanced businesses, collaboration results in increased revenue growth.

Members feel that people at Impact Hub can be trusted **83%**

Members feel comfortable discussing new ideas with other members **80%**

Members feel that the time and support they invest in others comes back to them over time **67%**

Members feel a sense of community belonging **74%**

**399,245 Hours**

of peer support were provided by members. That's an equivalent of

**208**

full-time advisors within the community on top of our curated programs\*

**250**

**MILLION USD INVESTMENT**

was raised by members of the Impact Hub network in 2019.\*

\*Results have been calculated for the entire network based on the responses given in the survey

**36%**

of our members started projects together

**50%**

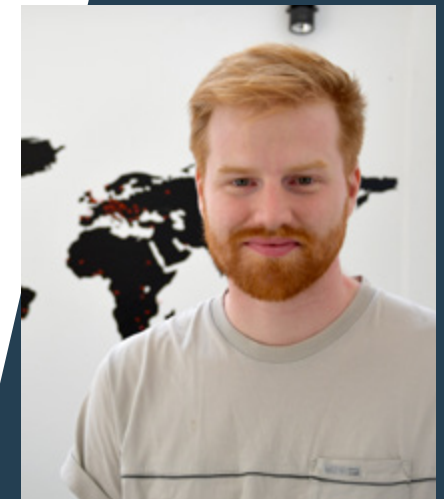
of our members worked on a project together

“Thanks to being a member of Impact Hub Berlin, Viamo was able to take part in the world’s largest COVID-related online hackathon: #WirVsVirus (‘us against the virus’). Teaming up with fellow Impact Hub Berlin members from GIZ Blockchain Lab, we came up with ‘CallVsCorona’ and were selected as one of the winning projects. We are already jointly implementing the idea in Rwanda and DRC.”

**Matthias Schnippe**, European Partnerships Assistant, Viamo

WirVsVirus was organized by Impact Hub Berlin and the German government and designed to uncover novel solutions to COVID-19 related challenges.

<https://wirvsvirus.org/>



\*Results have been calculated for the entire network based on the responses given in the survey



# MAKING PROGRESS: The Entrepreneur's Journey

“My humanity is bound up in yours, for we can only be human together.”

**Desmond Tutu**

Real change, at scale, is only possible when ideas and knowledge are brought together. Impact Hubs across the world focus on creating the support needed to foster collaboration, drive learning and enable growth. They accompany members on their journeys and offer them what they need most, when they need it most. Impact Hubs offer a full service: from business advice, access to mentors and investors, exposure to possible partners and supply chains, entry into pitching competitions and training sessions, to — maybe most importantly — the peer-learning that comes from meeting those embarking upon similar journeys. Once entrepreneurs are then ready to scale, we provide a nurturing network that can orient them towards new markets, connect them with relevant partners and investors and provide them with guidance on the ground.



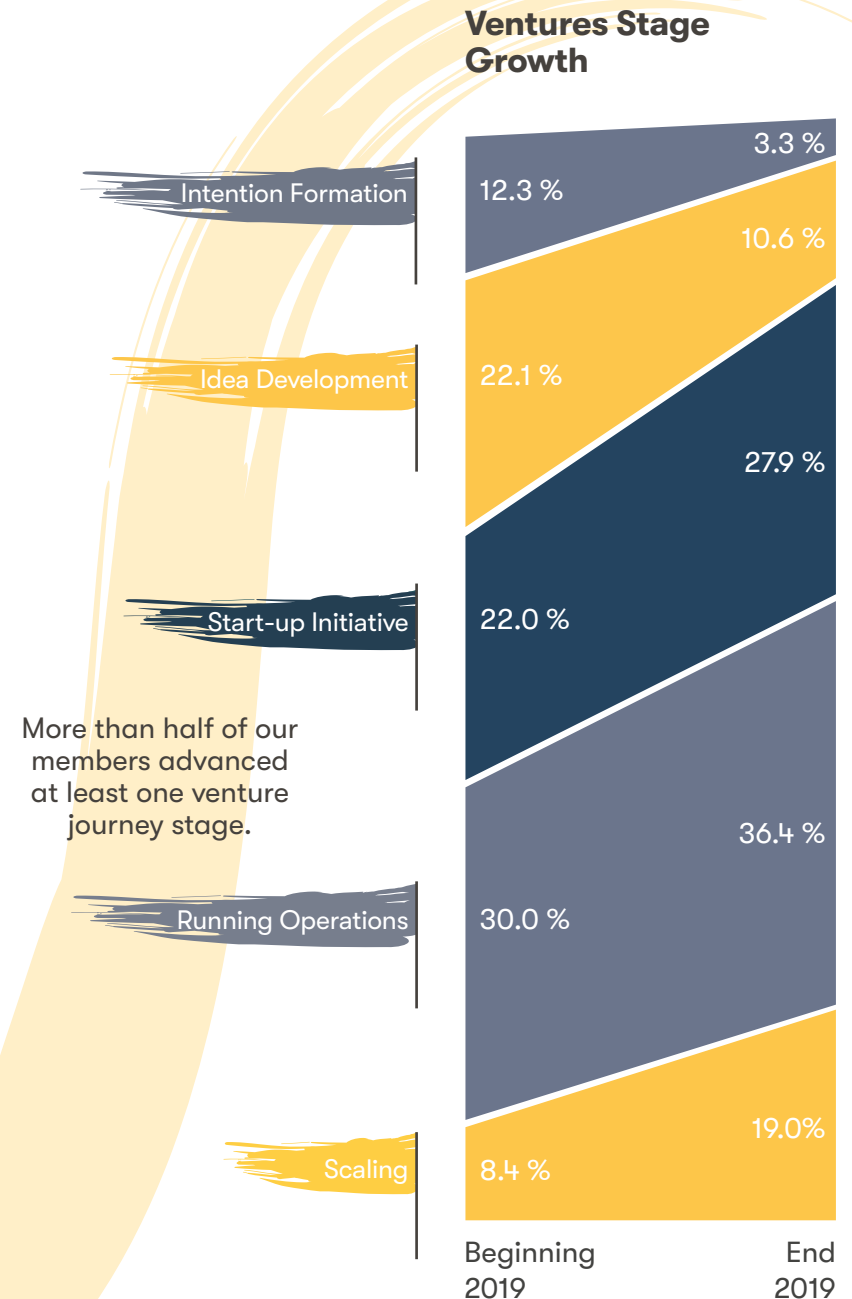
“At Impact Water Nigeria, we are dedicated to scaling safe drinking water solutions in Nigeria. Impact Hub Lagos organized a “Deep Dive Africa” tour last year which gave us an opportunity to meet potential investors, as well as training sessions on productivity that really work for our local context.”

**Samuel Odunaya**  
Associate Director, Impact Water Nigeria

After becoming a finalist of the program Accelerate2030, they have more than doubled their reach and are now bringing clean water to more than 8 million users.

<http://www.impactwater.co/nigeria>

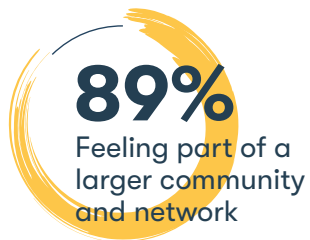
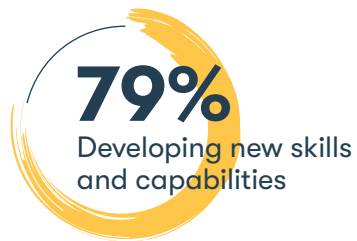
**Take the journey with us...**





# TAILORED Support Programs

Our flexible approach means we can give entrepreneurs the type and amount of support they need to thrive. We combine a deep understanding of each stage of the entrepreneurial journey with a range of tools and partners, so we can deliver tailored programs. We ran **over 270** successful entrepreneur support programs in 2019, focused on business and entrepreneurial skills as well as networking opportunities. **Program participants attribute 46% of their professional success to Impact Hub.** Members have felt supported in:



entrepreneur support programs



collaborative innovation programs focused on SDGs and ecosystem development.



Green hydrogen is an essential part of a more sustainable energy future. Green Hydrogen Lab is a collaboration between Impact Hubs in São Paulo and Johannesburg, and Rio de Janeiro's Brazil-Germany Chamber of Commerce and Industry (AHK). Impact Hub sought out 227 leading experts in the hydrogen fuel cell market, and introduced them to innovative startups and IT developers from Brazil and South Africa. Combining their diverse expertise and skills, teams of Brazilian and South African collaborators worked together to map the industry's key challenges, then develop innovative solutions to them. Three projects advanced to the closing event, with plans to take their idea forward and advance the green energy economy.

<https://saopaulo.impacthub.net/green-hydrogen/>

# PARTNERING for Impact

Today's ongoing global crises have made the need to create solutions for the world's most pressing issues more urgent than ever. These challenges are also opportunities, and one that calls for our best co-operative and collaborative efforts. So we are matching these opportunities with programs that help businesses to keep driving the new economy, by supporting a green transition, reducing inequality and achieving tangible progress towards the SDGs. Join us to scale our collective impact and drive positive change!

## IMPACT AMBITION



### Learning & Education

We offer programs that build awareness on critical issues through inspirational storytelling, and offer educational information and insights that can contribute to the development of systemic solutions.



### Startup Support from Ideation to Scale

We give entrepreneurs effective, needs-based support on their journey from idea to impact at scale, particularly in the critical areas of funding and market access.



### Institutional Innovation

We offer training programs that bring entrepreneurial ideas and energy into institutional settings, for teams to receive a local and global perspective alongside practical innovation tools, methods, and experiences.



### Convening

We bring together diverse stakeholders – from bottom up innovators to institutional actors – to invite new perspectives and address complex issues. Our methodologies drive collaborations that lead to impactful action.



### Ecosystem Development

We connect the dots between diverse entrepreneurial ecosystem actors, enabling policies and ad-hoc resources. We foster and support collaborations between different players and create a safe space to nurture early-stage ecosystems into full maturity.

## IMPACT AT SCALE

Impact Hub is proud to have collaborated with organizations from a variety of sectors to amplify our impact. Here are some of our key partners:



# IMPACT in Action

Here are a few examples taken from the 460+ programs Impact Hubs ran in the past year.

## Gambetiando

Gambetiando, a program run by **Impact Hub Medellín** in partnership with Fundación Fútbol para el Futuro, brings adolescents together to improve their overall health, wellbeing and socio-emotional skills. It will deliver 500+ soccer trainings, psychosocial workshops, and entrepreneurial classes to 564 adolescents between 2019-22. Due to COVID-19, Gambetiando started offering virtual sessions. They have provided over 70 pieces of online content to support young people with self-care, exercise, and social isolation.

## SmartStart

SmartStart, run by **Impact Hub Phnom Penh** and Smart, is the largest tech entrepreneurship program for students in Cambodia. 120 students with digital business ideas are given expert support to kickstart their entrepreneurial journey. Five winning teams receive 5,000 USD, a 6-month incubator program, and a trip to visit top tech companies – helping them develop a global mindset while building their confidence.

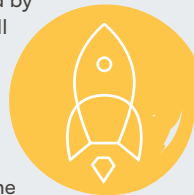


## adidas #She Breaks Barriers

adidas and Impact Hub teamed up to run She Breaks Barriers: a program supporting ventures operating in Germany that are removing the barriers between girls and sport. Over three months, 11 selected ventures received 580 hours of support, including tailored coaching and business clinics. The jury awarded three winners with €15,000 each. These businesses and two audience award winners also received memberships to Impact Hubs across Germany.

## Hack the Challenge

Hack the Challenge is a regional incubation program run by **Impact Hubs in Asia Pacific** and sponsored by Bank of America Merrill Lynch. It supports ventures that are addressing pressing environmental issues, with its inaugural program focused on the plastics crisis. Five ventures each received over 7,000 USD funding, year-long incubation support worth 20,000 USD, and global Impact Hub membership.



## Escalando Impacto 2020

Escalando Impacto is a response plan to COVID-19 created by UNICEF and **Impact Hub Caracas** in collaboration with Impact Hubs in Medellín, Monterrey, Managua, San Salvador and Bogotá. Its goal is to discover and support innovative, urgently-needed solutions across health and education for communities in Venezuela. Four ventures have been selected, ready to begin their execution phase in August 2020.



## WWF Innovation Program

WWF partnered with Impact Hub to deliver training that would enable their staff to create more innovative conservation projects. Over six to nine months, 33 teams of WWF employees from 38 countries took part in the programs – which included design-thinking training, feedback sessions, peer support, and 1-1 coaching, designed and delivered by Impact Hub. More than 30 ideas were developed, and 500,000 USD was invested in testing and scaling the most promising ideas.

## BEYOND divides

BEYOND divides is a one-year regional convening program powered by Impact Hub and supported by the Robert Bosch Foundation. Its goal is to foster cohesion and shared understanding within and between local communities. The program brought together 80 local innovators across four focus areas, to codesign and pilot 13 projects that worked to bridge social divides in Europe.

## The Ubuntu Lab

Ubuntu Lab is a leadership and innovation program initiated by the founders of **Impact Hub Lusaka**. It brings together diverse thinking, including Theory U and Ubuntu Philosophy, to enable deeper human understanding, and is free to any African citizen. 10 labs across Zambia have generated 250 prototypes. Impact Hub Lusaka has been pivotal in driving Ubuntu Lab's activation of multi-stakeholder collaboration, and building its connections across 20 African countries.



## Heart of Amman

Heart of Amman aims to improve the livelihoods of vulnerable groups in downtown Amman. Impact Hub partnered with UNDP Jordan to find a team to establish a social entrepreneurship center, to boost the capital's startup and impact ecosystem. The team was trained in the skills needed to build an effective social entrepreneurship hub, which is expected to open by the end of 2020.



## Resilient Entrepreneurs Program

Impact Hub partnered with IDB to strengthen the entrepreneurial ecosystem in Central America. In 2019, this led to the establishment of Impact Hubs in Tegucigalpa, San Salvador and Nicaragua. More than 180 entrepreneurs have received peer-to-peer incubation support, 15 took part in pre-acceleration services and investor-matching sessions, and over 120 have been connected to new strategic partners or investors.



# WORKING TOGETHER to Achieve the SDGs

The Sustainable Development Goals (SDGs), described by the UN as a “blueprint to achieve a better and more sustainable future for all”, are a lens through which we — and our members — can view our impact on the world. They offer a common language to describe the world’s most pressing challenges, and can be seen as a pathway towards a new economy that works for both people and planet.

They offer a means to both identify drivers of positive change, and measure progress over time — so that we can map our impact as a global network.

**Top SDGs  
members focus on**

**85%**

of members address the SDGs in their work

**22%**

22% specifically address issues relating to climate change



# ACHIEVING THE SDGs: Around the World

Our communities are globally connected, but also locally rooted. The shared language of the SDGs connects their goals and impact, but each Impact Hub is owned and run by local entrepreneurs, and bases its work on an advanced understanding of local communities, issues and needs.



#HUMANISOFTIMPACTHUB

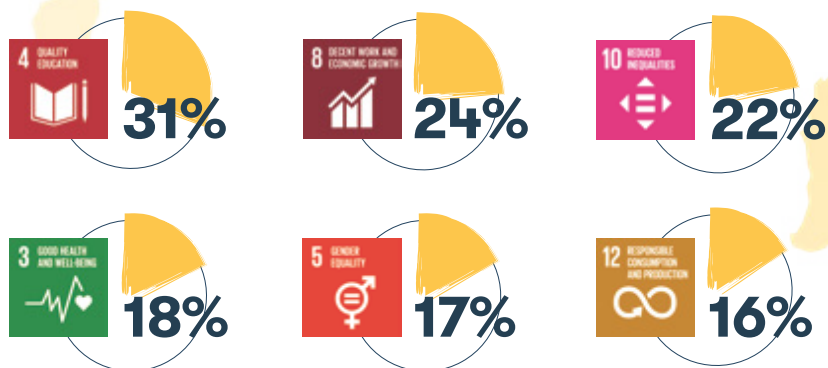
## Ilmuwan Muda Indonesia

Founded in 2015, Ilmuwan Muda Indonesia (IMI) is a social enterprise working to expand young people's scientific education. Their mobile planetariums and laboratories make science education fun and inclusive, and inspire young scientists to create innovative science-based products and businesses. So far, over 97,000 pupils have taken part in their roaming workshops across Indonesia and beyond. Thanks to their participation in the Investment Ready Program run by **Impact Hub Jakarta**, Impact Hub Munich and Allianz Global, IMI successfully raised 50,000 USD to develop their science and education program for public schools in 2019 and 2020. To increase access for children home-schooling during the pandemic, they are now engaging their fast-growing crowd of followers through IG Live and webinars — wherever they are located.

[www.ilmuwanmudaindonesia.com/](http://www.ilmuwanmudaindonesia.com/)

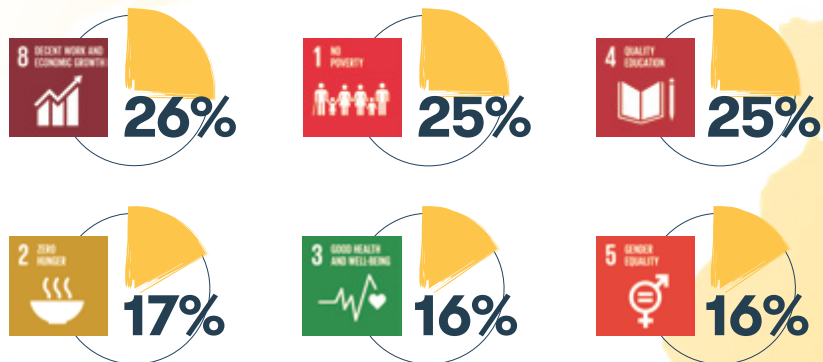
## ASIA PACIFIC

The most commonly addressed SDGs by our members in the region:



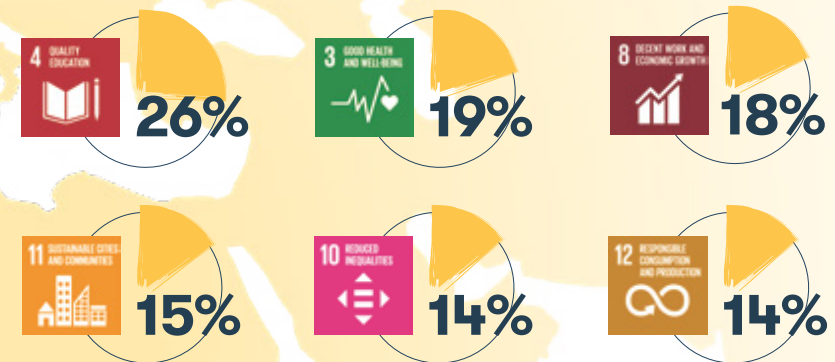
# AFRICA & MIDDLE EAST

The most commonly addressed SDGs by our members in the region:



# EUROPE

The most commonly addressed SDGs by our members in the region:



## #HUMANSOFIMPACTHUB

### Emploi et Moi

Emploi et Moi was launched in 2017, with the mission to connect local businesses to local talent — to ensure there is ‘a job for every Malian’. As part of the **Impact Hub Bamako** community, Emploi et Moi helps job seekers create their CV and prepare for interviews while supporting businesses in advertising available roles. They also run events that connect local actors in the entrepreneurial ecosystem with job seekers, as well as offering a web platform and app for job listings. So far, they have helped 347 job seekers

successfully find work. Emploi et Moi are alumni of Impact Hub Bamako’s The Next Economy program, which has given them access to funding and valuable business education.

<http://emploiemoi.com/>

## #HUMANSOFIMPACTHUB

### The Kitchen at 44



The Kitchen at 44 is a community kitchen, cookery school and rooftop farm, launched with the help of Impact **Hub King’s Cross’s** Feeding the City Start Up incubation program. They initially planned to sell cookery classes, run food related events and hire out the community kitchen, which would fund kitchen access and cookery lessons for underserved groups. COVID-19 caused them to quickly shift their focus to best serve their community, and they became a local food distribution hub. Collecting over 28 tonnes of food and gathering 30 volunteers, they provided meals for over 100 people on most days.

[www.facebook.com/thekitchenat44kingstreet/](http://www.facebook.com/thekitchenat44kingstreet/)



# NORTH AMERICA

The most commonly addressed SDGs by our members in the region:



## #HUMANSOFIMPACTHUB

### NDN Collective

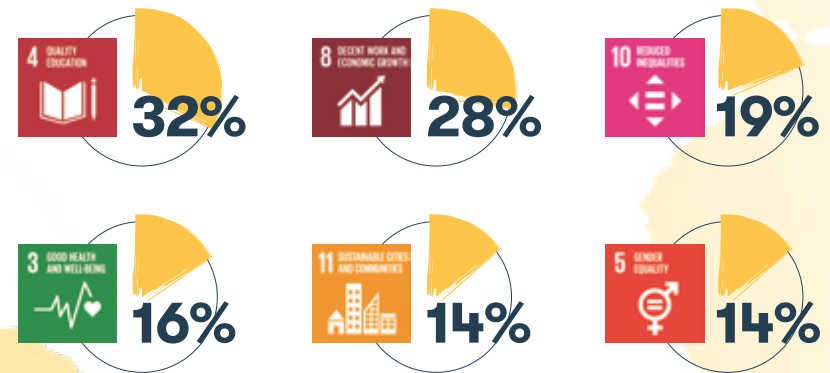
NDN Collective, based at **Impact Hub Minneapolis-St. Paul**, is an Indigenous-led organization creating resilient and regenerative development solutions on Indigenous terms. They are focused on building the collective power of Indigenous People, communities and Nations to exercise their inherent right to self-determination. By partnering with the philanthropic and investment sectors, they provide funding to large-scale resilient and regenerative projects in Indigenous communities, support those engaged in climate justice campaigns, drive policy change towards racial equity, and empower young Indigenous people with cultural education and tools for change making. During COVID-19, they have awarded over 2,500,000 USD to more than 90 partners in 23 states, to provide immediate relief to Native Nations and frontline Indigenous organizations serving some of the most underserved communities in the country.



<https://ndncollective.org/>

# LATIN AMERICA & THE CARIBBEAN

The most commonly addressed SDGs by our members in the region:



## #HUMANSOFIMPACTHUB

### Costa Rica Insect Company



Costa Rica Insect Company creates insect-based foods – the only proven scalable, sustainable solution to tackling food scarcity. Partnering with producers from the poorest sections of society, particularly women, they are also dedicated to creating employment opportunities. They now have 10 families in training to become partner farmers, and are looking to rural areas to generate economic growth in the communities worst affected by COVID-19. Costa Rica Insect Company was a finalist in Accelerate2030, a program run by **Impact Hub San José** and UNDP working to scale the impact of entrepreneurs working towards the SDGs. They are also part of an Impact Hub Amsterdam program, creating global connections that are helping them move quickly to multiply their impact

<https://cric.tech/>

# BE PART of the change!

In countries around the world, Impact Hub is a key player in the impact-first entrepreneurial ecosystem. We are often a first mover in the market and remain the main supporter for pre-scale growth and internationalization. Above all, we are a key connector between impact entrepreneurs and public, private, and civil society organizations that partner to drive the new economy. Today, the most critical support needs among impact entrepreneurs are:

1. Access to capital
2. Support on talent development
3. Access to new markets

COVID-19, and the deeper issues of inequality and the climate crisis that lie behind it, have raised the stakes. Today more than ever, we need strong impact enterprises — but these businesses are also faced with unprecedented challenges. Here is how you can collaborate with us to help changemakers create the impact the world needs.

## Partner with us!

### Shape the new economy by supporting impact businesses.

Our impact is multiplied when combined with other players' knowledge and resources. Through partnerships, we can keep expanding our program offering — combining valuable financial and non-financial resources and varied expertise into action. If you or your organization is interested in contributing to those at the forefront of the new economy, get in touch with us at [partnerships@impacthub.net](mailto:partnerships@impacthub.net).

## Join our community!

### Become a member or join a LIVE online event

Impact Hub members get access to a globally connected and locally rooted community, cause-related knowledge and networking, tailored business support, perks and discounts, and partnership opportunities. [Click here](#) to find out more and become a [Global Connect member](#) (free for a limited time) or [Accelerate member](#), or join one of our LIVE with Impact Hub online global events by [clicking here](#).

## Bring Impact Hub to your city!

### Join one of our Growth Calls to learn more.

Bring resources to impact entrepreneurs in your city — whether you want to build a vibrant community of changemakers from the ground up, or integrate your existing space and impact-focused community into our network. Interested? Find out more and get in [touch here](#).

# Let's collaborate!

[www.impacthub.net](http://www.impacthub.net)

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 /ImpactHubGlobal  
 /impacthub  
 /impacthubnetwork

# #BEPARTOFTHECHANGE



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Displayed member data and information is based on the Annual Global Member Survey conducted in February/March 2020. The final sample contains a total of 3,419 responses from 81 Impact Hubs. Results have been independently analyzed and compiled by the Social Entrepreneurship Center / Vienna University of Economics and Business in coordination with Impact Hub GmbH.

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