2017 ANNUAL IMPACT REPORT

Monitoring and Evaluating the Social Return on Investment for the One Young World Ambassador Community
One Young World is the pre-eminent global forum for young leaders from every country around the world. Since its inception in 2009, it has grown to a community of over 9,000 young leaders across 196 countries.

Our mission is to inspire young leaders to drive societal change, take action and tackle some of the most pressing issues the world faces today. The global community of One Young World Ambassadors is developing innovative solutions to the world’s biggest challenges as outlined in the Sustainable Development Goals.

One Young World’s methodology for measuring the Social Return on Investment (SROI) of Ambassador-led initiatives from around the world, was developed following discussions and review with PwC. This methodology was deployed for the first time in 2015 and is continuously being refined. Details of the methodology and some of the improvements made are set out in the following pages.
The vision for One Young World is that young leaders can be discovered and fast tracked on their journey to leading the world to a better future.

Now in its ninth year, the evidence of the impact One Young World Ambassadors have is growing and with it the commitment to the Ambassador community and accelerating positive change worldwide.

The pinnacle of the year is the One Young World Summit where young leaders announce and scale innovative solutions to the world’s most pressing issues in the company of Counsellors who include Kofi Annan, Professor Muhammad Yunus, Bob Geldof, Paul Polman and President Santos of Colombia. The overarching theme of One Young World 2017 Bogotá, led by President Santos, was peace and reconciliation. The Summit concluded with a day dedicated to peace. Peace Day included content on the future of Colombia: speeches by President Santos and Kofi Annan, as well as Extremely Together, a Kofi Annan Foundation initiative to engage young people in counteracting violent extremism, working in partnership with One Young World and the European Commission.

In 2017, 196 countries were represented at the Bogotá Summit with 228 fully funded scholarship places and marked by 141 delegate partners who sponsored 1,408 young leaders to attend the first Summit held in Latin America.

With many delegates coming from Fortune 500 and FTSE 100 companies including Accenture, Citigroup, Coca-Cola, Deloitte, Facebook, Google, KPMG, L’Oreal, Johnson & Johnson, Siemens, Telefonica and Unilever, the Summit has the largest corporate participation of any event for young leaders worldwide. Their brightest young employees attend One Young World as an integral part of their leadership development, human resources and sustainability programmes.

After each Summit, the delegates, who are then known as One Young World Ambassadors, start their own initiatives or lend the power of the One Young World network to initiatives already in existence. Of those in employment, many return to their companies and set about creating change from within, energising their corporate environment.

To date the Ambassador community consists of over 9,000 young leaders leading the way across all 17 of the UN Sustainable Development Goals and making a real difference to the lives and wellbeing of people across the planet. Throughout 2017 One Young World’s regional events mobilised more than 2,000 attendees. These Ambassadors had a reach on social media of over 40 million.

The following pages give the facts and figures to their global impact.

If you’re already part of the One Young World family, we extend our sincere gratitude for joining us on this mission to find and support the best young leaders in the world. If One Young World is new to you please get in touch! This report shows just how much we can do together. It’s exciting and wonderful work, supporting amazing young leaders and there is always more to do.

We can’t take peace for granted. Your leadership is required to build the world we want to see.”

Kate Robertson, Founder, One Young World

“We need you to work together as One Young World to tackle the systemic challenges in our societies”

David Jones, Founder, One Young World
Bogotá 2017 Highlights

**2017 - In Numbers -**

**Number of Ambassadors increased**

The One Young World Ambassador community grew to over 9,000 members.

1,408 young leaders were selected to attend the Summit out of a total 25,000 applications.

**Number of Delegate Partners and Scholarships Increased**

141 partners sent delegates to the Summit.

228 fully-funded scholarship places, worth over £700,000, were awarded.

**Increased online presence**

283,000 Facebook likes

142,000 Twitter followers

695,000 website visitors in 2017, increasing by 194% vs. 2016

4.6m website page views, in 2017, increasing by 106% vs 2016

**Proven Impact**

17.5m people positively impacted by One Young World Ambassador-led initiatives.

2.9m people positively impacted by projects measured in the 2017 report.

**Complete global representation**

196 countries represented at the Summit.

**Social Return on Investment**

Every US$1 of investment in One Young World delivered US$13 of value.

**Source:**

1. One Young World Partnerships Report 2017
2. One Young World Social Impact Report
3. Social Media Statistics correct as of February 2018

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One Young World Annual Impact Report 2017

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Global Media Coverage

500,000+ followers across six social media channels

Coverage of Ambassador-led initiatives increased
Yeomni Park, a North Korean defector’s speech at the One Young World 2014 Dublin Summit was re-released and received over 80m online views

“Making war is easier than making peace.”
President Santos in conversation with The Guardian at One Young World 2017 Bogotá

2.4m Facebook video views during Summit. Live Stream viewers tuned in from 128 countries

1,500+ pieces of press coverage about the Summit

140+ press interviews with Ambassadors and Counsellors at the Summit

500+ journalists covered the Summit

150+ media outlets in attendance

Source:
- One Young World Summit 2017 International Media Report
- One Young World 2017 Global Coverage Report
- One Young World Google Analytics
- Social Media Statistics correct as of February 2018
FOR EVERY US$1 INVESTED

The projects and initiatives led by One Young World Ambassadors deliver impact throughout the world, across all 17 UN Sustainable Development Goals (SDGs)

ONE YOUNG WORLD AMBASSADORS DELIVER US$13 OF SOCIAL VALUE
Global Impact

The 50 Ambassador-led Initiatives described in the following pages were chosen for evaluation to represent the diversity of the One Young World Ambassador Community. They were selected to represent all 17 Sustainable Development Goals and eight geographic regions—Europe, Asia, MENA, Africa, North America, Caribbean, Latin America and Oceania.

The Social Return on Investment ratio for each project was calculated using 2016 purchasing power parity values as calculated by the World Bank. The average Social Return on Investment ratio for the One Young World community is 1:13.

17.5m people positively impacted by One Young World Ambassador-led initiatives.

2.9m people positively impacted in 2017 alone.

Over 283,000 Facebook likes.

228 fully-funded Summit scholarship places worth over £700,000.

Over 142,000 Twitter followers.

141 partners.

Some Ambassador projects, inspired by attending a One Young World Summit, are still being fully developed, others are embryonic, and even more are impactful, but simply not measurable.

A handful of these initiatives have been highlighted as Ones to Watch in 2018. They are some of the most innovative and inspiring initiatives found within the community. There are many, many more.
The Ambassador Community

The most internationally diverse network of young leaders.

Following the Summit, all delegates become One Young World Ambassadors, joining a network of over 9,000 young leaders in 196 countries

One Young World Ambassadors work on their own initiatives or lend the power of the network to existing projects. Of those in employment, many return to their companies to create change from within, energising their corporate environment.
Since 2010, 17.5 million people have been positively impacted by Ambassador-led initiatives.

NORTH AMERICA
17% 

EUROPE
32%

ASIA
18%

OCEANIA
4%

AFRICA
14%

SOUTH AMERICA & CARIBBEAN
10%

ONE YOUNG WORLD AMBASSADOR COMMUNITY

Over
9,000
One Young World Ambassadors Worldwide representing all
196 countries

Managing & Coordinating Ambassadors for 2017

Melissa Pascal - Caribbean Coordinating Ambassador, Maria Vilella - Central America Coordinating Ambassador, Malibongwe Kaba - Africa 1 Coordinating Ambassador, Edine Chilimbo Gilees - Africa 2 Coordinating Ambassador, Barkha Mossae - Africa 3 Coordinating Ambassador, I KI Chan - Asia 2 Coordinating Ambassador, Holly O’Keeffe - Asia 3 Coordinating Ambassador, Salida Brushilawa - Eastern Europe/Asia Coordinating Ambassador, Alexander Lange - Europe 1 Coordinating Ambassador, Carlota Calvo Cotado - Europe 2 Coordinating Ambassador, Taftan Ako Sharif - Europe 3 Coordinating Ambassador, Mary-Kate Portley - Ireland Coordinating Ambassador, Ahmed Nassar - MENA Coordinating Ambassador, Heruka Kumararatne - Canada Coordinating Ambassador, Maddison Hawkins - Oceania Coordinating Ambassador, Tim Baice - Pacific Coordinating Ambassador, Fernando Oliveira - South America 1 Coordinating Ambassador, Francisco Abad - South America 2 Coordinating Ambassador, Theerawit Chainarongsophon - Thailand Coordinating Ambassador, Tala Dajani - UK 1 Coordinating Ambassador, Emma Powell - UK 2 Coordinating Ambassador, Devin Nash - USA 1 Coordinating Ambassador, Kevin L. Carter - USA 2 Coordinating Ambassador, Sarah Grunst - USA 3 Coordinating Ambassador, Charlie Oliver - Managing Ambassador for Europe

Coordinating Ambassador Network

The One Young World Ambassador community is run by young leaders, for young leaders. A team of Ambassadors are selected each year to take on the role of Coordinating Ambassador, to lead on Ambassador activity at a regional level. These Coordinating Ambassadors are supported by the One Young World Headquarters in London, who work year-round to track community impact, provide opportunities for local networking and spark opportunities for collaboration. They are also supported by a team of Managing Ambassadors, who are responsible for the Coordinating Ambassadors in their continental regions.

As of late 2017, One Young World is organised into 28 administrative regions, each representing an equal distribution of Ambassadors. A Coordinating Ambassador is appointed for each region and is responsible for...

CONNECTING AND COLLABORATING
Facilitating useful connections and collaborations between Ambassadors by arranging regional events and meetings.

REPORTING ON AMBASSADOR INITIATIVES
Communicating regularly with One Young World Headquarters in London on the impact of Ambassador-led initiatives in their region.

AMPLIFYING AMBASSADORS VOICES
Producing blogs, film and photography to amplify the voice of and increase awareness of Ambassador-led initiatives in their region.

SETTING SUMMIT TOPICS AND THEMES
Helping the One Young World team disseminate surveys and nominate Ambassadors to take part in subject matter focus groups to help set the topics and themes of the upcoming Summit.
Scholarship Programmes

Since 2010, One Young World has worked to guarantee young people from all 196 countries in the world are represented at One Young World Summits. To ensure this, scholarships are awarded to outstanding young leaders from under-represented countries, countries with less than two delegates represented at the previous Summit.

In 2017, Scholarships were awarded to young leaders from the following countries:

- Antigua and Barbuda
- Barbados
- Dominica
- Grenada
- Saint Kitts and Nevis
- Saint Lucia
- Saint Vincent and The Grenadines
- Trinidad and Tobago

Young leaders from 160 countries were awarded a total of 228 scholarships in 2017, an increase of 34% compared to scholarships awarded in 2016.

Over 18,000 applications received.

Key

- All countries indicated in dark blue or with a pointer are countries that were recipients of scholarships to attend the 2017 One Young World Summit.

* Full details of the different scholarships can be found on page 50.
Over the past year, One Young World has offered **over 50** exclusive opportunities to One Young World Ambassadors including:

- **Over £150,000** worth of financial and in-kind support for Ambassador-led initiatives. Funding opportunities include **$55,000** of marketing support and executive mentorship via the Facebook Social Entrepreneurship Award, **£50,000** of funding via the Unilever Young Entrepreneur Award and **$5,000** of funding for entrepreneurs via the Shiffon Startup Competition.
- Participation in programmes such as the Global Peace Index Ambassador Programme, Yunus & Youth Global Fellowship Programme, University of Cambridge Accelerator Programme and UNLEASH 2017.
- **Regional Caucuses**

<table>
<thead>
<tr>
<th>Event Date</th>
<th>Location</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 March 2017</td>
<td>Bath, United Kingdom</td>
<td>University of Bath. Over 70 One Young World Ambassadors attended from across the United Kingdom.</td>
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<tr>
<td>8 April 2017</td>
<td>Berlin, Germany</td>
<td>Telefónica Basecamp. Over 60 One Young World Ambassadors attended from over 20 countries.</td>
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<tr>
<td>8 &amp; 11 May 2017</td>
<td>London, United Kingdom</td>
<td>One Young World collaborated with One Young World Ambassador, mental health advocate and spoken word poet Hussain Manawer to organise two sold out gigs in honour of Mental Health Awareness Week. Over 200 attendees.</td>
</tr>
<tr>
<td>1 July 2017</td>
<td>Barcelona, Spain</td>
<td>Mobile World Centre. Over 60 One Young World Ambassadors attended from 25 countries.</td>
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<tr>
<td>12 July 2017</td>
<td>New York, USA</td>
<td>Facebook Headquarters. Over 140 One Young World attendees representing 15 industries.</td>
</tr>
<tr>
<td>29 July 2017</td>
<td>Sao Paulo, Brazil</td>
<td>Unibes Cultural Center. Over 70 One Young World Ambassadors attended representing 25 companies and organisations.</td>
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<tr>
<td>August 2017</td>
<td>Hong Kong</td>
<td>Leaders to Leaders 2017 programme at Hong Kong Federation of Youth Groups, supported by One Young World. 200 young leaders attended.</td>
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<tr>
<td>25-26 August 2017</td>
<td>Mount Hope, Trinidad and Tobago</td>
<td>The Arthur Lok Jack Graduate School of Business. Over 150 young leaders attended.</td>
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<tr>
<td>9 September 2017</td>
<td>Sharjah, United Arab Emirates</td>
<td>University of Sharjah’s Sharjah Entrepreneurship Centre (Sheraa). Over 100 young leaders attended.</td>
</tr>
<tr>
<td>18 November 2017</td>
<td>London, United Kingdom</td>
<td>Thomson Reuters Canary Wharf. Over 170 young leaders attended.</td>
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In **2017**, regional caucuses mobilised over **2,000** attendees worldwide.
Ambassador Achievements

- Award Winners -

**ESTHER MARSHALL, UNITED KINGDOM**
Lifechangers Just Giving Award
An award recognising outstanding contributions to the charity sector.
Founder, Stand Tall
An online platform that helps women and girls experiencing abuse to quickly and anonymously reach out to local charities and abuse services for help.

**JOANNE PAULUS YIMBESALU, CAMEROON**
Gold Award for Education and ICT
UNLEASH is a global innovation lab that brings together people from all over the world to transform ideas, and build lasting global networks around the Sustainable Development Goals.
Addressing the problem of deaf individuals finding available interpreters, Joannes’s team devised a shared economy model that leverages a digital platform to connect quality interpreters to the deaf.

**ILWAD ELMAN, SOMALIA**
Quartz Africa’s 2017 Innovators
A list of 30 Africans selected for their groundbreaking work, thought leading initiatives and creative approaches to local problems.
Founder, Elman Peace and Human Rights Center
The Centre, among a vast portfolio of services, works to rehabilitate and reintegrate former child soldiers by teaching them employability and entrepreneurial skills.

**AMIR ASHOUR, IRAQ**
Raoul Wallenberg Prize
Awarded to human rights defenders in Sweden.
Founder, IraQueer
First and only platform for LGBT community focusing on the Iraq/Kurdistan region.

**MARY-KATE PORTLEY, IRELAND**
Youth Leader Network- Eisenhower Fellowships
32 young leaders selected to join a global network of dynamic change agents committed to creating a more peaceful, prosperous and just world.
Selected for her social intrapreneurship work at Accenture.

**DIANA PAREDES, UNITED KINGDOM**
Disrupt 100s
A list of 100 startups with the most potential to influence, change or create new global markets.
Co-founder, Suade
Software helping banks adapt their balance sheets to changes in financial regulation.

**PETRIDER PAUL, TANZANIA**
Received the Points of Light Award from Her Majesty The Queen & UK High Commissioner in Tanzania.
Received the Award for her work to end gender-based violence.

**OSCAR EKPONIMO, NIGERIA**
Time Magazine’s Next Generation Leaders for 2017
A list of 10 social entrepreneurs, activist and influencers changing the world.
Founder, Chowberry
Connects supermarkets with surplus food to NGOs and charities working with the disadvantaged.

**LINA KHALIFEH, JORDAN**
Received a Global Leadership Award from Vital Voices at the The John F. Kennedy Center for the Performing Arts for her work with SheFighter
SheFighter provides empowering self-defence training for women, many of which have suffered from abuse.
Ambassador awards continued

ENASS ABO-HAMED, PALESTINE
MIT Technology Review
2017 Innovators Under 35 Europe
A shortlist of innovators changing the future of science and technology selected by MIT Technology Review.
Founder, H2GO Power
Allows energy from renewable sources to be stored and released on demand at a lower cost.

ISEULT WARD, IRELAND
Forbes Magazine 30 under 30 2017
Forbes Magazine presents 300 of the brightest young entrepreneurs, innovators and change makers.
Founder, Foodcloud
Connects businesses with surplus food to local charities.

KRITI SHARMA, INDIA
Forbes Magazine 30 under 30 2017
Creator, Pegg
World’s first accounting chatbot for entrepreneurs, startups and social enterprises. Kriti is the VP of Bots & AI at Sage.

BONNIE CHIU, HONG KONG
Forbes Magazine 30 under 30 2017
Founder, Lenzational
Providing photography training and a platform to sell the works of marginalised women in 15 countries.

TOM WEBSTER, UNITED KINGDOM
Forbes Magazine 30 under 30 2017
Co-founder, GrowUp Urban Farms
Created an aquaponic system that provides a sustainable and year-round method of farming.

TARIG AL-OLAIMY, BAHRAIN
GreenBiz, World Business Council for Sustainable Development 30 under 30
Founder, 3BL Associates
A think tank “established to reimagine a more sustainable and regenerative Middle East”.

JASON EMERT, USA
2018 Republican candidate seeking election to the US House of Representatives for the 2nd congressional district of Tennessee.

JEREMY LAMRI, FRANCE
Appointed to advise French President Emmanuel Macron’s administration on employment policy.
Founder, Monkey Tie
Innovative Human Resources software for talent management.

SAEED ATCHA, UNITED KINGDOM
Named as a panelist on the UK Government Review into full time youth social action.
Founder, Xplode Magazine
Giving young people a voice and opportunity to develop employability skills.

TREERAT SIRICHANTAROPAS, THAILAND
Candidate seeking election to the House of Representatives in Thailand’s next general election.
Founder, Paper Green
The first eco-friendly paper provider in Thailand.

WILLICE ONYANGO, KENYA
Published the Coalition for Kenya Youth Manifesto which ensured young people were at the heart of the 2017 Kenya General Election. It reached over 15,000 people including MPs, Governors, Senators and local representatives.

KRISTIN DUQUETTE, USA
Appointed as a Council Representative by the DC Mayor to the Multimodal Accessibility Advisory Council (MAAC). Kristin is Chair of the Council. MAAC is the advisory body to the Mayor, the Council, and District of Columbia agencies on making local transit and public spaces in the District more accessible to persons with disabilities.
Ambassador awards continued

- Advising and Working with the United Nations -

AMINKA BELVITT, CANADA
Aminka has founded many campaigns and initiatives for women's empowerment - including 'She Will Run' and 'ForUsGirls'.
Selected as a Champion for Change on the UN Women Empower Women programme.

PRAKASH ALVAREZ, VENEZUELA
Human rights activist and an advisor on Venezuela.
Selected by the UN to serve as a Field Officer to oversee the Colombian Peace Process.

JOANNES PAULUS YIMBEALU, CAMEROON
Co-Founder of 'Hope for Children' advocating for universal education and gender equality.
Spoke at the 2017 UN Women Solidarity Movement for Gender Equality event held at MOMA, NYC.

HAJER SHARIEF, LIBYA
Founder of 'Together We Build It' supporting democracy and female participation in civic affairs. Part of Extremely Together.
Named as part of the UN Women Group of Champions on Women, Peace and Security and Human Rights.

AHMAD ALHENDAWI, JORDAN
Named as the Secretary General of the World Organisation of the Scout Movement. Following his four year tenure as the UN Secretary-General's First Envoy on Youth.

RAINER MALLOL, DOMINICAN REPUBLIC, SINGAPORE & LUTFI FADIL LOKMAN, MALAYSIA
Selected as part of the inaugural Young Leaders for Sustainable Development Goals cohort.

AMBASSADOR AWARDS

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YOLANDA JOAB MORI, MICRONESIA
Thanks to her One Young World speech on climate change in Pacific Island nations, invited to deliver a keynote address at the World Forum on Natural Capital.

JAHAN DUKUREH, THE GAMBIA
Appointed as the first regional Goodwill Ambassador to Africa by UN Women.

MARIANA SANTOS, PORTUGAL
Appointed to work in Kiev’s UN Development Programme to help strengthen the Ministry of Health in Ukraine and improve the country’s healthcare system.

ILWAD ELMAN, SOMALIA
Appointed to work in Kiev’s UN Development Programme to help strengthen the Ministry of Health in Ukraine and improve the country’s healthcare system.

ABHINAV KHANAL, NEPAL
Founder of 'Bean Voyage', a project to empower women coffee growers to have a sustainable product and income in rural areas. Initiative featured in 2017 UN Youth Solutions Report.

FREDERICK BLACKFORD, UNITED KINGDOM
Founder of Polaroid Swing, a cinemagraphic photo app which creates moving photos. Acquired by Microsoft.

MARIA VICTORIA ALONSOPEREZ, URUGUAY
Founder of ChipSafer, a patented platform that can track and detect anomalies in cattle behaviour at any time and place.
ChipSafer was incubated by Satla, an accelerator programme from SES, the European Space Agency and the Government of Luxembourg.

GREGORY ROCKSON, GHANA
Founder of mPharma, a data and cost management platform connecting African consumers to accessible and affordable high-quality medications. mPharma raised $6.6 million in Series A financing.
Emerging Ambassador Initiatives
– Ones to Watch in 2018 –

One Young World Ambassadors are working to help progress all 17 Sustainable Development Goals. The Ambassador projects listed here are innovative solutions that are still in the early stages of achieving substantial impact.

NGAWANG GYELTSHEN & SANGAY THINLEY, YOUTH SOCIAL COOPERATIVE, BHUTAN
Youth Social Cooperative is a think-tank-cum-cooperative working to establish an opt-in social fund in Bhutan that will eventually become large enough to sustain a Universal Basic Income for all citizens.

ANDREW PONTON, GROWING TALL, TUVALU
Andrew’s latest vertical farming solution is in response to seawater intrusion on agricultural land in Tuvalu. Foodcubes are vermin-proof seed planters that are easy to use and set up. They will be undergoing their first trial in homes, schools and hospitals from May 2018.

KENNEDY EKEZIE-JOSEPH, CALABAR YOUTH COUNCIL FOR WOMEN’S RIGHTS (CYCWR), NIGERIA
CYCWR promotes the rights and access to healthcare for rural Nigerian women, particularly related to female genital mutilation, menstrual health and health education. A winner of the 2017 Resolution Project Social Venture Challenge, Kennedy will be scaling his work across the country.

CARLA LAZKANI, GENERATIONP, SYRIA (OPERATING IN UAE)
GenerationP’s FIVE-P is a 10-hour programme designed to prepare and build a generation of empowered forward thinkers and purposeful changemakers. They have hosted workshops in two schools so far with an aim to expand across all schools in the UAE.

BUSAYAPA SRISOMPONG, SHERO, THAILAND
Shero aims to eliminate domestic violence and de-normalise the violence culture in Thailand through creating anti-violence youth networks in communities, providing pro-bono legal services to victims and empowering survivors to become advocates or ‘Shero’s’.

FATOU MBOW, ZELALEM ARCHI CONSULT (ZAC), SENEGAL
ZAC is continuing to work with buildOn Senegal in delivering engineering and infrastructure designs for latrines and water points. They are continuing their efforts to build water points and multi-compartment latrines in elementary schools across rural Senegal.

LUCA BUCKEN, LITER OF LIGHT, NETHERLANDS
Liter of Light empowers communities worldwide with access to cheap, sustainable solar light solutions and economic opportunities. Their street light solutions have been proven to make communities significantly safer at night, particularly in post-disaster areas. Luca will continue to expand their reach as Executive Director of Partnerships.

BOZHANKA VITANOVA, ENTREPRENEURIAL MUSCLE MEMORY, MACEDONIA (USA)
Bozhanka researches which qualities make successful entrepreneurs and will use her findings to design a programme which develops those skills in children and adult learners. Trials are underway to determine whether ‘entrepreneurial muscle memory’ can be enhanced in lab settings.

TASNEEM YOUSIF, ROBODEM, BAHRAIN
ROBODEM uses the Smart Gas System invention, an intelligent system which detects toxic gases remotely using mobile applications or a web-based system through nanotechnology. The robot device can be tracked and controlled using an IP camera and GPS monitoring.

FIVE ONE YOUNG WORLD AMBASSADORS, TRAWELL, THAILAND
Trawell was founded at the One Young World 2015 Bangkok Summit as an app to encourage sustainable tourism in Thailand by offering users authentic experiences. Trawell plans to develop through cultivating partnerships with local travel services and tourist sites.

DANIELLE CROMPTON, ONE YOUNG WORLD PLASTICS WORKING GROUP, UK
The One Young World Plastics Working Group convenes One Young World Ambassadors from across the UK to determine how plastic use can be reduced within their businesses and communities and to encourage sustainable consumption.
CONOR HOUSTON, CONNECTED CITIZENS, IRELAND

Launched on stage at the OYW 2017 Bogotá Summit, the project aims to share the lessons learnt from the peace process in Northern Ireland with the world’s most passionate, dynamic and innovative citizens to inspire them to build a more peaceful, compassionate and resilient world.

KARAN JERATH, SUBSEA CONTAINMENT DEVICE, USA

In response to the Deepwater Horizon Oil Spill, Karan developed a device to separate the oil and gas phases into homogenous mixtures at the source of the spill, allowing the phases to be recycled immediately and minimizing the environmental impact of future incidents underwater.

JOSEPH SARVARY, VOICES OF NATURE, PARAGUAY

Winner of the 2017 Mary Robinson Climate Justice Award, Joseph is using the grant to expand his project which is creating the next generation of environmental leaders through ‘eco-clubs’. In the clubs, elementary school children in rural Paraguay engage with their local environmental issues and work with trained volunteers to devise creative solutions for them.

SALOMON ERKOS, VALUE SUSTAINABILITY, USA

Value Sustainability provides strategic consulting services for sustainable urban development, community engagement, and resiliency and disaster management. Having received a major grant, Salem is pursuing a new project which aims to advance the science of clean energy communication, particularly related to electric vehicles.

YNGVE ROOS, SDG COLLABORATION PLATFORM, GERMANY

2017 Ambassador Yngve and his team are working on a website that allows experts from different fields to share their ideas, insight and learnings on an open platform to encourage knowledge sharing and collaboration on issues addressing the Sustainable Development Goals.

Fifty Ambassador-led initiatives worldwide were selected for evaluation to represent their work across eight geographic regions – Europe, Asia, MENA, Africa, North America, Caribbean, Latin America and Oceania.

The selected projects also demonstrate how the actions taken by One Young World Ambassadors aim to support the UN’s 17 Sustainable Development Goals (SDGs).

Many of the projects solve more than one social issue and address more than one SDG although the value of each project has only been counted once in the final SROI analysis.
Business for Social Impact

As market leaders in their respective fields, One Young World’s partners are leading the way in creating positive social impact by engaging and encouraging their people to redefine what it is to be a young business leader. These examples demonstrate how One Young World Ambassadors are creating this change from within, re-energising their corporate environment with the full support of their employers.

The Impact Accelerator offers pro bono consultancy expertise to small scale social entrepreneurs in order to expand their reach and increase their impact.

Impact Now was formed by Reckitt Benckiser employees after attending the One Young World Ottawa 2016 Summit. Impact Now is the platform to enable all of RB’s employees to engage, contribute to and drive the business’s social purpose. The Ambassadors organised a day-long hackathon to share their learnings with fellow employees and to generate new ideas to increase social impact in RB, culminating in a presentation that was judged by a panel including One Young World Co-founder Kate Robertson.

Sustainability education for 500 children in Brazil

21,231 sustainable activities by 557 users in 12 countries on the Own Your CO₂ Earth Day campaign

The Own Your CO₂ project was born at the One Young World Bangkok 2015 Summit, when it was designed by nine Ambassadors from Siemens. Own Your CO₂, hosted a week-long campaign for Earth Day 2017 where 557 Siemens employees from 12 countries used the Own Your CO₂ app to track their carbon footprint, water and electricity usage and waste production. Own Your CO₂ was created in partnership with JouleBug, gamifying the experience to make the challenge more user friendly and engaging. The Siemens team also collaborated with fellow One Young World partner DSM to share knowledge on this project.

Sustainability education

IMPAKT NOW HAS THREE MAIN PARTS:

1. The Purpose Council is a group of young people from across RB’s global offices which meets quarterly to formulate proposals to put to the Executive Board.
2. The Impact Accelerator offers pro bono consultancy expertise to small scale social entrepreneurs in order to expand their reach and increase their impact.
3. Give Time is a volunteering platform that allows each RB employee to take two days leave to volunteer for organisations that are in line with RB’s social purpose.

300,000 hours volunteered in 5 months through Give Time

20 Standard Chartered employees

SIEMENS
Ingenuity for life

The Sustainability Games was founded by Siemens employee Rafael Angelo to encourage young school children to understand the issues around clean energy, climate change, recycling and water scarcity. The Sustainability Games have reached 500 children to date across 4 schools located close to Siemens sites in São Paulo, Jundiaí and Manaus. The Sustainability Games initially started in one school reaching 60 children, but after attending the One Young World Ottawa 2016 Summit Rafael was inspired to expand his project to three additional schools close to two other Siemens sites. From across Siemens, 25 volunteers have worked on the Sustainability Games. Rafael plans to expand the project to new schools close to other Siemens facilities in 2018.

Ankit Garg, a visually impaired employee at Standard Chartered Bank India, works on a project that is part of National Association for the Blind, Centre for Blind Women, New Delhi to help visually impaired people to start and run their own businesses in a sustainable way. To date 111 disabled people have been trained and are now running their own small businesses, each generating $600 USD per month on average. From Standard Chartered 20 volunteers have equipped these trainees with a financial education that allows them to manage their own affairs, gaining their own financial independence for the first time.

Microentrepreneurship training for 111 visually impaired people provided by

UBM

12 Mental Health First Aiders trained plus 30 managers trained on managing stress and mental health in the workplace through Give Time

Steven Rigby was inspired to campaign on mental health issues after attending the One Young World Ottawa 2016 Summit. On his return to UBM, Steven started The Mental Health Project on the UBM Intranet Hub to increase the awareness of and support for mental health around the business. The Hub content has engaged approximately 2,000 UBM employees. So far eight mental health related events have been hosted across three UBM offices in the EMEA region, engaging with 450 people. The Mental Health Project aims to normalise conversations around mental health between employees and managers. Currently 30 managers have been trained on how to manage stress in their team and 12 Mental Health First Aiders have been trained to help provide support. The Mental Health Project and team of Mental Health First Aiders were nominated for an internal award in January 2018.

13 out of 18 proposals accepted

ACCEPTED PROPOSALS INCLUDE:

• Lending office space to social entrepreneurs.
• Providing employment training for residents close to project sites, so they will be equipped to work for Terranum.
• Reducing the environmental impact of construction projects.
• Providing job opportunities for marginalised groups including those with disabilities.
• Contracting former combatants and victims of conflict to further bolster rehabilitation efforts.

Colombian real estate development giant Terranum sent their first delegation to One Young World in 2017. Six Terranum Ambassadors collaborated to submit 38 new proposals to their board after returning home from One Young World. The proposals ranged from sustainable construction to community engagement and peace building. These One Young World Ambassadors are now leading on the implementation of these proposals within the business.

300,000

hours volunteered in 5

months through Give Time
Measuring the Impact of Ambassador-led Initiatives

This is the third Impact Report for the One Young World Ambassador Community using methodology inspired by Social Value UK and devised following discussions with PwC.

One Young World’s Social Return on Investment methodology uses monetary values to represent the positive social, environmental and economic change these Ambassador-led projects have had in their communities.

CALCULATING THE SOCIAL RETURN ON INVESTMENT (SROI)

One Young World uses the Social Return on Investment methodology, inspired by traditional Return on Investment accounting, to demonstrate the social impact of Ambassadors in their communities. SROI is concerned with societal value rather than financial benefit. A ratio of 1:3 indicates that an investment of $1 delivers the equivalent of $3 worth of positive social impact on people’s lives. This calculation helps One Young World capture the impact of Ambassador-led initiatives, demonstrating the value added by attending the annual Summit.

Measuring this allows us to gauge the subsequent impact on Ambassadors after attending the Summit, their resulting involvement in the community, and the value of One Young World on corporations, both through association and as a result of their internal Ambassador-led change.

The SROI case studies provide both qualitative and quantitative information to demonstrate the breadth of each project’s reach. Not all social value generated can be easily converted into monetary values, so the project descriptions help to further illustrate the intangible benefits provided by each project.

One Young World has gathered data for impact analysis from over 100 Ambassadors using interviews, surveys and questionnaires to collect and verify information as accurately as possible. From this number, we have selected 50 projects to reflect the geographical spread of the Ambassador community, as well as identifying projects that aim to address each of the 17 Sustainable Development Goals. Analysing all projects led by the 9,000 strong Ambassador Community would have been overly resource-intensive.

Further detail on the impact analysis methodology employed by One Young World can be found in the Methodology section on page 98.

One Young World has gathered data for impact analysis from over 100 Ambassadors using interviews, surveys and questionnaires to collect and verify information as accurately as possible. From this number, we have selected 50 projects to reflect the geographical spread of the Ambassador community, as well as identifying projects that aim to address each of the 17 Sustainable Development Goals. Analysing all projects led by the 9,000 strong Ambassador Community would have been overly resource-intensive.

Further detail on the impact analysis methodology employed by One Young World can be found in the Methodology section on page 98.

KEY LEARNINGS

Throughout the process, the most problematic issue was ascertaining the precise value of each particular outcome for each project. Certain projects, such as education initiatives, are easy to quantify but awareness raising initiatives are much harder to value. In other cases, for example The Palau Legacy Project, the true outcomes of environmental benefit or the future value of lives improved by the Ambassador’s initiatives were too complex for this study to ascertain. Imposing quantitative values on certain outcomes might devalue a project simply because it was hard to monetise, but the story or case study demonstrates the value. More work is needed to be able to understand and improve the way these inputs and outcomes are calculated.

In the future, the set of guidelines provided to Ambassadors on how to accurately monitor their activities to provide the exact information relevant for impact evaluation needs further development. One Young World is in the process of compiling a growing library of data sources used to determine proxy valuations to ensure consistency and robustness, which will continue to be developed moving forward.

In many instances, the isolated locations and global spread of the projects made it difficult to find the information or statistics required to work out the financial proxies specific to that locality, while in some countries poor internet means there are few online reference sources such as online media and government statistics.

Several One Young World Ambassadors have established successful businesses, or set up a new initiative within an existing business. In some cases this data is sensitive and cannot be communicated externally. Unfortunately, this has meant several extremely impactful projects have had to be excluded from the report.

3 Please see page 45 for more information on the Palau Legacy Project.

Clarifying Impact

There are various other contributing factors in calculating impact which were not included in this study but might be included in the future, provided sufficient data is available to conduct these calculations in a valid and consistent way. For example, it may be worth considering:

Deadweight

This measures what would have happened if no intervention had taken place. For example, if a project claims a 7% increase in economic activity whilst the national economy has increased 5%, this must be questioned.

Displacement

If a social initiative reduces gang crime in one borough of London, has crime increased elsewhere i.e. been displaced to another nearby borough?

Attribution

Which other stakeholders contributed to the outcome? Other organisations may be involved in similar interventions, in which case it can be difficult to attribute direct impact.

‘Drop off’

Drop off indicates that the continued benefit of an intervention decreases over longer periods of time. This is taken into account by deducting a percentage from the outcome depending on the duration of the impact.
## Ending Poverty

Many people around the world remain in poverty and lack basic necessities such as food, electricity, clean water, and sanitation. The Ambassador community is creating access to these essentials around the world.

From the 50 Ambassador-led projects evaluated:

| 1,300 | people given access to a clean and sustainable water supply in
| 100,000 | farmers reached through an online campaign about crop health management
| 37,000 | people use the Traktor platform during peak season to access expertise on how to increase agricultural efficiency compiled by
| 4,000 | households benefit from solar lighting solutions provided by SomLite, enabling people to work for
| 4,000 | farmers given rigorous agricultural training to increase productivity in
| 5,300 | temporary shelters provided for
| 26,000 | people affected by the 2015 Nepal earthquake
| 5,300 | shelters built
| 130 | partner organisations

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### Total:

202,970 people helped to overcome poverty, and given access to affordable energy, clean water and sanitation

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| 110 | university students provided with entrepreneurial training by Youth in Agriculture for Economic Development (YAED)
| Over | 60 farmers given rigorous agricultural training to increase productivity in 3 countries
| 26,000 | earthquake victims given temporary shelter
| 5,300 | shelters built
| 130 | partner organisations

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Following the 2015 earthquake in Nepal, Suman Kumar provided temporary shelters for people whose homes had been destroyed by the disaster. Suman collaborated with an American organisation to design and manufacture machines that made temporary shelters. By partnering with over 130 organisations and individuals, they were able to deliver over 5,300 shelters which housed over 26,000 earthquake victims. The structure of the shelter was designed so that all construction materials could be sourced within Nepal, ensuring sustainability and making the project economically viable whilst also supporting domestic industry. The shelters were also designed so that when they were taken apart, the components of the structure could be used to assemble more permanent buildings or homes. The President of Nepal voiced his support for the project, boosting visibility in the early stages. Many schools were destroyed by the earthquake, so Suman co-founded School Relief to rebuild schools and help children to return to education as quickly as possible. School Relief has rebuilt the Shree Chaurali Mahakali Primary School in the Nuwakot area, enabling 25 children to return to school to date. Interlocking brick technology is used to provide structural reinforcement for the new schools. School Relief plans to build more schools in the coming year and is currently fundraising to ensure that as many children as possible have access to secure learning facilities in Nepal.

School Relief has rebuilt the Shree Chaurali Mahakali Primary School in the Nuwakot area, enabling 25 children to return to school to date. Interlocking brick technology is used to provide structural reinforcement for the new schools. School Relief plans to build more schools in the coming year and is currently fundraising to ensure that as many children as possible have access to secure learning facilities in Nepal.

**Spotlight**

**SUMAN KUMAR, NEPAL**

**SCHOOL RELIEF**

School Relief has rebuilt the Shree Chaurali Mahakali Primary School in the Nuwakot area, enabling 25 children to return to school to date. Interlocking brick technology is used to provide structural reinforcement for the new schools. School Relief plans to build more schools in the coming year and is currently fundraising to ensure that as many children as possible have access to secure learning facilities in Nepal. At the One Young World 2017 Bogotá Summit, Suman met some Ambassadors from GE who have subsequently worked with him to aid his fundraising efforts and support his work.

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*For the full breakdown of how this SROI ratio was calculated please refer to the project report on page 57*
Access to basic medical care is seen as a right for all. One Young World Ambassadors are creating new medical systems and using technology to provide access to medical care for people who previously had none and promote healthy lifestyles.

From the 50 Ambassador led projects evaluated:

<table>
<thead>
<tr>
<th>350 mothers and 400 children educated about good nutrition through NutriBeads which are handcrafted by 3 locally employed artisans</th>
<th>32,000 mothers given access to medical advice from a team of 24 doctors online via their mobile phones</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 million views of the ‘YourChoice’ television programme educating viewers about sexual and reproductive health and rights, impacting</td>
<td>88,240 people reached through 4 social media campaigns raising awareness on issues including maternal health and potential cancer risks</td>
</tr>
<tr>
<td>14,411 people educated about cancer and health risks and 3,744 people screened for cancer by the Zurak Cancer Foundation</td>
<td>Total: Over 1,342,595 people impacted through increased education and access to physical and mental health services</td>
</tr>
<tr>
<td>45 health workers trained to help educate mothers about maternal and infant care</td>
<td>88,240 people reached through 4 social media campaigns raising awareness on issues including maternal health and potential cancer risks</td>
</tr>
<tr>
<td>1.2 million people</td>
<td>100 nutrition packages and 50 hygiene kits delivered to people</td>
</tr>
<tr>
<td>32 people trained about managing stress and mental health in the workplace including</td>
<td>88,240 people reached through 4 social media campaigns raising awareness on issues including maternal health and potential cancer risks</td>
</tr>
<tr>
<td>520 at risk young people engaged through sports clubs</td>
<td></td>
</tr>
</tbody>
</table>

Abdul Samed Zurak founded the Zurak Cancer Foundation on 27 April 2014 to provide free cancer screening, education and awareness raising programmes in hard-to-reach communities and slums in Ghana. He founded the organisation after losing his aunt and her children to liver cancer and learning that early detection could have saved their lives. The Foundation is involved in three main project streams: raising awareness, health education and screening people for cancer. The Foundation raises awareness on the most prevalent types of cancer through a range of activities including an awareness month, reaching over 65,000 people to date. As part of their awareness programme, Zurak Cancer Foundation partnered with Prostate Cancer UK to increase awareness of prostate cancer in Ghana. Through this partnership Zurak Cancer Foundation developed an initiative “Pharms & Pros” to stock pharmacies with prostate cancer leaflets and awareness materials to provide further information on the disease to older men in Ghana.

The Foundation provides education on various types of cancer through community-based education in partnership with community leaders and religious institutions, as well as through infographics at medical institutions and on social media. Over the past three years, Zurak Cancer Foundation has organised community-based screening programmes to integrate an early detection policy into the health habits of Ghanaians, screening almost 4,000 people. They have done this by establishing a number of partnerships with local specialised cancer institutions. Currently, Zurak Cancer Foundation has 8 staff members and 20 volunteers. The Foundation also provides oncology training and capacity building for their team in collaboration with Sweden Ghana Medical Center and Medi Moses Prostate Center. Upon returning from the One Young World 2017 Bogotá Summit, Abdul and his team developed the One Year Volunteer Programme. They recruited an additional 48 volunteers to cover the southern, middle and northern regions of the country in an effort to expand their reach. Zurak Cancer Foundation is set to cover the whole of Ghana by 2019.
Achieving sustainable growth requires closing the gap between opportunities for men and women, developing and developed societies, employable skills needed and the training provided. One Young World Ambassadors are finding innovative solutions to address these issues. From the 50 Ambassador led projects evaluated:

- **2,625** refugee children given secure access to schooling in 35 schools across Malaysia and Myanmar by Refuge for the Refugees
- **500** students more engaged in STEM subjects through scientific experiments and maths tutoring, as well as learning about the Sustainable Development Goals
- **5,000** children benefit from an improved quality of education in 60 schools across mainland Ecuador through Lab21
- **2,625** refugee children given secure access to schooling
- **100,000** students able to access Presto Academy content online developed by more than 8 top performing students
- **500** students more engaged in STEM subjects through scientific experiments and maths tutoring, as well as learning about the Sustainable Development Goals
- **5,000** children benefit from an improved quality of education in 60 schools across mainland Ecuador through Lab21
- **2,625** refugee children given secure access to schooling

**Total:**
- **108,150** students educated in over 96 schools

**SROI**

<table>
<thead>
<tr>
<th>SROI</th>
<th>1:6</th>
</tr>
</thead>
</table>

*For the full breakdown of how this SROI ratio was calculated please refer to the project report on page 65.

**Spotlight**

**HEIDY QUAH, MALAYSIA**

Refuge for the Refugees

Heidy founded Refuge for the Refugees to help refugees in Malaysia access basic education facilities and equip them with entrepreneurial skills so that they can generate income for their families. Heidy founded 10 refugee schools across Malaysia and 25 schools across Myanmar, each with 70 to 80 children. Over 2,500 children have benefited from this schooling system, which has a strong emphasis on leadership development. Refugees in Malaysia are unable to access public services such as schooling and healthcare, and they do not have a legal status that allows them to work. Some families stay in Malaysia for up to 15 years before moving to an alternative location that provides them the rights and protections that allow them to create a new life for themselves. Refugee for the Refugees runs schools for these disadvantaged children, enabling them to achieve internationally recognised qualifications that can help them seek better opportunities. Heidy also teaches students how to start their own businesses alongside their studies. As well as teaching children entrepreneurial skills, Refugee for the Refugees gives refugee communities support to run their own businesses, encouraging innovation and self-sustainability.

One such project is a baking school, where mothers use the platform provided by the organisation to sell their baked goods. This led to a partnership with the popular Malaysian coffee chain Espressolab, which agreed to sell the baked goods in their stores. Another project is the Refugee Innovation Lab, where participants are encouraged to form their own practical solutions to problems arising in their communities. For example, when a new school needed furniture the parents learnt carpentry skills and made the tables and chairs themselves instead of buying the furniture from external sources. Refugee for the Refugees also works to combat negative perceptions of refugees through targeted awareness campaigns held in universities and shopping malls.
Reducing Social and Gender Inequalities

One Young World Ambassadors recognise and are trying to resolve inequalities in our societies based on age, sex, disability, race, ethnicity, origin, religion or economic income.

From the 50 Ambassador-led projects evaluated:

- **60** people from 3 major world religions attend an interfaith seminar to increase cohesion and foster understanding.
- **17,500** people reached through the Africa Matters Initiative participating in more than **4,500** hours of workshops.
- **360** mothers taught employability skills and **760** people given capacity building training.
- **300** aspiring disadvantaged athletes supported to help them achieve their potential through Sporte Avis, providing them with a bigger, more visible platform on the global stage.
- **13,600** students educated about women’s rights in over **50** schools.
- **1,754** women given access to legal aid.
- **137,723** people impacted through increased awareness about inequality and increased opportunities for disadvantaged individuals and groups.

**Total:**

**130** women contribute to Free Women Writers reaching **100,000** unique viewers per month.

**SROI:** 1:50

*For the full breakdown of how this SROI ratio was calculated please refer to the project report on page 70.

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**Spotlight**

**NOORJAHAN AKBAR, AFGHANISTAN FREE WOMEN WRITERS**

Noorjahan founded Free Women Writers as a platform for Afghan women to share their experiences and challenge the status quo where Afghan women are often talked about but rarely heard from. Run by a collective of Afghan women writers and students, Free Women Writers is an online publication dedicated to telling the authentic stories of Afghan women. Currently 130 contributors publish content that is currently read by over 100,000 unique readers each month. Today in Afghanistan, 87% of women have faced gender-based violence. More than 75% of marriages are either early (before 18 years old) or forced. Even after more than a decade of advocacy and investment in education, only one in ten Afghan girls graduate high school. Free Women Writers works to make sure women in Afghanistan have the opportunity to raise their voices and tell their own stories to drive cultural change. Most submissions are published in the Afghan languages of Persian and Pashto on a Facebook blog, with some recent works being translated into English for publication on the website. Free Women Writers also campaigns on women’s issues in Afghanistan.

Spotlight

One example is a successful campaign they led to prevent the Government of Afghanistan from imposing restrictive uniforms on school girls around the country. In addition to the blogs and online publication, Noorjahan published a book of Afghan women’s writings in Persian in 2013 called “Daughters of Raba” that was distributed to six provinces around the country and has been read by thousands of Afghans. Free Women Writers also provides a yearly scholarship to a select number of Afghan women to help them pursue higher education inside the country.
Decent Work, Economic Growth and Innovation

Almost a quarter of the planet’s youth are neither working nor studying. Unemployment is particularly high in the poorest nations. Creating stronger economies is required to solve this. One Young World Ambassadors believe industry as well as innovation have a key role to play in solving global unemployment as well as providing decent employment which helps lift people above the poverty level.

From the 50 Ambassador-led projects evaluated:

- **30,000** students taught how to code
- **200** school teachers trained through CodeForSu
- **180** small businesses given access to dedicated market days generating over **$40,000** across **5** events

### Total:

- **733,428** people impacted including almost **700,000** people benefitting from training
- **6,410** small businesses given access to new opportunities and **151** people enabled to start their own micro-enterprises

**Spotlight**

**JOÃO DUARTE, PORTUGAL**

**MENOS**

In 2014, João founded Menos, an organisation that facilitates and accelerates micro-entrepreneurship in response to the high domestic unemployment rate. Portugal was badly affected by the 2008 financial crisis and unemployment has remained high since. João noticed that unemployment was not only affecting young people but also skilled experienced workers. He also discovered that many people held misconceptions about entrepreneurship which meant they did not even consider the possibility of starting a business. Menos began as a programme to teach people about the basics of entrepreneurship, with a focus on small scale, local community-based businesses. The concept of micro-entrepreneurship was more palatable to people who were unsure about the prospect of starting their own initiatives. João and his two colleagues developed a curriculum explaining the basics of starting a business.

After running a pilot of the project, Menos held 5 programme cycles with a total of 40 people graduating from the course. The curriculum developed into a two week intensive training course with mentoring and support. Follow up research found that up to one third of participants were still running their businesses and generating income 6 months after the end of the programme. Menos has been supported by a range of partners including government bodies and local businesses.

**SROI**

**1:9**

*For the full breakdown of how this SROI ratio was calculated please refer to the project report on page 81.*
Sustainable Living and Production

Sustainable consumption is a growing challenge in a world where industrialisation has led to the excessive use of materials. As populations grow, it is critical that our production processes and urban planning address the need for sustainable living.

From the 50 Ambassador-led project evaluated:

- **286 kgs** of fair trade cocoa beans purchased to make sustainable chocolate that is **72%** cacao for Five North Chocolate
- Over **5,000** chocolate pouches sold
- **15** farms contaminated with seawater transformed into sustainable fish farms producing a total of **70** tonnes of fish on average
- **120** young people engaged through sports clubs and taught employability skills through Fundación Qubo Soluciones Sociales Innovadoras
- **2,176** people taught about sustainable consumption and climate action through the Guyana Environment Initiative
- **500** children educated about sustainable living and consumption through the Sustainability Games held in **4** schools
- **24,286** pieces of sports equipment donated to underserved communities by a team of **180** volunteer Fair Gamers working for over **10,000** hours
- **15** farms contaminated with seawater transformed into sustainable fish farms producing a total of **70** tonnes of fish on average
- **14,607** young people participate in sports sessions organised by Fair Game Australia in **41** rural communities across Australia, with some communities visited up to **8** times per year
- **2,176** people taught about sustainable consumption and climate action through the Guyana Environment Initiative
- **15,000** young people engaged through sustainable sports training sessions
- **25,000** pieces of sports equipment donated to underserved communities

**Total:**

- **17,418** people impacted through improved sustainability in production and consumption in their communities
- More than **15,000** young people engaged through sustainable sports training sessions
- Almost **25,000** pieces of sports equipment donated to underserved communities
- **120** young people engaged through sports clubs and taught employability skills through Fundación Qubo Soluciones Sociales Innovadoras
- **286 kgs** of fair trade cocoa beans purchased to make sustainable chocolate that is **72%** cacao for Five North Chocolate
- Over **5,000** chocolate pouches sold

**Spotlight**

**BEN CONARD, USA**

FIVE NORTH CHOCOLATE

Benjamin founded Five North Chocolate in March 2016 as a fair trade, sustainable social enterprise selling high quality confectionery. Five North has sold 5,000 chocolate pouches to date, with plans to expand operations in 2018. Five North Chocolate is a fair trade certified social enterprise that sells antioxidant-rich, vegan dark chocolate with superfoods in bite-sized pieces sold by the pouch. The chocolate is 72% cacao and all inclusions have additional health benefits, making the confectionary snack health conscious as well as socially conscious. All cocoa used in production is certified by Fair Trade USA, which means that farmers are guaranteed a fair wage for their labour and that farms are held to high standards of working conditions and environmental standards. Every fair trade certified purchase adds an additional social premium which is sent back to the farming community. During his time in Bogotá for the One Young World 2017 Summit, Ben was invited to speak to students studying business and entrepreneurship at Universidad de la Sabana, and he was taken on a tour of a local chocolate factory. At the Summit he was able to connect with Barry Callebaut, one of the world’s largest cocoa producers.

**SROI**

1:2

*For the full breakdown of how this SROI ratio was calculated, please refer to the project report on page 87*
Climate Change and Environmental Action

The One Young World community believes climate change is the biggest threat to future generations. At the same time, 76% believe their generation will leave the world in a better state than its current one. Many are already working to achieve this.

From the 50 Ambassador-led projects evaluated:

- 150 people in 8 countries across the Middle East and North Africa educated about sustainability and the environment through the Arab Youth Climate Movement
- 9 Siemens Ambassadors engaged
- 600 hectares of Mallorquin wetlands protected by MallorquinVIVE
- 55 employees via Own Your CO2, saving 23,700 kg of Carbon Dioxide
- 1,300 kg of waste
- 163,400 litres of water and 106,148 kilowatt hours of electricity
- 600 hectares of wetlands protected
- 7,000 children educated about sustainability and the environment through Barranquilla+20
- 120 Scholarships awarded to Latin American and Caribbean Youth Parliament for Water delegates worth over $40,000
- 1 national plan implemented to protect Palau’s coastlines with over 22,000 people signing the Palau Pledge and committing to protect the local environment across Palau’s 8 islands.

**Total:**

- 1,674,953,868 people educated about environmental sustainability
- 600 hectares of wetlands protected

**Spotlight**

**Nicolle Fagan, Palau**

**The Palau Legacy Project**

Nicolle co-founded The Palau Legacy Project to make tourism more sustainable to protect the natural wildlife and environment in Palau. Over 22,000 people have signed the Palau Pledge so far, and the online awareness campaign has reached more than 1.6 billion people around the world. Nicolle and her co-founders Jennifer Gibbons, Laura Clarke and Nanae Singeo noticed the destructive consequences of tourism on Palau’s beaches and so they collaborated to form a campaign to protect Palau. They created the Palau Pledge, a declaration that all visitors to the country must now make upon entering, committing to principles of conscientious consumption and nondestructive behaviour. Part of this campaign includes an in-flight video that is shown on every flight that lands in Palau. Local school children helped to formulate the contents of the Pledge. With the support of the President and the First Lady, The Palau Legacy Project is rapidly gaining traction and changing how both visitors and local Palauans treat the island. The Palau Pledge has been supported by several influencers including actor and activist Leonardo DiCaprio, former US Secretary of State John Kerry, and conservationist Sylvia Earle. Despite being the third smallest country in the world, Palau now has the largest percentage of protected ocean in the world.

N.B. Following our conservative estimation principles, One Young World have decided not to include the 1.6 billion people reached through the Palau Pledge campaign in the total number of people impacted by the One Young World Community.

**SROI**

1:3

For the full breakdown of how this SROI ratio was calculated please refer to the project report on page 90.
Creating Peaceful and Inclusive Societies

Almost two-thirds of One Young World Ambassadors are actively leading change in their communities and societies to bring about lasting peace and justice. They believe strong institutions are necessary, and so are developing new models of democracy and transparency as well as ways to engage young people in the political process around the world. From the 50 Ambassador-led projects evaluated:

<table>
<thead>
<tr>
<th>Over 2,000</th>
<th>people politically mobilised and</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,000</td>
<td>people reached through online campaigns about the importance of civic engagement</td>
</tr>
<tr>
<td>1,232</td>
<td>people educated about corruption in their society and the importance of civic engagement through the Integrity Action Movement</td>
</tr>
<tr>
<td>75</td>
<td>women taught tailoring skills through the I Learn to Earn programme, resulting in a tailor shop with 2 full time paid staff</td>
</tr>
<tr>
<td>2</td>
<td>Theatre for Peace and Theatre for Therapy programmes with 60 participants and 1 Festival for Peace with over 500 attendees learning about conflict resolution and collective healing to improve community cohesion</td>
</tr>
<tr>
<td>1,500</td>
<td>people educated about the importance of political participation through civic engagement workshops</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>207,774</strong> people educated and engaged in peacebuilding through more than 5 summits and seminars</td>
</tr>
</tbody>
</table>

Rashida founded The Sophie Muwanika Institute of Art for Change to reduce the stigma around mental health and to empower young people to be proactive peacebuilders through the medium of art and theatre. Rashida faced discrimination from her community whilst she was suffering from depression following the death of her mother. Her work encourages young people with similar mental health issues to reintegrate into the community by providing them with space to heal. Named after Rashida’s mother, The Sophie Muwanika Institute of Art for Change runs two main programmes. Theatre for Therapy uses storytelling, poetry and performance as an alternative treatment for victims of depression and trauma. This includes refugees, victims of school bullying, school bullies and young people who are victims of social trauma. The programme also enhances awareness of depression and trauma in young people as a major barrier to their full and meaningful participation in society. The second programme is Theatre for Peace which uses similar techniques to improve community cohesion.

Spotlight

**RASHIDA NAMULONDO, UGANDA**

The Sophie Muwanika Institute of Art for Change

Students write plays on inclusion and identity by using their own cultural experiences to inspire their dialogues. As well as helping the workshop participants express their feelings and broaden their horizons, these workshops benefit the wider community indirectly through the community oriented tasks assigned to participants. The Institute also hosts an annual Festival for Peace which showcases stories of young people on the themes of reconciliation, identity, migration and inclusion. The festival gives children aged 8-19 a platform to share their personal stories. Young people are able to benefit from this intercultural exchange by networking with each other and influential figures in the local community and in the art world. The principle aim is to encourage parents, teachers, community leaders and policy makers to provide emotional support and inclusive, safe communities for these young adults to realise their potential and make a positive impact.

SROI

1:2

*For the full breakdown of how this SROI ratio was calculated please refer to the project report on page 92*
**Partnerships for the Future**

Through sharing knowledge and resources we can achieve more than by acting alone. One Young World Ambassadors are working to develop mutually beneficial relationships to facilitate cooperation that will further efforts made for all 17 Sustainable Development Goals.

From the 50 Ambassador-led projects evaluated:

<table>
<thead>
<tr>
<th>Action</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,500 girls given reusable feminine hygiene products and training on menstrual hygiene</td>
<td>5,000 trees planted covering 20,000 square metres helping to reduce the risk of flooding for 31,100 people in flood-prone areas</td>
</tr>
<tr>
<td>139 young professionals receive mentoring from 9 established business leaders</td>
<td>18 countries across Africa</td>
</tr>
<tr>
<td>5,000 teachers trained to develop their leadership capacity and increase education quality in 10 schools</td>
<td>6,000 volunteers working for Maestros Leadership Team in 18 countries across Africa</td>
</tr>
<tr>
<td>1,000 students awarded scholarships for high school across 10 schools</td>
<td>12,000 students mentored under Project Inspire, with 20,000 children receiving school uniforms and supplies worth $300,000</td>
</tr>
<tr>
<td>258 teachers trained to develop their leadership capacity and increase education quality in 10 schools</td>
<td></td>
</tr>
<tr>
<td>6,000 volunteers working for Maestros Leadership Team in 18 countries across Africa</td>
<td></td>
</tr>
<tr>
<td>500 young people trained to campaign for climate action</td>
<td></td>
</tr>
</tbody>
</table>

**Total:** 76,497 educated on and engaged with the Sustainable Development Goals across 18 countries

---

**Spotlight**

**CHARLES LIPENGA, MALAWI**

Maestros Leadership Awards (MALA) grants awards to high performing schools to increase accountability and encourage schools to improve the quality of teaching. MALA also awards scholarships to students to increase access to quality education. Teach-AZ is a teacher recruitment, preparation and retention programme to develop leadership capabilities and increase education quality in a sustainable way. Maestros also works on reducing inequalities through the Beyond Phys-IQ programme which empowers students and teachers with disabilities to work towards sustainable development, with plans to reach 300 people each year. Springboard is a youth camp that prepares young people for higher education and for the working world. Maestros Fridays dedicates one day each month to a hack style event where young people work on creating changes in Africa by making knowledge and information universally accessible. Maestros Fridays are expected to reach 2,000 people in 2018.

---

*SROI* 1:7

For the full breakdown of how this SROI ratio was calculated please refer to the project report on page 96.
Governance and Finance

<table>
<thead>
<tr>
<th>BREAKDOWN OF EXPENDITURE</th>
<th>SOURCES OF INCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total income:</strong> £4,300,000</td>
<td>Corporate 74%</td>
</tr>
<tr>
<td><strong>Expenditure</strong></td>
<td>PARTNER NGOs 20%</td>
</tr>
<tr>
<td><strong>4%</strong></td>
<td>Self sponsored 2%</td>
</tr>
<tr>
<td><strong>Education sector</strong></td>
<td></td>
</tr>
<tr>
<td><strong>£4,300,000</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Scholarship Programmes continued from page 14**

- **Scholarship Programmes**
  - **Corporate**
    - 30 Scholars
      - Selected for their impact in one of One Young World 2017 Bogota’s key topic areas
    - 2 Scholars
      - Selected by a One Young World competition at the European Development Days
    - 1 Scholar
      - Selected for their positive impact in the field of education and women’s empowerment
    - 1 Scholar
      - Selected for their work on health and safety at work
  - **Partnerships & Organizations**
    - 1 Scholar
      - Selected for their work on education and engineering
    - 4 Scholars
      - Selected for their work in the field of international development
    - 1 Scholar
      - Selected for their work in promoting rapid technological change
    - 1 Scholar
      - Selected for their work in promoting gender equality

**2017 Delegate Footprint**

**INDUSTRIES**

- **Advisors**
- **Advertising & Media**
- **Agriculture & Food**
- **Aerospace**
- **Art & Culture**
- **Automotive**
- **Banking & Finance**
- **Biotechnology**
- **Business Services**
- **Chemicals**
- **Communications**
- **Construction**
- **Consumer Goods & Services**
- **Consulting**
- **Education**
- **Energy & Power**
- **Engineering & Construction**
- **Environmental Services**
- **Financial Services**
- **Food, Beverages & Tobacco**
- **Governmental**
- **Governmental, Software & Services**
- **Healthcare**
- **Hospitality & Travel**
- **Internet**
- **IT & Telecoms**
- **Legal**
- **Media & Entertainment**
- **Manufacturing**
- **Markets & Trade**
- **Medical Equipment & Services**
- **Motorcycle & Automotive**
- **Multinational**
- **Natural Resources**
- **New Materials & Technologies**
- **Oil & Gas**
- **Other**

**REGIONS**

- **Africa**
- **Asia**
- **Europe**
- **North America**
- **South America & Caribbean**
- **Oceania**
- **Scandinavia**
- **Middle East**
- **Latin America**

**GLOBAL CORPORATE DELEGATIONS HAVE INCREASED ANNUALLY**

<table>
<thead>
<tr>
<th>Year</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st year</td>
<td>3rd year</td>
</tr>
<tr>
<td>7</td>
<td>40</td>
</tr>
<tr>
<td>5</td>
<td>41</td>
</tr>
<tr>
<td>2</td>
<td>43</td>
</tr>
<tr>
<td>7</td>
<td>45</td>
</tr>
<tr>
<td>6</td>
<td>50</td>
</tr>
</tbody>
</table>

These are only a few examples. Many partners increase their delegations year on year.

**Partners**

**Corporate Partner Events**

- **CANNES LIONS, FRANCE**
  - TUESDAY 16 MAY
  - Partner Executives and other special guests were invited to a Roundtable thought leadership session to network and share knowledge on how to make the most of the One Young World Summit. Best practice was shared and discussed on delegate selection methods and pre/post Summit engagement strategies with CHROs from some of the world’s leading businesses.

- **VANITY FAIR RECEPTION, LONDON**
  - WEDNESDAY 10 MAY
  - Vanity Fair hosted a reception at Vogue House, London, celebrating the launch of the One Young World feature about One Young World 2016 Ottawa in the magazine. The reception was attended by partners and Ambassadors and featured a performance by One Young World Ambassador, mental health activist and poet, Hussain Manawer.

- **FRIDAY 6 OCTOBER**
  - FRIDAY 6 OCTOBER
  - The Johnson & Johnson Foundation Climate Justice Award
  - One Young World Peace Ambassador Scholarship
  - Young Health Programmes Scholarship

- **TUESDAY 19 JUNE**
  - TUESDAY 19 JUNE
  - CANNES LIONS, FRANCE
  - Corporate Industry Delegates, including 17 Chief Marketing Officers, attended the Four Ambassadors’ ramadhan dinner, hosted by the Johnson & Johnson Foundation. The dinner was attended by partners and Ambassadors and featured a performance by One Young World Ambassador, mental health activist and poet, Hussain Manawer.

- **WEDNESDAY 10 MAY**
  - VANITY FAIR RECEPTION, LONDON
  - Partner Executives and other special guests were invited to a Roundtable thought leadership session to network and share knowledge on how to make the most of the One Young World Summit. Best practice was shared and discussed on delegate selection methods and pre/post Summit engagement strategies with CHROs from some of the world’s leading businesses.

- **CORPORATE INDUSTRY DELEGATES**
  - representing 17 Chief Marketing Officers, attended the Four Ambassadors’ ramadhan dinner, hosted by the Johnson & Johnson Foundation. The dinner was attended by partners and Ambassadors and featured a performance by One Young World Ambassador, mental health activist and poet, Hussain Manawer.

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Partners continued

COLOMBIAN PARTNERS THAT SENT DELEGATES IN 2017

Bogotá 2017 Highlights
Projects from Around the World

The 50 Ambassador-led initiatives described in the following pages were chosen for evaluation to represent the diversity of the One Young World Ambassador community. They represent all 17 UN Sustainable Development Goals and eight geographic regions - Europe, Asia, MENA, Africa, North America, Caribbean, Latin America and Oceania.

The Social Return on Investment for each project was calculated using 2016 Purchasing Power Parity values as compiled by the World Bank. The average Social Return on Investment ratio for the One Young World community is 1:13.

Scope of SROI calculations:
Temporary shelter and School Relief activities from inception until January 2018 (data collection date)

References:
1 Benefit of emergency relief services for someone who is homeless valued at £98 per person - http://www.hact.org.uk/value-calculator
2 High school education valued at $67,500 per child - https://www.economist.com/blogs/democracyinamerica/2012/01/college-tuition
3 Average teacher’s salary in Nepal estimated at $6,967 - https://teleport.org/cities/kathmandu/salaries/
4 Average teacher’s salary in Nepal estimated at $27,868 - https://teleport.org/cities/kathmandu/salaries/

All calculations have been made using the whole unrounded figures that are calculated during the conversion process as indicated in the ‘References’ section of each project report. All figures have been written down to two decimal places for readability.

<table>
<thead>
<tr>
<th>PROJECT OUTCOMES</th>
<th>CALCULATION OF OUTPUTS AND INPUTS</th>
<th>TOTAL OUTPUT, TOTAL INPUT, SROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suman Kumar, School Relief, Nepal</td>
<td>Outputs: 26,000 people affected by the earthquake temporarily housed in shelters x $142.03 estimated value of temporary relief = $3,692,753.62 One new school built giving 25 children access to education x $16,875 estimated value of one year of education = $421,875.00 = $4,114,628.62</td>
<td>Total output $4,114,628.62 Total input $551,868.00 SROI 1:7</td>
</tr>
<tr>
<td></td>
<td>Inputs: $500,000 used to pilot the emergency shelter project and to build 5,300 shelters $20,000 generated through various fundraising activities In-kind donation offering use of interlocking brick machinery worth an estimated $4,000 4 teachers x $6,967 average teacher’s salary = $27,868.00 = $500,000 + $20,000 + $4,000 + $27,868 = $551,868.00</td>
<td></td>
</tr>
</tbody>
</table>

For further information on how this page was created, see the methodology section on page 98.
### Outputs

- 5 farmers trained x $252 estimated value of agricultural training = $1,260
- 30 farmers x $2,000 estimated increase in income after training = $60,000

Total output = $61,260

### SROI

- $6,147.54 LCU ($1 PPP = 4.88 SZL) - https://data.worldbank.org/indicator/PA.NUS.PPP?end=2016&start=2016&view=bar

SROI: 1.2

### Project Outcomes

**Bantu Mabaso, Phalaia Youth Empowerment for Food Security, Swaziland**

Bantu Mabaso founded Phalaia Youth Empowerment for Food Security to help farmers faced with drought conditions and to improve agricultural productivity in Swaziland. Bantu wanted to help farmers run climate resilient businesses and so Phalaia helps farmers organize into climate resilient associations. One association in operation currently with 30 participating farmers, Phalaia provides a month long climate resilience training course that shows farmers how to use organic materials such as wood shavings and animal manure to increase water retention and improve crop growth. Training focuses on quick growing crops which allow farmers to realize their income within 6-8 weeks. Phalaia encourages the association members to plant perennial but trees which will grow produce, make the land easier to manage, and help the environment by absorbing carbon. The farmers are educated about drought resistant crops such as sweet potatoes, chickpeas and legumes. Once all the members of an association have been trained, the collective is eligible to apply for a loan to secure the tools and materials to run a successful climate resilient business. The association is able to apply for larger loans than each individual farmer, which makes the investment more likely to be a success. Phalaia provides the association with land and access to water sources in cooperation with the local community. Currently Phalaia is also running a chicken raising project. Throughout the planting, growing and harvesting phases, experts are on hand to monitor and assist the farmers as necessary. Phalaia then provides a guaranteed market for the crop, buying it at a fair price and then selling it on to retailers such as Shoprite in Swaziland.

### Outputs

- 30 farmers trained x $252 estimated value of agricultural training = $7,560
- 30 farmers x $2,000 estimated increase in income after training = $60,000

Total output = $67,560

### SROI

- $7,560 + $36,277.75 = $43,837.75

SROI: 1:3

### Project Outcomes

**Happy Arnold, Youth in Agriculture for Economic Development (YAED), Malawi**

Happy Arnold founded Youth in Agriculture for Economic Development (YAED) in January 2015 to encourage young people in Malawi to pursue a career in agriculture. The average age of a farmer in Malawi is 65 and this is a threat to their future food security. YAED works to reverse trends of young people moving to large cities for jobs by demonstrating the benefits of working in agriculture. YAED currently has projects involved in growing legumes and maize as well as establishing pig farms operating in the districts of Zambia and Chiradzulu. Through YAED projects, young people are empowered and informed on modern farming technologies, included in decision making towards agriculture economy, acquire credit facilities for farming and advised on processes of marketing their products. Thirty young people have been trained through the programme to date, each earning $2,000 per year on average from their agricultural produce as well as being able to retain produce for their families. YAED primarily trains young women and mothers to help them provide for their families. Training is offered through the International Potato Centre which teaches participants how to grow orange fleshed potatoes and how to manage their land effectively. YAED also conducts entrepreneurial induction training with university students to teach them about agribusiness. So far, 110 students have been trained. YAED works with community leaders to establish cooperative and constructive relationships, and it has plans to expand its reach over the coming months. YAED also hosts entrepreneurship hubs in schools to engage children from a younger age, to encourage positive perceptions of farmers and for children to consider agriculture as a viable career choice in the future.

### Outputs

- 30 participants trained generating $2,000 per year on average = $60,000
- 110 university students taught entrepreneurial induction training x $577.64 estimated value of training = $63,540.75

Total output = $123,540.75

### SROI

- $60,000 + $63,540.75 = $123,540.75

SROI: 1:3

### Project Outcomes
Nino Nanitashvili, Traktor, Georgia

Nino Nanitashvili founded Traktor, a decision support tool to help farmers increase their productivity. The Traktor app has 10,000 downloads, with 3,000 monthly users and as many as 37,000 people using the Traktor platform during peak times. Supported by the NGO Evo, Traktor began as a website with instructional videos for farmers to share best practices on optimal growing times and techniques for different crops. In the pilot phase initial engagement was high, despite stereotypes around farmers being resistant to technological change. Traktor then developed into an app with features such as weather warnings, crop care reminders and links to suppliers of farming goods. There are more than 200 instructional videos available on the platform which have been enabled by in-house agronomists. Traktor’s online communications reach 300,000 farmers each week. Because of this, Traktor was approached by uSAD to do an awareness campaign to inform farmers about a disease that was spreading to hemp farms across the country. Using videos, articles and social media to inform farmers about the risks and preventative action they could take, this campaign engaged more than 100,000 farmers in one month.

USAID to do an awareness campaign to inform farmers about a disease that is expected to increase revenue by 30%. The income they receive for their work. SOCHAI also conducts school-based nutritional education and empowerment for school children and adolescents to inform them about proper nutrition and transform them as leaders for community awareness and development. Through this programme 450 children have been trained and a further 50 children in disaster affected areas have been provided with hygiene kits. SOCHAI has also conducted online campaigns including a breastfeeding photography campaign reaching 25,000 people and a social media campaign for menstrual hygiene and nutrition which reached an audience of over 3,000. After Bobita was selected to attend the One Young World 2017 Biograft Summit, she was approached by a social entrepreneur based in the United States who used the revenue from this purchase to provide nutrition counselling and nutritious food packages to 100 women and children who were living with hunger and poverty in the Terai region, which had been badly affected by flooding.
Abdul Samed Zurak founded the Zurak Cancer Foundation on the 27th April 2014 to provide free cancer screening, education and awareness raising programmes in hard-to-reach communities and slums in Ghana. He founded the organisation after losing his aunt and her children to liver cancer and learning that early detection could have saved their lives. The Foundation is involved in three main project streams: raising awareness, health education and screening people for cancer. The Foundation raises awareness on the most prevalent types of cancer through a range of activities including an awareness month, reaching over 65,000 people to date. As part of their awareness programme, Zurak Cancer Foundation partnered with Prostate Cancer UK to increase awareness of prostate cancer in Ghana. Through this partnership Zurak Cancer Foundation developed an initiative “ProFa & ProSto” to stock pharmacies with prostate cancer leaflets and awareness material to provide further information on the disease to older men in Ghana. The Foundation provides education on various types of cancer through community-based education in partnership with community leaders and religious institutions, as well as through infographics at medical institutions and on social media. Over the past three years, Zurak Cancer Foundation has organised community-based screening programmes to integrate an early detection policy into the health habits of Ghanaians, screening almost 4,000 people. They have done this by establishing a number of partnerships with local specialised cancer institutions. Currently, Zurak Cancer Foundation has 8 staff members and 20 volunteers. The Foundation also provides oncology training and capacity building for their team in collaboration with Sweden, Ghana Medical Center and Med Misses Prostate Center. Upon returning from the One Young World 2017 Bogota Summit, Abdul and his team developed the One Year Volunteer Programme. They recruited an additional 48 volunteers to cover the southern, middle and northern belt of the country to help to reach their target. Zurak Cancer Foundation is set to cover the whole of Ghana by 2019.

<table>
<thead>
<tr>
<th>PROJECT OUTCOMES</th>
<th>CALCULATION OF OUTPUTS AND INPUTS</th>
<th>TOTAL OUTPUT, TOTAL INPUT</th>
<th>SROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outputs</td>
<td>9,483 citizens benefit from being educated about health risks x $3.85 estimated value of health education = $36,509.55 3,744 people screened for cancer x $36 estimated value of cancer screening = $130,224 62,240 people reached through social media awareness campaigns x $0.50 estimated value per engagement at $0.50 = $31,120 4,308 citizens educated about cancer prevention through events x $3.85 estimated value of health education = $16,972.80</td>
<td>$196,906.35</td>
<td>1:193,826.35</td>
</tr>
<tr>
<td>Total Cost</td>
<td>$173,200.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Scope of SROI calculations:
- Zurak Cancer Foundation activities from inception until November 2017 (data collection date).
- Health professional training programmes excluded.

References:
1. Zurak Cancer Foundation activities from inception until November 2017 (data collection date). Health professional training programmes excluded.
2. Scope of SROI calculations:
4. Average nurses salary in Ghana is $400 a month: http://www.bbc.co.uk/news/world-africa-31637774

One Young World Annual Impact Report 2017

Cecilia Oluwafisayo Aransiola, YourChoice, Nigeria

Cecilia was the TV Presenter of YourChoice, a live weekly HIV/AIDS Youth Sensitisation Programme, through which she educated millions of young viewers on sexual and reproductive health rights in Nigeria. Supported by the NGO, Steps to Life Nigeria, YourChoice taught viewers about sexual and reproductive health rights, comprehensive sexuality education, HIV/AIDS prevention and care, stigma prevention, gender equality, life skills building, treatment and care for STIs, and how young people can access sexual and reproductive health services. The show format started off with key discussion points before moving on to an open audience discussion segment, including taking calls and texts from viewers. There was also an off-air counselling component to the programme, where the show organisers would provide aftercare services to participants who asked questions during the programme. The show ran on the Nigerian Television Authority for five months reaching a total viewership of 13 million and directly impacting over 1 million young people across six states in Nigeria. Cecilia has also worked on other projects with Steps to Life Nigeria including peacebuilding projects, women’s rights initiatives and working to rehabilitate prisoners. Cecilia was also one of the key speakers behind the Bring Back Our Girls campaign, she founded the Stop Dating Violence campaign and she works on a peacebuilding project called Violence is Not The Answer.

<table>
<thead>
<tr>
<th>PROJECT OUTCOMES</th>
<th>CALCULATION OF OUTPUTS AND INPUTS</th>
<th>TOTAL OUTPUT, TOTAL INPUT</th>
<th>SROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outputs</td>
<td>1,200,000 viewers impacted x $2.28 estimated value of sexual health and reproductive rights education x 0.5 hours per programme = $1,368,000.00</td>
<td>$1,368,000.00</td>
<td></td>
</tr>
<tr>
<td>Inputs</td>
<td>Total investment including staff and production costs = 2,760,000 Nigerian Naira = $39,590.48</td>
<td>$39,590.48</td>
<td></td>
</tr>
</tbody>
</table>

Scope of SROI calculations:
- YourChoice TV show for total show duration of five months.

Outputs calculated:
- Estimated value of health education = $3.85
- Estimated value of cancer screening per person = $36
- Estimated value of education per programme = $3.85

References:
1. Estimate suggested that educational TV programmes on sexual health impact the behaviour of approximately 10% of viewers: https://www.rand.org/pubs/research_briefs/RB9068.html
2. Cost of a visit to a health centre per person is $9.87 (2005 PPP): http://www.who.int/choice/country/nga/cost/en/
3. Cost of a visit to a health centre per person in Nigeria is $11.95 (2016 PPP) based on inflation rates: http://stats.areppim.com/calc/calc_usdlrxdeflator.php
4. Estimated value of health education for sexual health and reproductive rights education x 0.5 hours per programme = $1,368,000.00

Dr. Charles Akhimien, OMOMI, Nigeria

In early 2015, Charles founded OMOMI, an app that helps pregnant women and mothers access healthcare advice from their phones. OMOMI, which means ‘my child’ in Yoruba, empowers women with relevant child and maternal health information so they can make informed decisions about the health of their children and families. The app allows women and mothers to receive instant answers to pressing medical questions by professional doctors within minutes. OMOMI has attracted 32,000 users to date. As well as being widely used in Nigeria, the app has users in Kenya, Ghana and Tanzania, with plans to expand into other parts of Africa and subsequently the rest of the world. The app also features a community forum that allows users to support each other and share best practices. OMOMI is of crucial importance because up to 80% of users are estimated to have no or little access to healthcare facilities in their local area. OMOMI is part of MOBIcure, a company that uses technological solutions to solve pressing health issues in Nigeria. Having attended the One Young World 2017 Bogota Summit and presented his story as a Delegate Speaker, Charles was approached by a range of organisations for potential partnership and collaboration opportunities.

<table>
<thead>
<tr>
<th>PROJECT OUTCOMES</th>
<th>CALCULATION OF OUTPUTS AND INPUTS</th>
<th>TOTAL OUTPUT, TOTAL INPUT</th>
<th>SROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outputs</td>
<td>32,000 mothers x $11.95 estimated value of access to healthcare = $382,400.00</td>
<td>$382,400.00</td>
<td></td>
</tr>
<tr>
<td>Inputs</td>
<td>Consultant fees: $1,500 4 tech team x 3 marketing team at $200 per month x 12 months per year x 2 years = $33,600 7 full time doctors at $130 per month x 12 months per year x 2 years = $28,692.88 4 tech team + 3 marketing team at $200 per programme per month x 12 months per year x 2 years = $33,600 4 tech team at $150 per month x 12 months per year x 2 years = $18,900.00 17 part time doctors at $58.54 per month x 15 months per year x 2 years = $11,662.48</td>
<td>$66,912.48</td>
<td>1:6</td>
</tr>
</tbody>
</table>

Scope of SROI calculations:
- Project OMOMI from inception until November 2017 (data collection date). Health professionals training programme excluded.

References:
1. Cost of a visit to a health centre per person is $9.87 (2005 PPP): http://www.who.int/choice/country/nga/cost/en/
2. Cost of a visit to a health centre per person in Nigeria is $11.95 (2016 PPP) based on inflation rates: http://stats.areppim.com/calc/calc_usdlrxdeflator.php
3. Estimated value of health education for sexual health and reproductive rights education x 0.5 hours per programme = $1,368,000.00

One Young World Annual Impact Report 2017

Dr. Charles Akhimien, OMOMI, Nigeria

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The Mental Health Project activities covered from inception until February 2018 (data collection date).

**Scope of SROI calculations:**
Value of one online engagement estimated at $0.50 - https://blog.bufferapp.com/guide-calculate-social-media-roi
Mental health associated absences cost £1,000 per employee on average - https://www.personntoday.com/hr/mental-health-first-aid-10-reasons-every-employer-should-invest-in-
Reduced mental health stigma can lead to an economic benefit of $36 - https://www.sciencedaily.com/releases/2016/04/160414144717.htm

The Mental Health Project and team of Mental Health First Aiders were nominated for recognise the signs of stress and manage stress in their teams. The Mental Health Project aims to normalise conversations around mental health between employees and managers. To date 30 managers have been trained to recognise the signs of stress and manage stress in their teams. The Mental Health Project and team of Mental Health First Aiders were nominated for an internal award in January 2018.

<table>
<thead>
<tr>
<th>PROJECT OUTCOMES</th>
<th>CALCULATION OF OUTPUTS AND INPUTS</th>
<th>TOTAL OUTPUT, SROI</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outcomes</strong></td>
<td>12 Mental Health First Aiders trained + 30 managers trained $114,449.28 estimated benefit of increased support = $60,869.57 8 lunch and learn hosted across EMEA region $35 estimated value of mental health education resulting in reduced stigma = $9,640 2,000 people engaged on internal Hub platform $55 estimated value per engagement = $1,000 450 people engaged through mental health awareness days $9.60 estimated value of mental health education resulting in reduced stigma = $4,320</td>
<td>$86,709.57</td>
</tr>
<tr>
<td><strong>Total input</strong></td>
<td>Volunteers provide an estimated 1,230 volunteer hours $10.87 hourly wage = $13,313.04 12 people trained as mental health first aiders $434.79 cost of training per person $5.21 total</td>
<td>$19,130.43</td>
</tr>
</tbody>
</table>

SROI: 1.5

---

Juan Sebastián Sánchez founded Taller Olivia to empower youth, using sport as a means to solve conflict and learn life skills, reaching 520 young people to date. Taller Olivia: Creando Paz, which translates to The Olympic Workshop: Creating Peace, is a project that aims to bring new sports to communities. With the help of a team of sports trainers, Taller Olivia goes to schools based in deprived areas with disproportionate levels of poverty, crime and drug dependency to reach at-risk students. Trainers deliver a 6-day-long event to allow children to experiment and learn about different sports, as well as practice them. After the session, Taller Olivia leaves behind sports kits that allows students to continue practicing the new sports they have learnt about. The equipment used is of the highest quality as it is designed for pedagogical purposes, and includes nets, shuttlecocks, rackets, hockey sticks, hockey balls, shin guards, handball balls and cones. With the help of the Sports Federations, schools are able to form sports clubs to continue the take-up of a selected sport after the Taller Olivia workshop. One sports club has successfully been created with its own teams for handball and badminton, and another two clubs are in the process of formation.

<table>
<thead>
<tr>
<th>PROJECT OUTCOMES</th>
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<th>TOTAL OUTPUT, SROI</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outcomes</strong></td>
<td>520 children benefiting from sports 450 children benefited of short term sport education = $420,320.00</td>
<td>$420,320.00</td>
</tr>
<tr>
<td><strong>Inputs</strong></td>
<td>Fundraising worth $12,000 12 volunteers working for 8 hours per week on average $52 weeks = $3,98 average hourly salary = $19,853.24 Sports equipment donated by various Sports Federations worth approximately $21,713.13</td>
<td>$53,592.70</td>
</tr>
</tbody>
</table>

SROI: 1.5

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Heidy Guath, Refugee for the Refugees, Malaysia

Heidy founded Refugee for the Refugees to help refugees in Malaysia access basic education and skills and equip them with the necessary tools so that they can generate income for their families. Heidy founded 10 refugee schools across Malaysia and 25 schools across Myanmar, each with 70 to 100 children. Thus, 2,500 children have benefited from this school system, which has a strong emphasis on leadership development. Refugees in Malaysia are unable to access public services such as schooling and healthcare, and they do not have a legal status that allows them to work. Some families stay in Malaysia for up to 15 years before moving to another alternative that provides them the rights and protections that allow them to create a new life for themselves. Refugee for the Refugees runs schools for these disadvantaged children, enabling them to achieve internationally recognised qualifications that can help them see better opportunities. Heidy teachers students how to start their own businesses alongside their studies, so refugees are able to access jobs in Malaysia. As well as teaching children entrepreneurial skills, Refugee for the Refugees gives refugees community support to run their own businesses, encouraging innovation and self-sustainability. One such project is a baking school, where mothers use the platform provided by the organisation to sell their baked goods. This led to a partnership with the popular Malaysian coffee chain Espressolab, which agreed to sell the baked goods in its stores. Another project is the Refugee Innovation Lab, where participants are encouraged to form their own practical solutions to problems arising in their communities.

<table>
<thead>
<tr>
<th>PROJECT OUTCOMES</th>
<th>CALCULATION OF OUTPUTS AND INPUTS</th>
<th>TOTAL OUTPUT, SROI</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outcomes</strong></td>
<td>75 students per school x 35 schools = 2,625 students 2,625 students $16,875 estimated value of school education = $44,296,875.00</td>
<td>$44,296,875.00</td>
</tr>
<tr>
<td><strong>Inputs</strong></td>
<td>Refugee for the Refugees runs schools for these disadvantaged children $184,859.15 15-20 volunteer teachers per school equivalent to 2 full time teachers 16 teachers 1 school x 35 schools $49,421 Malaysian Refugees average teachers’ salary = $184,859.15</td>
<td>$7,493,598.59</td>
</tr>
</tbody>
</table>

SROI: 1.6

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Juan Sebastián Sánchez, Taller Olímpico: Creando Paz, Colombia

Taller Olímpico: Creando Paz activities covered from project inception until January 2018 (data collection date)

High school education valued at $67,500 per child - https://www.economist.com/blogs/democracyinamerica/2012/01/college-tuition

Juan Sebastián Sánchez founded Taller Olímpico: Creando Paz to empower youth, using sport as a means to solve conflict and learn life skills, reaching 520 young people to date. Taller Olímpico: Creando Paz, which translates to The Olympic Workshop: Creating Peace, is a project that aims to bring new sports to communities. With the help of a team of sports trainers, Taller Olímpico goes to schools based in deprived areas with disproportionate levels of poverty, crime and drug dependency to reach at-risk students. Trainers deliver a 6-day-long event to allow children to experiment and learn about different sports, as well as practice them. After the session, Taller Olímpico leaves behind sports kits that allows students to continue practicing the new sports they have learnt about. The equipment used is of the highest quality as it is designed for pedagogical purposes, and includes nets, shuttlecocks, rackets, hockey sticks, hockey balls, shin guards, handball balls and cones. With the help of the Sports Federations, schools are able to form sports clubs to continue the take-up of a selected sport after the Taller Olímpico workshop. One sports club has successfully been created with its own teams for handball and badminton, and another two clubs are in the process of formation. Juan believes that access to sport brings new opportunities, and to allow children to experiment and learn new skills. After attending the One Young World 2017 Bogotá Summit, Taller Olímpico achieved more visibility in Colombia, bringing more credibility and allowing it to grow.

**Scope of SROI calculations:**
Taller Olímpico: Creando Paz activities covered from project inception until January 2018 (data collection date)

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Steven Rigby, The Mental Health Project at UBM, United Kingdom

Steven Rigby was inspired to campaign on mental health issues after attending the One Young World 2016 Ottawa Summit. On his return to UBM, Steven started The Mental Health Project to increase awareness of mental health around the company and provide structures to support potential issues and to signpost people to relevant resources for help. The Project started as a forum on the UBM intranet Hub, sharing resources on managing anxiety in the workplace and allowing employees to share their own experiences with mental health issues. The Hub content has engaged approximately 2,000 UBM employees to date. Eight mental health related events have been hosted across three UBM offices in the EMEA region, engaging with 450 people. So far 12 Mental Health First Aiders have been trained to spot early signs of mental health issues, help people access support and reduce the stigma around mental health. The Mental Health Project aims to normalise conversations around mental health between employees and managers. To date 30 managers have been trained to recognise the signs of stress and manage stress in their teams. The Mental Health Project and team of Mental Health First Aiders were nominated for an internal award in January 2018.

**Outputs**
12 Mental Health First Aiders trained + 30 managers trained $114,449.28 estimated benefit of increased support = $60,869.57 8 lunch and learn hosted across EMEA region $35 estimated value of mental health education resulting in reduced stigma = $9,640 2,000 people engaged on internal Hub platform $55 estimated value per engagement = $1,000 450 people engaged through mental health awareness days $9.60 estimated value of mental health education resulting in reduced stigma = $4,320

**Inputs**
Volunteers provide an estimated 1,230 volunteer hours $10.87 hourly wage = $13,313.04 12 people trained as mental health first aiders $434.79 cost of training per person $5.21 total

SROI: 1.5
### PROJECT OUTCOMES

#### Ana Hidalgo, Lab21, Ecuador

In 2015, Ana co-founded Lab21, an organisation that strives to improve the way we learn by emphasizing skills like confidence and empathy as key components of entrepreneurial training. Lab21 has reached over 5,000 young people in 60 schools across Ecuador, as well as providing 6,000 small business owners with specialized business training. Ana was inspired to establish a Youth Potential Development (YPD) Chapter in Ecuador after meeting the YPD Founder in Spain. The small pilot project in Guayaquil exponentially, reaching 60 schools across mainland Ecuador to date. YPD Ecuador is a programme within Lab21 that provides teachers with alternative teaching methods that prioritize learning skills over role learning, using innovative techniques in the classroom to be more engaging. The high school dropout rate in Ecuador is very high, with only 48% of students completing their high school education and with lack of interest being cited as the main reason for leaving school, after economic reasons. YPD techniques are taught in the first three years of high school, which is the time that most students drop out, in order to increase the retention rate. Using the same YPD principles, Ana works on a range of programmes under the umbrella of Lab21. One notable case of this is the Mingana project, which offers consultancy services to small community business owners to help them establish a Youth Potential Development (YPD) Chapter in Ecuador after achieving a top grade in subjects such as science and maths to write new textbooks for students who would be taking those same courses. This helps to make learning more accessible for students and to raise their aspirations for their personal achievement potential. She and her team decided to publish and print their titles themselves and so they established Presto Books as a publishing company. As well as publishing and selling textbooks, Presto Academy has made its content available on an online platform that has more than 180,000 users. Presto Academy has also published titles on study skills and mindfulness to help students manage the jump from school to university. Presto Academy works on a One for One business model where for each study guide purchased, Presto provides the same content for free to a learner in need.

#### Shivad Singh, Presto Academy, South Africa

Shivad co-founded Presto Academy in March 2014 to make knowledge more accessible to students. Over 100,000 students have been reached through Presto Academy. Shivad’s vision is to use student-based teaching to provide a world-class education to all South Africans. Using a peer-to-peer learning model, Presto Academy assembled students who had achieved a top grade in subjects such as science and maths to write new textbooks for students who would be taking those same courses. This helps to make learning more accessible for students and to raise their aspirations for their personal achievement potential. Shivad and his team decided to publish and print their titles themselves and so they established Presto Books as a publishing company. As well as publishing and selling textbooks, Presto Academy has made its content available on an online platform that has more than 180,000 users. Presto Academy has also published titles on study skills and mindfulness to help students manage the jump from school to university. Presto Academy works on a One for One business model where for each study guide purchased, Presto provides the same content for free to a learner in need.

### CALCULATION OF OUTPUTS AND INPUTS

#### OUTPUTS

**Outsights**

- 5,000 children benefiting from an improved quality of education through YPD Ecuador
- £807 estimated value of improved education
- 6,000 small business owners x £1,169.57 estimated value of business skills training through Mingana

**Total outcome**

- $7,110,623.34

**Total input**

- $2,176,800.00

**SROI**

- 1:3

### OUTPUTS

**Outsights**

- 100,000 children benefit from access to the online learning platform x $1.59 estimated value of access to the platform per month x 12 months per year
- 2,388,000

**Total outcome**

- $2,388,000 + $51,107.33 = $2,439,107.33

**Total input**

- $2,388,000 + $51,107.33 = $2,439,107.33

### TOTAL INPUT, TOTAL OUTPUT, SROI

**TOTAL OUTPUT**

- $7,110,623.34

**TOTAL INPUT**

- $2,176,800.00

**SROI**

- 1:3

### TOTAL OUTPUT, TOTAL INPUT, SROI

**Total outcome**

- $2,439,107.33

**Total input**

- $2,439,107.33

**SROI**

- 1:2

### Other Sources

- Average annual salary in Ecuador is $14,800 - http://www.averagesalarysurvey.com/ecuador
- Business training valued at £807 - http://www.hact.org.uk/value-calculator
Valarie Honore, I Have a Right Foundation, Dominica

**Outcomes**

- 120 high school students taught leadership skills through the Student Leadership Programme
- 260 students participating in the Student Leadership Summit
- 1,300 children reached through the Creative Arts School Tour and the I Have a Right campaigns

**SROI** 1:13

**Calculation of SROI**

<table>
<thead>
<tr>
<th>Total Input</th>
<th>Total Output</th>
<th>SROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>$66,048.51</td>
<td>$845,542.54</td>
<td>1:13</td>
</tr>
</tbody>
</table>

Valarie founded the I Have a Right Foundation to promote the rights of children, women and young people in Dominica. As a survivor of abuse herself, Valarie uses her experience to engage students in something more positive and has reached almost 2,000 young people to date through the various strands of her work. The I Have a Right Foundation gives young people a voice by educating them about their rights and enabling them to become changemakers through leadership and arts programmes. The Student Leadership Programme has improved the leadership capacity of two cohorts of 60 students through increased engagement with their schools and communities. I Have a Right organised a three-day Youth Empowerment Symposium featuring debates and panel discussions by representatives from the Ministry of Education, Ministry of Gender Affairs, Child Abuse Prevention Unit and Youth Development Division. This gave 260 students the unique opportunity to engage with government and third sector officials in a meaningful way about the issues that affect them. The After School Education Support Programme provides extra academic support to 50 children struggling with numeracy and literacy each year. After speaking to participants on the leadership development programmes, Valerie noticed that there were no Student Councils established in the local schools and so she developed the Voices of Youth Forum to create such opportunities for students. I Have a Right Campagnes are held in conjunction with Universal Children’s Day, raising awareness on the rights of a child through classroom sessions and village marches. I Have a Right also conducted a school tour to promote the freedom of creative expression and the empowerment of children’s rights. Children use creative, visual and performing arts to raise their voice on their rights and the national laws that exist to protect them. These campaigns have engaged over 1,300 students to date. Additionally, I Have a Right runs a Girl’s Empowerment Programme which it plans to expand into a new initiative engaging girls in peacebuilding.

Evodius Gervas, Hakizetu Tanzania, Tanzania

**Outcomes**

- 360 young mothers taught employment skills valued at $1,628.99
- 34 child domestic workers return to school valued at $16,875

**SROI** 1:7

**Calculation of SROI**

<table>
<thead>
<tr>
<th>Total Input</th>
<th>Total Output</th>
<th>SROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>$179,195.10</td>
<td>$1,913,857.47</td>
<td>1:7</td>
</tr>
</tbody>
</table>

Evodius founded Hakizetu Tanzania alongside four other founding members to promote women’s rights and prevent child marriage and child exploitation in Tanzania. Hakizetu Tanzania has helped 1,754 women access legal aid, and educated over 5,000 students on women’s rights. Hakizetu is a Swahili word, which literally means ‘true rights’. Hakizetu Tanzania is committed to empowering young women and girls so that they can be heard and supported nationally and internationally. The organisation does this in a number of different ways. Hakizetu Tanzania provides vocational training skills through its Economic Empowerment programme, where young mothers can learn tailoring and garment design, hotel management, computer skills and entrepreneurial skills. Hakizetu Tanzania has helped to put 34 child domestic workers back into school, and offers support to young mothers, women and children in need by providing legal aid and social counselling. As well as this, the organisation offers capacity building sessions which empower community members to discuss and design strategies for preventing violence against women and reducing stigma around abortion. Hakizetu also conducts education programmes in schools to teach students about safe sexual health practices and to raise awareness for the eradication of early marriage and violence against women. The work of the organisation is supported by a range of organisations including the Africa Women Development Fund, Novo Foundation, Open Society Initiative and Tods Cymru. After returning home from the One Young World 2017 Bogotá Summit, Evodius began forging relationships with delegates across the continent working on economic empowerment for women.
Noorjahan Akbar, Free Women Writers, Afghanistan

Noorjahan founded Free Women Writers as a platform for Afghan women to share their experiences and challenge the status quo where Afghan women are often talked about but rarely heard from. Run by a collective of Afghan women writers and students, Free Women Writers is an online publication dedicated to telling the authentic stories of Afghan women. There are 130 contributors publishing content that is read by over 100,000 unique readers each month. Today in Afghanistan, 87% of women have faced gender-based violence. More than 75% of marriages are early (before 18 years old) or forced. Even after more than a decade of advocacy and investment in education, only one in ten Afghan girls graduate high school. Free Women Writers works to make sure women in Afghanistan have the opportunity to raise their voices and tell their own stories to drive cultural change. Most submissions are published in the Afghan languages of Persian and Pashto on a Facebook blog, with some recent works being translated into English for publication on the website. Free Women Writers also campaigns on women’s issues in Afghanistan. One example is a successful campaign they led to prevent the Government of Afghanistan from imposing restrictive uniforms on school girls around the country. In addition to the blogs and online publication, Noorjahan published a book of Afghan women’s writings in Persian in 2013 called “Daughters of Rabia” that was distributed to six provinces around the country and has been read by thousands of Afghans. Free Women Writers also provide a scholarship to one Afghan woman each year to help her pursue higher education inside the country.

Projected outcomes:

**Outputs**

100,000 unique readers per month x 12 months = $90,000 estimated value per engagement = $600,000.00

**Inputs**

14 volunteers working 5 hours per week on average x 52 weeks x $1.41 minimum wage = $5,147.52
130 contributors x 10 hours on average x $1.41 minimum wage = $1,838.40
4,000 initial seed investment
$1,000 revenue from book sales
$5,147.52 + $1,838.40 + $4,000 + $1,000 = $11,985.92

Total outcome: $600,000.00
Total input: $11,985.92

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Trisha Shetty, SheSays, India

Trisha founded SheSays, a women’s rights organisation that fights gender based discrimination through education and awareness raising programmes. Fewer than 6% of incidents of sexual violence against women in India are reported to the police. SheSays works to equip women with the legal knowledge they need to access support from public institutions. SheSays continually strives to create and improve a nexus of support in the domains of sanitation, education, health care, public safety and public policy. The organisation engages with young people, educating and inspiring them to act as agents of social change. SheSays runs Sexual Violence Prevention and Education seminars for children in schools and young people in the workplace. India has a huge problem with child sexual abuse, where one in every two children report being abused. Sexual education classes have been banned in India so SheSays developed a curriculum teaching young people about bystander intervention, how to report incidents and how to support a friend who has been a victim of abuse. The session leaders go through extensive training to become familiar with the law and the application of the law, so that if someone reaches out to them following the session they are able to respond accordingly. This training has resulted in an increased number of formal reports of harassment being filed with schools as students become more aware of their rights and the laws that exist to protect them. SheSays also supports survivors of abuse by providing them access to therapy and psychiatric care, aiding victims of trauma who are unable to afford such care by giving them help whenever possible. As well as this, SheSays is involved in public policy and advocacy work. A lawyer by profession, Trisha led a campaign called #LahuKaLagaan (tax on blood) against the tax on menstrual sanitation products in a fight that has reached the Indian High Court, with the support of popular Indian public figures. SheSays also works with the general public against sexual harassment. One example is the ‘Grab a Drink, Not a Stranger’ campaign, where signs bearing this slogan were displayed in bars and music festivals. Trisha emphasises the importance of raising these issues in public spaces, not just talking about things like women’s rights in echo chambers where people already endorse the movement. SheSays has also worked on other women’s rights issues in India, such as the Right to Pray movement.

**PROJECT OUTCOMES**

**Outputs**

8,000 students x 45 minute session x 6,000 hours of sexual violence and rights education = $57,000.00
6,000 x $4.50 estimated benefit of sexual rights education = $27,000.00

**Inputs**

160 sessions x 45 minutes = 120 hours of teaching.
120 x $8.28/average teacher’s hourly wage = $993.34

**TOTAL OUTPUT, TOTAL INPUT, SROI**

Total outcome: $84,000.00
Total input: $993.34
SROI: 1:86

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Scope of SROI calculations:
Free Women Writers online platform covered for one year only. Benefits from campaigning, book publication and scholarships excluded from calculations.

References:
1. Minimum wage estimated at 5,000 AFN per month - https://www.minimum-wage.org/international/afghanistan
2. Average teachers salary is 301,462 rupees per year - https://www.payscale.com/research/IN/Job=High_School_Teacher/Salary
3. Estimated value of a Facebook page as the value of at $0.00 - https://blog.aboutapp.net/guide-calculate-social-media-roi
4. Minimum wage estimated at 5,000 AFN per month - https://www.minimum-wage.org/international/afghanistan
5. 1:50
7. 1:27
8. SheSays works to equip women with the legal knowledge they need to access support from public institutions. SheSays continually strives to create and improve a nexus of support in the domains of sanitation, education, health care, public safety and public policy. The organisation engages with young people, educating and inspiring them to act as agents of social change. SheSays runs Sexual Violence Prevention and Education seminars for children in schools and young people in the workplace. India has a huge problem with child sexual abuse, where one in every two children report being abused. Sexual education classes have been banned in India so SheSays developed a curriculum teaching young people about bystander intervention, how to report incidents and how to support a friend who has been a victim of abuse. The session leaders go through extensive training to become familiar with the law and the application of the law, so that if someone reaches out to them following the session they are able to respond accordingly. This training has resulted in an increased number of formal reports of harassment being filed with schools as students become more aware of their rights and the laws that exist to protect them. SheSays also supports survivors of abuse by providing them access to therapy and psychiatric care, aiding victims of trauma who are unable to afford such care by giving them help whenever possible. As well as this, SheSays is involved in public policy and advocacy work. A lawyer by profession, Trisha led a campaign called #LahuKaLagaan (tax on blood) against the tax on menstrual sanitation products in a fight that has reached the Indian High Court, with the support of popular Indian public figures. SheSays also works with the general public against sexual harassment. One example is the ‘Grab a Drink, Not a Stranger’ campaign, where signs bearing this slogan were displayed in bars and music festivals. Trisha emphasises the importance of raising these issues in public spaces, not just talking about things like women’s rights in echo chambers where people already endorse the movement. SheSays has also worked on other women’s rights issues in India, such as the Right to Pray movement.
Fernando founded the social enterprise YAQUA as a social business to provide rural Peruvians with stable and clean water. Four million people in Peru lack access to safe water, and eight million Peruvians lack access to improved sanitation. YAQUA sells premium bottled water across Peru with 100% of the profits used to fund water infrastructure projects for communities in need, benefiting 1.3 million people to date.

YAQUA identifies areas with critical needs for improved water infrastructure, discussing the scale and needs of each project with the local communities in which they work. For each project, YAQUA identifies one local collaborator who will be responsible for overseeing and maintaining the water system upon completion to ensure that the project is sustainable and will be beneficial long term.

YAQUA supplies water to supermarkets and shops using a team of seasonal distributors to market the product and increase sales. Fernando’s vision is for YAQUA to create a social movement in Peru so that by 2030 most Peruvians have access to clean drinking water. Fernando was inspired to create YAQUA after learning about Professor Muhammad Yunus’s teachings on social entrepreneurship during his studies in Australia. At the One Young World 2017 Bogotá Summit, Fernando had the opportunity to meet Professor Yunus and to discuss the benefits and challenges of social entrepreneurship. This inspired Fernando to work even harder to achieve his vision upon his return home.

Fernando Tamayo, YAQUA, Peru

Outputs
3,100 rural Peruvians benefiting from access to water x $2,349 estimated value of access to piped water and sanitation = $7,303,700
$70,000 USD revenue generated for each project on average x 5 projects = $350,000
$2,903,700 + $350,000 + $3,273,700 = $3,273,700

Inputs
Seed capital invested by several corporate partners worth a total of $40,000
5 full-time employees x $590 estimated monthly salary = $29,500
4 contractors hired per project for 4 months on average x $590 estimated monthly salary x 5 projects = $47,200
1 temporary sales people hired for distribution work in the summer x 3 months x 2 a summer x $550 estimated monthly salary = $3300
$40,000 + $29,500 + $47,200 + $3300 = $118,740

Total outcome $3,273,700
Total input $118,740
SROI 1:6

Scope of SROI calculations:
YAQUA activities from project inception until February 2018 (data collection date)

In late 2015 Chebet founded BrightGreen Renewable Energy to provide a clean alternative to charcoal that can be used to heat homes and businesses in Nairobi. BrightGreen has produced almost 500 tonnes of smokeless briquettes to date, reducing indoor air pollution in over 1,300 homes and saving 80 acres of natural forest. Chebet was inspired to start BrightGreen after noticing the effects of deforestation and learning that Nairobi consumes the largest percentage of charcoal in Kenya, burning 5,000 trees worth of charcoal daily, which is more than the national average number of trees planted per day. Using a team of local artisans and engineers, BrightGreen-designed machinery that processes agricultural waste into clean charcoal briquettes which can be sold as a cheaper alternative to traditional charcoal and wood fuel sources. Developing this machinery in-house enabled BrightGreen to employ local experts as well as expand maintenance capabilities. BrightGreen empowers women entrepreneurs to promote and distribute the briquettes in local communities. The briquettes are sold by these distributors in small 1-2kg packs to suit consumption patterns and to ensure that the product is affordable to low income households. Characteristics of the briquettes such as burning time and heat capacity can be altered during the production process, so that the product can be adapted to suit market needs. The briquettes can also be catered to suit the needs of restaurants, hotels and high end supermarkets. After speaking at the One Young World 2017 Bogotá Summit, Chebet connected with Ambassadors from China and the US to share her learnings as well as meeting other Kenyan delegates. Support from her One Young World sponsor Caroline Mutoko significantly widened the marketing reach and visibility of BrightGreen within East Africa. BrightGreen continues to forge partnerships with neighbouring countries, including Tanzania, Burundi, Rwanda, Zimbabwe and Congo Brazzaville to replicate waste to fuel business models and increase availability of green fuels in those regions.

Chebet Lesan, BrightGreen Renewable Energy, Kenya

Outputs
300 tonnes of briquettes sold to date x $350 per tonne = $105,000 revenue
80 acres of forest saved x $4,028 estimated benefit per acre = $322,240
$322,240 + $105,000 = $427,240

Inputs
10 full-time employees x $250 per month on average x 12 months x 2 years = $60,000
$15,000 fundraised + $5,000 donated by the local community = $20,000
Grant from MIT to strengthen distribution networks worth $30,000
$60,000 + $20,000 + $30,000 = $110,000

Total outcome $427,240
Total input $110,000
SROI 1:4
Abdishakur Ahmed, SomLite, Somalia

Abdishakur co-founded SomLite in December 2014 to give people in Somaliland access to cheaper, renewable energy, improving their economic prospects and making communities safer. SomLite has distributed 4,500 solar lanterns and solar home systems to 4,000 households to date, allowing small businesses and schoolchildren to work after sunset. Planète d'Entrepreneurs and Abaarso Tech University carried out an impact assessment report to determine the benefits and disadvantages of SomLite’s products for families. The report found that customers saved $12.07 per month on average by spending less on lighting and energy. Electricity in Somalia is very expensive, with one kilowatt hour costing five times more than electricity in Kenya and ten times more than the US. The additional light provided by the solar lamps enables small businesses to remain open for at least an hour longer, generating an additional $28.51 income per month on average. 95% of SomLite customers have reported feeling safer from wild animals and potential kerosene burns due to the light provided by SomLite’s products. At the One Young World 2017 Bogota Summit, Abdishakur met Ronan Ferguson, a manager at Accenture who offered specialist energy consulting services to SomLite. Abdishakur plans to use this funding to expand his product range into clean cook stoves in the future.

SomLite customers benefit from savings on both mobile phone charging and lighting sources, saving an average of $12.07 per month = earning an extra $28.51 per month = saving an extra $26,511 per month x 12 months = $318,133.

Scope of SROI calculations:

SomLite activities covered from project inception until January 2018 (data collection date). The additional light provided by the solar lamps enables small businesses to remain open for at least an hour longer, generating an additional $28.51 income per month on average. 95% of SomLite customers have reported feeling safer from wild animals and potential kerosene burns due to the light provided by SomLite’s products. At the One Young World 2017 Bogota Summit, Abdishakur met Ronan Ferguson, a manager at Accenture who offered specialist energy consulting services to SomLite. Abdishakur plans to use this opportunity to enable SomLite to scale up its activities throughout Somaliland and expand its product range to include clean cook stoves in the future.

References:

Stephen Molatlhegi, Tshwaragano Entrepreneurial Trust, Botswana

Stephen founded Tshwaragano Entrepreneurial Trust as a forum for small business owners to save money, share best practice and access financial advice. The collective savings groups have 617 members, of which 56 are women. Currently, 1,360 people have benefited from business counselling and training, and over 180 small enterprises have profited from access to quarterly Tshwaragano market days and an annual expo. The Trust aims to improve financial stability and develop capacity for members to increase opportunities for business growth, sustainability and consequently improved livelihoods. Tshwaragano Entrepreneurial Trust offers access to dedicated market days every three months, providing small business owners with additional opportunities to sell their products and increase their revenue. Business counselling and mentoring services allow members to seek specific advice or access a more general health check on their business activities. Mentors support business owners to deal with emerging challenges and to guide plans for expansion.

Tshwaragano Entrepreneurial Trust activities covered from inception to January 2018 (data collection date).

References:
1. "Value of joining a community savings scheme in Malawi estimated at $26 PPP per person - http://www.pnas.org/content/114/12/3079.full
3. "Average revenue for each business from each market day is $45 - Tshwaragano Entrepreneurial Trust"
4. "Tshwaragano market days and an annual expo. The Trust aims to improve financial stability and develop capacity for members to increase opportunities for business growth, sustainability and consequently improved livelihoods. Tshwaragano Entrepreneurial Trust offers access to dedicated market days every three months, providing small business owners with additional opportunities to sell their products and increase their revenue. Business counselling and mentoring services allow members to seek specific advice or access a more general health check on their business activities. Mentors support business owners to deal with emerging challenges and to guide plans for expansion."

Scope of SROI calculations:

Tshwaragano Entrepreneurial Trust activities covered from inception to January 2018 (data collection date).

References:
1. "Value of joining a community savings scheme in Malawi estimated at $26 PPP per person - http://www.pnas.org/content/114/12/3079.full

One Young World Annual Impact Report 2017

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One Young World Annual Impact Report 2017
### Karen Carvajalino, The Biz Nation, Colombia

Karen founded The Biz Nation with her sisters Daniela and Stephanie to increase entrepreneurial spirit among young people and have reached over 500,000 people so far. They have a user base that spans six countries in Latin America, using content devised by teachers from eight countries. The Biz Nation has introduced a new way of teaching students in Colombia and beyond, using their research-based methodology to increase attention and interest in the classroom. The Carvajalino sisters have been entrepreneurial trailblazers being only six, seven and eight when they started their first business. They received a different kind of education from their parents and so wanted to bring their passion for innovation and entrepreneurship to the wider education system in Latin America. The sisters developed an online learning platform for people to access their content remotely, reaching over half a million users from the Spanish speaking world. Users interact with a high-tech, easy to use platform where they can learn skills such as coding and social media management to help them generate income. Framing these learnings as business opportunities helps to foster innovation and creativity. The Biz Nation has developed into a social business where people do not have access to the internet or computers. The Biz Nation has introduced a new way of teaching students in Colombia and beyond, using their research based methodology to increase attention and interest in the classroom. The Biz Nation has introduced a new way of teaching students in Colombia and beyond, using their research based methodology to increase attention and interest in the classroom.

<table>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Outputs</strong></td>
<td></td>
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</tr>
<tr>
<td>500,000 users x $1.99 estimated value of access to an online learning platform per month x 12 months per year = $11,940,000.00</td>
<td>$230,000.00</td>
<td>1:52</td>
</tr>
<tr>
<td><strong>Inputs</strong></td>
<td></td>
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<tr>
<td>Initial seed investment = $200,000</td>
<td></td>
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<tr>
<td>Professional filming equipment and resources needed to create content for their first lessons = $30,000</td>
<td></td>
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<tr>
<td>$200,000 + $30,000 = $230,000.00</td>
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</tr>
<tr>
<td><strong>Total outcome</strong></td>
<td>$11,940,000.00</td>
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</tr>
<tr>
<td><strong>SROI</strong></td>
<td>1:52</td>
<td></td>
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Scope of SROI calculations: The Biz Nation activities covered from project inception until November 2017 (data collection date). Donated revenue excluded from calculations.

References:

The Biz Nation activities covered from project inception until November 2017 (data collection date). Donated revenue excluded from calculations.

### Saeed Atcha, Xplode Magazine, United Kingdom

Saeed founded Xplode Magazine in 2011 to give young people opportunities to improve their employability prospects through learning business and media skills. Xplode Magazine’s content is written by over 100 young volunteers, reaching a total viewership of 35,000 people. Young people write articles on topics ranging from health to sports and popular culture. Saeed developed Xplode Employ as a programme to improve the employability of secondary school students, reaching 2,500 students to date and with ambitions to reach 10,000 students in Greater Manchester by the end of 2019. Together with corporate partners, the Xplode team teach students how to structure a CV, how to conduct a job search and how to prepare for interviews. The third branch of this organisation is called Xplode Academy and it was started more recently with the aim of helping primary school children develop independent learning skills. Xplode Academy empowers children aged 10-11 to create their own magazines on issues that they care about. Pupils work together as ‘teams’ to develop their ideas, writing stories, taking pictures and working towards deadlines. Since attending the One Young World 2014 Dublin Summit, Saeed has grown the organisation due to the motivation, drive and skills he was equipped with at the Summit.

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<tr>
<td><strong>Outputs</strong></td>
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</tr>
<tr>
<td>35,000 Xplode magazine readers x $0.50 estimated value per view = $17,500</td>
<td>$289,855.07 + $63,304.35 + $226,086.96</td>
<td>1:3</td>
</tr>
<tr>
<td>2,500 secondary school children engaged on the Xplode Employ programme x $701.45 estimated value of employability training = $1,753,623.19</td>
<td></td>
<td></td>
</tr>
<tr>
<td>90 children supported to create their own magazines x £484 estimated value of group tuition = £43,960</td>
<td>$17,500 + $1,753,623.19 + £43,960 = $1,838,083.19</td>
<td></td>
</tr>
<tr>
<td><strong>Inputs</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Funding worth £200,000 = $289,855.07</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 employees working 35 hours per week x 52 weeks per year x £17.39 estimated hourly wage = £63,304.35</td>
<td>$63,304.35</td>
<td></td>
</tr>
<tr>
<td>Volunteers work for a total of 250 volunteer hours per week on average x 52 weeks per year x £17.39 estimated hourly wage = $226,086.96</td>
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<td></td>
</tr>
<tr>
<td>£701.45 ($1 PPP = £0.69 GBP)</td>
<td></td>
<td></td>
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<tr>
<td>Xplode Magazine readers = £230,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Xplode Employ programme = $1,753,623.19</td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Estimated value of employability training</em></td>
<td></td>
<td></td>
</tr>
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</table>

Scope of SROI calculations: Xplode activities from project inception until February 2018 (data collection date). Donated revenue excluded from calculations.

References:

Xplode activities from project inception until November 2017 (data collection date). Donated revenue excluded from calculations.

Value of employability training to at risk under 25 year olds valued at £484 per person - http://www.hact.org.uk/value-calculator

£1 PPP = £0.69 GBP - https://data.worldbank.org/indicator/PA.NUS.PPP?end=2016&start=2016&view=bar

£701.45 ($1 PPP = £0.69 GBP) - https://data.worldbank.org/indicator/PA.NUS.PPP?end=2016&start=2016&view=bar

£17.39 LCU per hour ($1 PPP = £0.69 GBP) = $579,246.38

£17,500 x £1,753,623.19 + £43,960 = $1,838,083.19

£1,753,623.19 + £43,960 = $1,838,083.19

£63,304.35 + $226,086.96 = $289,855.07

£701.45 + $63,304.35 + $226,086.96 = $289,855.07

£226,086.96 + £63,304.35 + £230,000 = $579,246.38

$289,855.07 + £63,304.35 + £230,000 = $579,246.38

$289,855.07 + £63,304.35 + £226,086.96 = $579,246.38

Value of using an online learning platform is $1.99 per month - https://www.edume.com/pricing/
Ahmed Nassar, MECA, Egypt

Ahmed, an economist, noticed the discrepancy in the quality of education and opportunities between state and private higher education institutions. He aimed to bridge this imbalance through the MECA Academy. By 2017, the academy had reached 150,000 students across its eight different project areas.

Initially, the academy offered students basic job and internship guidance and organized employment fairs on state college campuses, linking students to multinational corporations (MNCs) to engage students in recruitment. The academy developed a mini-MBA to teach technically skilled students business skills that could help them find jobs or become entrepreneurs. Corporate sponsors offered modules for the course, as well as providing in-kind donations to support the academy’s work. The academy also offered an internship program where corporate representatives ran simulated internships on campus.

The recruitment process for both the internship program and the MBA is very rigorous in an attempt to imitate the recruitment process for MNCs, with corporate representatives running simulated internships on campus. The academy’s Imagine Gap competition for innovation and technology in conjunction with Microsoft. Additionally, they ran open sessions for students to learn about the job market and entrepreneurship called MECA Seminars. The academy also runs programs on entrepreneurial skills training, oversees postgraduate course applications, and the skills development publication MECAnomics.

Ankit Garg, Visually Impaired Entrepreneur Project, India

Ankit, a visually impaired employee at the Standard Chartered Bank India, worked on a project that is part of the National Association for the Blind, Centre for Blind Women, New Delhi. Ankit helped visually impaired people start and run their own businesses in a sustainable way. Over 100 disabled people have been trained and are now running their own small businesses, each generating $500 per month on average. Finding traditional employment opportunities is very difficult for people with disabilities in India, and as such, many are trained for jobs the Association trains them to become entrepreneurs. The Association teaches people skills such as making handmade soaps and detergents and running a cafe. This enables visually impaired people from across rural India to use these learnings to generate an income that can sustain them from the comfort of their own homes.

After graduating from the program, the trainees are provided with financial support to start their own small businesses and earn a stable income. In addition, Ankit and other volunteers from the National Association have equipped these trainees with a financial education that allows them to manage their own affairs, gaining their own financial independence for the first time. Ankit plans to work with the National Association for the Blind to empower millions of blind people living in the remotest locations by linking them with partners to organize meetings and other initiatives to provide market linkages through their brand power as well as seed funding to establish the initial infrastructure.

PROJECT OUTCOMES

<table>
<thead>
<tr>
<th>Ahmed Nassar, MECA, Egypt</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CALCULATION OF OUTPUTS AND INPUTS</strong></td>
</tr>
<tr>
<td><strong>Total outcome</strong>: $2,934,623.66</td>
</tr>
<tr>
<td><strong>Total input</strong>: $651,888.40</td>
</tr>
<tr>
<td><strong>SROI</strong>: 1:4</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Ankit Garg, Visually Impaired Entrepreneur Project, India</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CALCULATION OF OUTPUTS AND INPUTS</strong></td>
</tr>
<tr>
<td><strong>Total outcome</strong>: $79,228.23</td>
</tr>
<tr>
<td><strong>Total input</strong>: $21,481.09</td>
</tr>
<tr>
<td><strong>SROI</strong>: 1:2</td>
</tr>
</tbody>
</table>

Scopes of SROI calculations:
- Visually Impaired Entrepreneur Project from inception until February 2018 (data collection date).
- References:
  1. Each programme beneficiary generates $500 income per month on average. 

PROJECT OUTCOMES

<table>
<thead>
<tr>
<th>Rumwell Mabundza, Blume, South Africa</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CALCULATION OF OUTPUTS AND INPUTS</strong></td>
</tr>
<tr>
<td><strong>Total outcome</strong>: $1,048,800.00</td>
</tr>
<tr>
<td><strong>Total input</strong>: $545,144.80</td>
</tr>
<tr>
<td><strong>SROI</strong>: 1:2</td>
</tr>
</tbody>
</table>

In March 2016, Rumwell co-founded Blume, a social impact business that provides a digital platform connecting informal and formal service providers to customers. The informal service industry in South Africa is large, but it can be difficult for customers to know which service provider to trust. Blume plans to solve this problem by compiling a register of trusted providers for a range of services such as plumbers, electricians and caterers. All service providers are vetted to ensure a high-quality service. Informal service providers benefit from access to a reputable platform through which they can secure new work and build a reputation. Blume enables active participation in the informal economy, allowing individuals and small to medium enterprises to have a stable income at no cost to them. Blume currently has 230 providers featured on the platform, and it plans to grow to 2,000 providers over the next 24 months. They plan to expand to the major cities of Johannesburg, Pretoria, Cape Town, Durban and Pietermaritzburg, targeting populations in the higher living Standard Masses brackets to ensure the app gains traction.

Scopes of SROI calculations:
- Blume activities covered for an annualized period only

References:
- Average income from a service matching app estimated at $300 per month - https://www.cnbc.com/2017/05/10/here’s-how-much-money-americans-are-making-from-the-gig-economy.html

[54x375]Value of business training estimated at £2,507 per person - http://www.hact.org.uk/value-calculator

Low skilled wages estimated at 2,160 EGP per month - https://tradingeconomics.com/egypt/wages-low-skilled

High skilled wages estimated at 3,500 EGP/month - https://tradingeconomics.com/egypt/wages-high-skilled

High school education valued at $67,500 per child - https://www.economist.com/blogs/democracyinamerica/2012/01/college-tuition

Ahmed Nassar, MECA, Egypt

12-14 year olds spend an average of 905 hours in school per year - https://www.oecd.org/education/skills-beyond-school/48631122.pdf

$67,500 / 4 years of high school = $16,875 per child per year. $16,875 / 905 hours in education per year = $18.65 per learner hour.
One Young World Annual Impact Report 2017

Sheree Atcheson, Women Who Code UK (WWCode), United Kingdom

Sheree headed up the first branch of Women Who Code (WWCode) in Belfast, UK. It has since expanded to four cities in the UK. WWCode is a global non-profit dedicated to eradicating the gender bias in the technology sector and it has over 100,000 members worldwide. Sheree is currently the UK Expansion Director for WWCode and she oversees all four regional hubs in London, Belfast, Edinburgh and Bristol. WWCode UK has over 7,000 members across the regional hubs. Members of WWCode attend free monthly events to nurture their digital confidence and better their technical skills. WWCode partners with different companies and learning initiatives to teach members relevant skills such as coding languages to ensure they maintain their competitive edge in the fast-changing industry by keeping their skills up to date. Specialists are invited to share their expertise with like-minded women. Members are also presented with scholarship opportunities to help with their career progression plans. WWCode has given over one million dollars worth of scholarships to women across the UK to date.

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<tr>
<td></td>
<td>Outputs</td>
<td>Total outcome: $1,978,260.67</td>
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<tr>
<td></td>
<td></td>
<td>Total input: $220,561.22</td>
</tr>
</tbody>
</table>

Scope of SROI calculations: Women Who Code UK activities covered from project inception until February 2018 (data collection date)

References:
1: “One coding workshop in London can cost £195 - http://www.learn-to-code-london.co.uk/blog/pricing/”
2: “Menos activities covered from inception until December 2017 (data collection date).”

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João Duarte, Menos, Portugal

In 2014 João founded Menos, an organisation that facilitates and accelerates micro entrepreneurship, in response to the high domestic unemployment rate. Portugal was badly affected by the 2008 financial crisis and unemployment has remained high since. João noticed that unemployment was not only affecting young people but also skilled experienced workers. He also discovered that many people held misconceptions about entrepreneurship which meant they did not even consider the possibility of starting a business. Menos began as a programme to teach people about the basics of entrepreneurship, with a focus on small scale, local, community-based businesses. The concept of micro entrepreneurship was more palatable to people who were unsure about the prospect of starting their own initiatives. João and his two colleagues developed a curriculum explaining the basics of starting a business. After running a pilot of the project, Menos held five programme cycles with a total of 40 people graduating from the course. The programme was developed into a two week intensive training course with mentoring and support. Follow up research found that up to one third of participants were still running their businesses and generating income 6 months after the end of the programme. Menos has been supported by a range of partners including government bodies and local businesses.

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<tbody>
<tr>
<td></td>
<td>Outputs</td>
<td>Total outcome: $71,246.38</td>
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<tr>
<td></td>
<td></td>
<td>Total input: $8,689.85</td>
</tr>
</tbody>
</table>

Scope of SROI calculations: Menos activities covered from inception until December 2017 (data collection date)

References:
1: “Value of part time employment estimated at £1,239 - http://www.factordx.uk/factoredx-calculator”
2: “Available at: http://www.fadi.org/pt/paula-calculadora/”
3: Portugal was badly affected by the 2008 financial crisis and unemployment has remained high since. João noticed that unemployment was not only affecting young people but also skilled experienced workers. He also discovered that many people held misconceptions about entrepreneurship which meant they did not even consider the possibility of starting a business. Menos began as a programme to teach people about the basics of entrepreneurship, with a focus on small scale, local, community-based businesses. The concept of micro entrepreneurship was more palatable to people who were unsure about the prospect of starting their own initiatives. João and his two colleagues developed a curriculum explaining the basics of starting a business. After running a pilot of the project, Menos held five programme cycles with a total of 40 people graduating from the course. The programme was developed into a two week intensive training course with mentoring and support. Follow up research found that up to one third of participants were still running their businesses and generating income 6 months after the end of the programme. Menos has been supported by a range of partners including government bodies and local businesses.

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<tr>
<td></td>
<td></td>
<td>Total input: $27,632.04</td>
</tr>
</tbody>
</table>

Scope of SROI calculations: CodeForSu activities from project inception to November 2017 (data collection date)

References:
1: “One coding workshop in London can cost £195 - http://www.learn-to-code-london.co.uk/blog/pricing/”
2: Minimum wage in Portugal is €649.80 per month - https://countryeconomy.com/national-minimum-wage/portugal
3: Menos began as a programme to teach people about the basics of entrepreneurship, with a focus on small scale, local, community-based businesses. The concept of micro entrepreneurship was more palatable to people who were unsure about the prospect of starting their own initiatives. João and his two colleagues developed a curriculum explaining the basics of starting a business. After running a pilot of the project, Menos held five programme cycles with a total of 40 people graduating from the course. The programme was developed into a two week intensive training course with mentoring and support. Follow up research found that up to one third of participants were still running their businesses and generating income 6 months after the end of the programme. Menos has been supported by a range of partners including government bodies and local businesses.

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Scope of SROI calculations: CodeForSu activities from project inception to November 2017 (data collection date)

References:
Farida Asgarzade, The HUMAN Foundation, Azerbaijan

Azerbaijan.

The HUMAN Foundation aims to develop social entrepreneurship and social business through various programmes planned throughout Azerbaijan.

Farida Asgarzade founded The HUMAN Foundation in early 2016 to empower marginalised groups and bring people together regardless of their background or lifestyle choices. The HUMAN Foundation has reached over 3,025 people across Azerbaijan, Russia and Georgia through a range of programmes including professional training and mentorship. The Foundation runs several concurrent projects such as Human Man, which has provided professional training to school young women through the Womans Academy programme and works with expecting mothers in the Womans Academy programme to teach them about maternal health. 

The HUMAN Foundation to be sustainable and to increase the scope of activities in the future. This Foundation aims to develop social entrepreneurship and social business through various programmes planned throughout Azerbaijan.

 PROJECT OUTCOMES

<table>
<thead>
<tr>
<th>Calculation of Outputs and Inputs</th>
<th>Total Output, Total Input, SROI</th>
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<tbody>
<tr>
<td><strong>Farida Asgarzade, The HUMAN Foundation, Azerbaijan</strong></td>
<td></td>
</tr>
<tr>
<td>Outsuts</td>
<td>Total Outcome</td>
</tr>
<tr>
<td>30 girls given professional training</td>
<td>$48,869.57</td>
</tr>
<tr>
<td>24 students mentored through LifeGuide IMP</td>
<td>$11,188.78</td>
</tr>
<tr>
<td>150 people x $150 CAN x $18.65 estimated value of education</td>
<td>$13,984.81</td>
</tr>
<tr>
<td>65 people taught sign language x $250 estimated value of learning sign language</td>
<td>$16,875.00</td>
</tr>
<tr>
<td>650 people attend a sign language accessible movie screening</td>
<td>$12,250</td>
</tr>
<tr>
<td>526 attendees @ $37.296.55 estimated value of professional athletic training can cost $400 per month - <a href="https://www.thestar.com/business/sportonomics/2015/02/05/sportonomics-youth-sports-training-goes-high-tech-and-high.html">https://www.thestar.com/business/sportonomics/2015/02/05/sportonomics-youth-sports-training-goes-high-tech-and-high.html</a></td>
<td>$378,283.78</td>
</tr>
<tr>
<td>12 volunteers working 4 hours a day x 6 days per week x 52 weeks per year x 5 years x $7.49 average hourly wage = $378,283.78</td>
<td>$1,440,000.00</td>
</tr>
</tbody>
</table>

**References:**

- High school education valued at $67,500 per child - https://www.economist.com/blogs/democracyinamerica/2012/01/college-tuition
- Cost of a cinema ticket estimated at 7 AZN - https://www.numbeo.com/cost-of-living/country_result.jsp?country=Azerbaijan
- LifeGuide IMP x $48 - $2,304
- Interfaith Harmony Week to bring together 60 representatives from three major world religions in a constructive and collaborative forum. The project HUMAN Against Cancer brings together cancer sufferers and cancer survivors whilst educating participants about health risks. The HUMAN Foundation plans to increase its reach by raising funds through internally founded social enterprises HUMANSHIP and Markim, as well as through membership fees of the HUMANSHIP Club. This model allows the Foundation to be sustainable and to increase the scope of activities in the future.


**Scope of SROI calculations:**

- Womans Academy, Human Deaf Community Programme, LifeGuide IMP, YOU CAN and Faith Without Barriers projects included from inception until February 2018 (data collection date).
- Funds raised through social business funding model worth $400 = $650 raised for LifeGuide IMP + $300 raised for the Sporte Avis programme + $13,984.81 + $1,118.78 = $90,375.16
- Partner organisations donating venues, catering and digital marketing support.
- Grant donation = $20,000
- Initial investment = $20,000
- Sponsorship of $3,000 ECD = $1,857.46 LCU
- Total reach in a number of ways, including hosting a radio show and running a TV show. The total reach of Sporte Avis content across the East Caribbean is between 100,000 and 800,000 people.

**Scope of SROI calculations:**

- LifeGuide IMP, YOU CAN and Faith Without Barriers projects included from inception until February 2018 (data collection date).
- Estimated value of education = $11,188.78
- Total output
- Total input
- SROI

**Farida Asgarzade, The HUMAN Foundation, Azerbaijan**

- Estimated value of education = $11,188.78
- Total output
- Total input
- SROI

**Project Outcomes**

**Calculation of Outputs and Inputs**

**Total Output, Total Input, SROI**

**Nyus Alfred, Sporte Avis, Saint Lucia**

Nyus Alfred founded Sporte Avis to develop local athletic talent and to provide a platform for aspiring sports journalists to develop their skills. Sporte Avis aims to address the lack of funding for aspiring athletes at the junior level, which discourages the best talent from developing their skills after high school. Nyus founded Sporte Avis to make Saint Lucia more prominent in international sporting competitions by nurturing local talent and providing news coverage. The organisation has currently supported 300 athletes. Sporte Avis helps athletes develop their sports profiles, prepare for scouting opportunities and apply for scholarship programmes. As well as teaching athletes what they need to get ahead in sports, the organisation also teaches them about the role of sport in conflict resolution and promoting peace at home and abroad. After having demonstrated its positive impact in Saint Lucia, Sporte Avis was approached by the Organisation of East Caribbean States to expand their programme to other states in the East Caribbean region. On 1 November 2016, Sporte Avis launched their programme regionally and began to provide the same services to athletes across the East Caribbean. Aspiring reporters were also able to benefit from this organisation by reporting on the sporting events and competitions, increasing their experience and developing their skills. Sporte Avis went on to expand its reach in a number of ways, including hosting a radio show and running a TV show. The total reach of Sporte Avis content across the East Caribbean is between 100,000 and 800,000 people.

**PROJECT OUTCOMES**

<table>
<thead>
<tr>
<th>Calculation of Outputs and Inputs</th>
<th>Total Output, Total Input, SROI</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Nyus Alfred, Sporte Avis, Saint Lucia</strong></td>
<td></td>
</tr>
<tr>
<td>Outputs</td>
<td>Total Output</td>
</tr>
<tr>
<td>300 athletes x $400 estimated value of athletic training per month x 12 month programme on average = $1,440,000.00</td>
<td>$378,283.78</td>
</tr>
<tr>
<td>12 volunteers working 4 hours a day x 6 days per week x 52 weeks per year x 5 years x $7.49 average hourly wage = $378,283.78</td>
<td>$1,440,000.00</td>
</tr>
<tr>
<td>Initial investment = $20,000</td>
<td></td>
</tr>
<tr>
<td>Grant donation = $20,000</td>
<td></td>
</tr>
<tr>
<td>Sponsorship of $3,000 ECD = $1,857.46 LCU</td>
<td>$378,283.78 + $20,000 + $20,000 + $1,857.46 = $378,283.78</td>
</tr>
</tbody>
</table>

**References:**

- Professional athletic training can cost $400 per month - https://www.thestar.com/business/sportonomics/2015/02/05/sportonomics-youth-sports-training-goes-high-tech-and-high.html
- Grant donation = $20,000
- Initial investment = $20,000
- Sponsorship of $3,000 ECD = $1,857.46 LCU

One Young World Annual Impact Report 2017
### PROJECT OUTCOMES

<table>
<thead>
<tr>
<th>Farai Mubaiwa, Africa Matters Initiative, South Africa</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CALCULATION OF OUTPUTS AND INPUTS</strong></td>
</tr>
<tr>
<td>Outputs</td>
</tr>
<tr>
<td>1,000 students educated via school talks at 0.5 hours per session x $18.65 estimated value of education = $9,323.20</td>
</tr>
<tr>
<td>1,500 workshop and summit participants 3 hours per workshop x $18.65 estimated value of education = $89,098.84</td>
</tr>
<tr>
<td>15,000 people engaged via social media channels x $0.50 estimated value per engagement = $7,500</td>
</tr>
<tr>
<td><strong>Total outcome</strong></td>
</tr>
<tr>
<td>$100,732.04</td>
</tr>
</tbody>
</table>

Source of SROI calculations: Africa Matters Initiative activities for the year until November 2017 (data collection date).

References:
- Africa Matters Initiative activities for the year until November 2017 (data collection date).

**Scope of SROI calculations:**
- High school education valued at $67,500 per child - https://www.economist.com/blogs/democracyinamerica/2012/01/college-tuition
- Estimated value of a Facebook page like valued at $0.50 - https://blog.bufferapp.com/guide-calculate-social-media-roi

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### PROJECT OUTCOMES

<table>
<thead>
<tr>
<th>John van Bockxmeer, Fair Game Australia, Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CALCULATION OF OUTPUTS AND INPUTS</strong></td>
</tr>
<tr>
<td>Outputs</td>
</tr>
<tr>
<td>14,667 children participated in Fair Game sports sessions x $816 estimated value per person = $11,972,122.00</td>
</tr>
<tr>
<td>550,000 AUD raised in total</td>
</tr>
</tbody>
</table>

**Project Outputs:**
- 14,667 children participated in Fair Game sports sessions.
- 180 fair gamers volunteered a total of 10,050 hours.

**Project Inputs:**
- 550,000 AUD raised in total.

**SROI:**
- 1:19

References:
- Benefits of a sports-based intervention for at-risk young people estimated at $960 per person - http://www.evidenceinpractice.org/"}

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**One Young World Annual Impact Report 2017**

**Fairai Mubaiwa, Africa Matters Initiative, South Africa**

Farai founded the Africa Matters Initiative (AMI) in April 2015 to raise African voices and ensure that they are not undervalued or ignored as is frequently the case in dominant global narratives. AMI has educated over 2,500 people to this end and reached thousands more spreading their message on social media. African people are often reduced to a single narrative in what novelist Chimamanda Adichie refers to as “the single story”. This results in a skewed view of the continent from both outside of and within Africa. The Africa Matters Initiative aims to change this status quo by challenging misconceptions and demonstrating the importance of African nations and citizens on the global stage as well as within Africa. The AMI team was formed at Stellenbosch University in South Africa and has subsequently spread to other parts of Africa and the world. AMI empowers young people through summits, workshops and online engagement. The team organises the ‘Towards a Better Africa’ summit each year, bringing together politicians, academics, businesses and young leaders to formulate local solutions to local issues. AMI conducts school talks discussing issues around African empowerment and innovating from the grassroots. These school talks have been delivered to 1,000 students in the past year with plans to increase their reach ten fold in the coming year, giving talks in Namibia as well as South Africa. AMI also hosts a range of workshops on topics such as African leadership, African feminism and identity politics. The Africa Matters Initiative also has an online presence, where a number of contributors write critical pieces on important issues of their choice, reaching people across the continent and the diaspora. As AMI continues to grow the team is seeking new ways to increase awareness and to generate revenue. For example, AMI is in the process of designing a clothing range that they can sell to develop a stable income stream.

**Project Outcomes:**
- 1,000 students educated via school talks.
- 1,500 workshop and summit participants.
- 15,000 people engaged via social media channels.

**Calculation of Outputs and Inputs:**
- Estimated value of education = $9,323.20.
- Estimated value per engagement = $7,500.
- Estimated value of a Facebook page like = $0.50.
- Average hourly wage = $12,935.72.
- Average x 52 weeks x $2.59 = $1,842.55.

**Total Outcome:**
- $100,732.04

**Total Input:**
- $36,337.80

**SROI:**
- 1:3

---

**John van Bockxmeer, Fair Game Australia, Australia**

John van Bockxmeer founded Fair Game Australia to give young people from underprivileged backgrounds the opportunity to take part in sports, reaching almost 15,000 young people and donating over 24,000 pieces of sports gear across Australia. Whilst working as a doctor in a small rural hospital, John saw young Australians suffering from preventable lifestyle-related illness and wanted to establish a holistic model which would help break the cycle of inequality. With the help of 180 volunteer fair gamers, Fair Game Australia collects used sports equipments through placing brightly coloured bins in major metropolitan areas. The used gear is then sorted before being donated to villages and towns across Australia, with over 40 remote, rural and metropolitan communities benefiting to date. Fair Game Australia primarily works with underserviced Australian communities including Aboriginal and Torres Strait Islanders, culturally and linguistically diverse (CALD) communities and chronic disease sufferers. Fair Game Australia engages participants by running their healthy communities interactive education programme ‘Game On’, sports and illness programmes with the children. After each session, the volunteers leave donated sports gear behind to allow the young people in the community to continue playing sports together and to further develop their skills and fitness levels. Fair Game Australia visits some communities up to eight times each year and are often the only provider of sport, health and recreation programmes, many underserviced children benefit from Fair Game’s repeat interventions.

**Project Outcomes:**
- 14,667 children participated in Fair Game sports sessions.
- 180 fair gamers volunteered a total of 10,050 hours.

**Calculation of Outputs and Inputs:**
- Estimated value of education = $9,323.20.
- Estimated value per person = $8,997,912.00.
- Estimated value of a Facebook page like = $0.50.
- Average hourly wage = $12,935.72.
- Average x 52 weeks x $2.59 = $1,842.55.
- Average hourly wage = $11.66.
- 14,667 children participated in Fair Game sports sessions x $816 estimated value per person = $11,972,122.00.

**Total Outcome:**
- $8,997,412.00

**Total Input:**
- $486,304.45

**SROI:**
- 1:19

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**One Young World Annual Impact Report 2017**

**Fairai Mubaiwa, Africa Matters Initiative, South Africa**

Farai founded the Africa Matters Initiative (AMI) in April 2015 to raise African voices and ensure that they are not undervalued or ignored as is frequently the case in dominant global narratives. AMI has educated over 2,500 people to this end and reached thousands more spreading their message on social media. African people are often reduced to a single narrative in what novelist Chimamanda Adichie refers to as “the single story”. This results in a skewed view of the continent from both outside of and within Africa. The Africa Matters Initiative aims to change this status quo by challenging misconceptions and demonstrating the importance of African nations and citizens on the global stage as well as within Africa. The AMI team was formed at Stellenbosch University in South Africa and has subsequently spread to other parts of Africa and the world. AMI empowers young people through summits, workshops and online engagement. The team organises the ‘Towards a Better Africa’ summit each year, bringing together politicians, academics, businesses and young leaders to formulate local solutions to local issues. AMI conducts school talks discussing issues around African empowerment and innovating from the grassroots. These school talks have been delivered to 1,000 students in the past year with plans to increase their reach ten fold in the coming year, giving talks in Namibia as well as South Africa. AMI also hosts a range of workshops on topics such as African leadership, African feminism and identity politics. The Africa Matters Initiative also has an online presence, where a number of contributors write critical pieces on important issues of their choice, reaching people across the continent and the diaspora. As AMI continues to grow the team is seeking new ways to increase awareness and to generate revenue. For example, AMI is in the process of designing a clothing range that they can sell to develop a stable income stream.

**Project Outcomes:**
- 1,000 students educated via school talks.
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- 15,000 people engaged via social media channels.

**Calculation of Outputs and Inputs:**
- Estimated value of education = $9,323.20.
- Estimated value per engagement = $7,500.
- Estimated value of a Facebook page like = $0.50.
- Average hourly wage = $12,935.72.
- Average x 52 weeks x $2.59 = $1,842.55.

**Total Outcome:**
- $100,732.04

**Total Input:**
- $36,337.80

**SROI:**
- 1:3
**PROJECT OUTCOMES**

David Andrade, Fundación Qubo, Colombia

David is the CEO of Fundación Qubo Soluciones Sociales Innovadoras, which works with victims of armed conflict to promote development and inclusion. His programme targets adolescents and their families as well as victims of armed conflict to dismantle child labour through sports and gastronomy. Fundación Qubo has helped over 120 at-risk young people gain employability skills. Fundación Qubo primarily targets young people who live in deprived areas in order to help give them an opportunity to develop their skills and gain support. Fundación Qubo’s flagship programme is Pa’Atrés, a football which contributes to peacebuilding by reducing youth unemployment. Diverse groups of young people take part in a regular football club to facilitate cohesion and camaraderie. Through Pa’Atrés, young people are taught entrepreneurial skills and provided with mentorship and support. Participants are purposefully placed in groups with people who have different backgrounds and experience on social issues to encourage them to understand each other's perspectives. The participants learn to put aside their differences and to work together on their particular project or venture. One example of such a project is Building4, a talent management agency for musicians who perform on public transport in Colombia. Pa’Atrés at Balbin also organises sessions where people volunteer to talk to young people about sexual health and reproductive rights and the dangers of youth crime. David has had an entrepreneurial spirit from a young age. When he was a child, his mother was unemployed, so David started a small business selling cakes to fund his school tuition and later his university fees. These experiences highlighted that when young people are faced with a challenge and gelled in the right way, they can create innovative solutions to their problems. This is part of what inspired the formation of Fundación Qubo. At the One Young World 2017 Bogotá Summit, David was able to meet the director of Colombia Joven, the National Government’s office for youth work, and it is now planning a sustainable partnership with them moving forward which will help him to scale up his operations. Fundación Qubo has also benefited from the exposure it gained whilst at the Summit through speaking with media outlets and being a Johnson & Johnson Scholar, which has helped to raise the profile of the Foundation in Colombia.

**CALCULATION OF OUTPUTS AND INPUTS**

<table>
<thead>
<tr>
<th>Outputs</th>
<th>Inputs</th>
<th>SROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>120 young people x $7,000.43 estimated value of risk youths joining a youth club = $843,652.17</td>
<td>10 volunteers working 15 hours a week on average x 52 weeks per year x 2 years x $2,577.37 hourly wage = $15,178.37</td>
<td>$1:7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total outcome</th>
<th>Total input</th>
<th>SROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>$843,652.17</td>
<td>$15,178.37</td>
<td>$1:7</td>
</tr>
</tbody>
</table>

**TOTAL OUTPUT, TOTAL INPUT, SROI**

| $843,652.17 | $15,178.37 | $1:7 |

**References:**

- 1:7 estimated

**Scope of SROI calculations:**

Fundación Qubo activities from inception until November 2017 (data collection date).

**References:**

- Barry Callebaut, one of the world's largest cocoa producers.
- Five North Chocolate activities from inception until January 2019 (data collection date).
- A farmer receives $2,340 revenue per tonnes x $2,000 estimated worth of donations in average x 52 weeks per year x 2 years x $1 PPP = 0.385 OMR - https://data.worldbank.org/indicator/PA.NUS.ATLS?end=2015&locations=OM&start=1990&view=chart

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**PROJECT OUTCOMES**

Rumaitha al Busaidi, Integrated Tilapia Farms, Oman

Rumaitha works in aquaculture to respond to the changing agricultural landscape in Oman. Rumaitha worked with farmers whose groundwater sources had been contaminated with seawater, leaving them unsuitable for traditional agricultural use. Using aquaculture, 15 farmers have been able to transform their land into productive fish farms. Studying aquaculture at postgraduate level, Rumaitha focused her masters thesis on the viability of installing tilapia farms on land that was no longer fit for agricultural use. Rumaitha was initially awarded funding to start up one tilapia farm to determine the viability and scalability of the project. Having demonstrated the success of this initial farm she was eventually able to scale the project to 15 farms in Oman. Rumaitha has plans to further expand her project reach to help those adversely affected by climate change. Rumaitha spoke at One Young World 2017 Bogotá, sharing her innovative use of aquaculture to combat poverty with young leaders from more than 190 countries. After her session she was approached by Ambassadors from Southern African states asking about her project and the prospect of bringing it to their home countries, potentially leading to further replication of her work.

**CALCULATION OF OUTPUTS AND INPUTS**

<table>
<thead>
<tr>
<th>Outputs</th>
<th>Inputs</th>
<th>SROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 farmers x 70 tonnes of fish produced on average x $2,340 revenue per tonnes = $2,457,000.00</td>
<td>Grant donation of 50,000 OMR LCUS ($129,870.13)</td>
<td>$1:3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total outcome</th>
<th>Total input</th>
<th>SROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>$879,870.13</td>
<td>$2,457,000</td>
<td>$1:3</td>
</tr>
</tbody>
</table>

**TOTAL OUTPUT, TOTAL INPUT, SROI**

| $879,870.13 | $2,457,000 | $1:3 |

**References:**

- Average revenue for tilapia farming is $2,340 per tonnes.

**Scope of SROI calculations:**

Integrated Tilapia Farms from project implementation until November 2017 (data collection date).

---

**PROJECT OUTCOMES**

Benjamin Conard, Five North Chocolate, USA

Benjamin founded Five North Chocolate in March 2016 as a fair trade, sustainable social enterprise selling high quality confectionery. Five North has sold 5,000 chocolate pouches to date, with plans to expand operations in 2018. Five North Chocolate is a fair trade certified social enterprise that sells antioxidant-rich, vegan dark chocolate with superfoods in bite-sized pieces sold by the pouch. The chocolate is 72% cacao and all inclusions have additional health benefits, making the confectionary snack health conscious as well as socially conscious. All cocoa used in production is certified by Fair Trade USA which means that farmers are guaranteed a fair wage for their labor, and that farms are held to high standards of working conditions and environmental standards. Every fair trade certified purchase adds an additional social premium which is sent back to the farming community. During his time in Bogotá for the One Young World 2017 Summit, Ben was invited to speak to students studying business and entrepreneurship at Universidad de la Sabana, and he was taken on a tour of a local chocolate factory. At the Summit he was able to connect with Barry Callebaut, one of the world’s largest cocoa producers.

**CALCULATION OF OUTPUTS AND INPUTS**

<table>
<thead>
<tr>
<th>Outputs</th>
<th>Inputs</th>
<th>SROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total revenue to date = $16,087</td>
<td>Money raised through grants, competition winnings and seed investment. Total spent to date = $8,400.00</td>
<td>$1:2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total outcome</th>
<th>Total input</th>
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<tr>
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<td>$8,400.00</td>
<td>$1:2</td>
</tr>
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</table>

**TOTAL OUTPUT, TOTAL INPUT, SROI**

| $16,087 | $8,400.00 | $1:2 |

**References:**

Siemens employee Rafael founded the Sustainability Games to encourage young school children to understand the issues around clean energy, climate change, recycling and litter. The Sustainability Games have reached 500 children so far across four schools located close to Siemens sites in São Paulo, Joinville and Manaus, Brazil. Rafael wanted to engage 11-12 year olds in a way that they would find interesting and exciting so he devised several mini-competitions to increase awareness around sustainability. These include a cookery competition to make food from scraps, a recycling challenge to collect as many metal cans as possible and a contest for those who used reusable materials into clothing. The Sustainability Games initiative started with a project reaching 60 children in one school, but after attending the One Young World 2016 Ottawa Summit, Rafael was inspired to expand his project to three additional schools close to two other Siemens sites. From across Siemens, 25 volunteers worked on the Sustainability Games. The Sustainability Games project has received support from Siemens’ Corporate Social Responsibility team in Brazil and Rafael is hopeful that in 2018 he will be able to extend his work to new schools close to other Siemens facilities.

**Outputs**
- 500 children educated about sustainability for 4 hours at $18.65 estimated value of education = $37,292.82
- 1,000 BRL fundraising = $552.51
- 25 volunteers working for approximately 504 hours in total at $9.19 estimated hourly wage = $4,077.50
- $502.51 + $4,077.50 + $4,580.01

**Calculations**

**TOTAL OUTPUT, TOTAL INPUT, SROI**

<table>
<thead>
<tr>
<th>Outputs</th>
<th>Total Outcome</th>
<th>Total Input</th>
<th>SROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>$37,292.82</td>
<td>$4,580.01</td>
<td>1:8</td>
<td></td>
</tr>
</tbody>
</table>

References:
The number of items recycled and number of volunteer hours dedicated to this project.

**Outputs**
- 1,000 BRL fundraising = $552.51
- 25 volunteers working for approximately 504 hours in total at $9.19 estimated hourly wage = $4,077.50
- $502.51 + $4,077.50 + $4,580.01

**Calculations**

**TOTAL OUTPUT, TOTAL INPUT, SROI**

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**Calculations**

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<td></td>
</tr>
</tbody>
</table>

References:
The number of items recycled and number of volunteer hours dedicated to this project.
Nicolle co-founded The Palau Legacy Project to make tourism more sustainable, to protect the natural wildlife and environment in Palau. Over 22,000 people have signed the Palau Pledge so far, and the online awareness campaign has reached more than 1.6 billion people around the world. Nicolle and her co-founders Jennifer Gibbons, Laura Clarke and Nanase Singeo noticed the destructive consequences of tourism on Palau’s beaches and so they collaborated to form a campaign to protect Palau. They created the Palau Pledge, a declaration that all visitors to the country must now make upon entering, committing to principles of conscientious consumption and nondestructive behaviour. Part of this campaign includes an on-flight video that is shown on every flight that lands in Palau. Local school children helped to formulate the contents of the Pledge. With the support of the President and the First Lady, The Palau Legacy Project is rapidly gaining traction and inspiring how both visitors and local Palauans treat the island. The Palau Pledge has been supported by several influencers including actor and activist Leonardo DiCaprio, former US Secretary of State John Kerry, and conservationist Sylvia Earle. Despite being the third smallest country in the world by population, Palau now has the largest percentage of protected ocean in the world.

The Project team has taken over 100 science teachers on field trips to demonstrate how nature in Palau can be protected. The Palau Pledge has been supported by several influencers including actor and activist Leonardo DiCaprio, former US Secretary of State John Kerry, and conservationist Sylvia Earle. Despite being the third smallest country in the world by population, Palau now has the largest percentage of protected ocean in the world. Nicolle and her team are now working on Phase 2 of their project, which involves bringing conservation into the national curriculum and initiating an accreditation scheme for local businesses that comply with the principles of the Palau Pledge. Together with the Palau Conservation Society, The Palau Legacy Project is rapidly gaining traction and inspiring how both visitors and local Palauans treat the island. The Palau Pledge has been supported by several influencers including actor and activist Leonardo DiCaprio, former US Secretary of State John Kerry, and conservationist Sylvia Earle. Despite being the third smallest country in the world by population, Palau now has the largest percentage of protected ocean in the world. Nicolle and her team are now working on Phase 2 of their project, which involves bringing conservation into the national curriculum and initiating an accreditation scheme for local businesses that comply with the principles of the Palau Pledge. Together with the Palau Conservation Society, The Palau Legacy Project is rapidly gaining traction and inspiring how both visitors and local Palauans treat the island.

In 2018, MallorquinVIVE hopes to launch a second phase to engage local fishermen and lobby local government institutions to strengthen conservation efforts in the area. The 14 Orinoco eco-adaptive project OrinocoAdapt has a gender-based approach to community action on climate change adaptation in the Orinoco region. Barranquilla+20 has collaborated with the World Youth Parliament for Water to create the LatinAmerican and Caribbean Youth Parliament for Water to connect the youth from the region to work on water issues. Two Youth Parliament delegations visited the ACCOLAD International Conference in Cartagena, Colombia on scholarships. Barranquilla+20 also promotes the use of bicycles,(formulates and dominates for changes in policy and develops educational toolkits so that other organisations and communities can replicate their model.

**PROJECT OUTCOMES**

**CALCULATION OF OUTPUTS AND INPUTS**

**TOTAL OUTPUT, TOTAL INPUT, SROI**

**Outputs**

- 7,000 children educated about sustainability and the environment = $93,750 estimated value of education = $566,250
- 600 hectares of Mallorquin swamp protected x $7,830 estimated value of restoring an acre of wetlands x 2.41 acres per hectare = $11,804,060

**Inputs**

- 10 volunteers working 4 days per month x 12 months per year x 5 years x $58.38 estimated daily wage = $140,104.62
- 20 volunteers working for 12 hours per week x 52 weeks per year x 6 years x $27.27 estimated hourly wage = $354,575.29
- $14,000 spent on restoration projects + $8,000 grant from 350.org = $22,000
- Scholarships for 120 Youth Parliament for Water delegations worth $650 each = $78,000
- Water delegates worth $350 each = $42,000

**Total**

$748,679.91

**SROI**

1:16

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**PROJECT OUTCOMES**

**CALCULATION OF OUTPUTS AND INPUTS**

**TOTAL OUTPUT, TOTAL INPUT, SROI**

**Outputs**

- 22,018 pledges x $105.50 estimated benefit of sustainable tourism to the local environment = $2,322,689
- 617,823,535 people reached through online and print media = $59 estimated value per thousand impressions x 1,000 = $598,204.64
- 7 educational tours organised x 15 science teachers per trip x $99.75 estimated value of education = $43,843.75
- $2,322,690 + $988,204.64 + $9,843.75 = $3,320,947.39

**Inputs**

- $70,000 donated by President Remengesau through the Small Grants Fund.
- $310,000 of funding in partnership with Palau Visitors Authority, local organisations and individual donors.
- $5,000 communications consultancy services donated in-kind by Havas Worldwide, Sydney worth an estimated $5000.
- 5 organising volunteers working 25 hours per week on average x 12 weeks in a year x $33 estimated hourly wage = $19,500
- $70,000 + $70,000 + $10,000 + $5000 + $19,500 = $116,500.00

**Total output**

$3,320,947.39

**Total input**

$116,500.00

**SROI**

1:29

**One Young World Annual Impact Report 2017**

**References:**

- Barranquilla+20 activities covered from project inception until February 2018 (data collection date).
- High school education valued at $67,500 per child - https://www.economist.com/blogs/democracyinamerica/2012/01/college-tuition
- Average salary in Colombia = $39,178 - http://www.average-salary-per-country.com/colombia
- Estimated value of education = $93,750 estimated value of education = $566,250
- 600 hectares of Mallorquin swamp protected x $7,830 estimated value of restoring an acre of wetlands x 2.41 acres per hectare = $11,804,060
- $656,250 + $11,804,060 = $12,260,310.00
- Total outcome = $12,260,310.00
- Total input = $748,679.91
- SROI = 1:16

**Summary:**

Xiomara co-founded Barranquilla+20 in 2012 as a community organisation to educate and empower young people on issues of sustainability, water rights and environmental responsibilities as a component of social justice. Barranquilla+20 is the umbrella organisation that houses a range of different environmentally conscious projects, affecting over 700 young people to date. One such project is the MallorquinVIVE project to restore and protect the Mallorquin wetlands. Here Xiomara and her team have engaged 50 children and their families from the local community, teaching them how to maintain the wetlands and preserve their local ecosystem for generations to come. Volunteers help the local community plant mangroves, undertake clean up operations and organise activities to learn about the local ecology and biodiversity in the Mallorquin area. Children take part in a ‘water school’ to learn about the importance of the natural resource and how to take care of the approximately 600 hectares of wetlands. In 2018, MallorquinVIVE hopes to launch a second phase to engage local fishermen and lobby local government institutions to strengthen conservation efforts in the area. The 14 Orinoco eco-adaptive project OrinocoAdapt has a gender-based approach to community action on climate change adaptation in the Orinoco region. Barranquilla+20 collaborated with the World Youth Parliament for Water to create the LatinAmerican and Caribbean Youth Parliament for Water to connect the youth from the region to work on water issues. Two Youth Parliament delegations visited the ACCOLAD International Conference in Cartagena, Colombia on scholarships. Barranquilla+20 also promotes the use of bicycles, (formulates and dominates for changes in policy and develops educational toolkits so that other organisations and communities can replicate their model.

**Scope of SROI calculations:**

- Barranquilla+20 activities covered from project inception until February 2018 (data collection date).
- Barranquilla+20 activities covered from project inception until February 2018 (data collection date).
Rashida founded the Sophie Muwanika Institute of Art for Change to reduce the stigma around mental health and to empower young people to be proactive change agents through the medium of art and theatre. Rashida tackled discrimination from her community whilst she was suffering from depression following the death of her mother. Her work encourages young people with similar mental health issues to reintegrate into the community by providing them with space to heal. Named after Rashida’s mother, The Sophie Muwanika Institute of Art for Change runs two main programmes. Theatre for Therapy uses storytelling, poetry and performance as an alternative treatment for victims of depression and trauma. This includes refugees, victims of school bullying, street children and young people who are victims of social trauma. The programme also enhances awareness of depression and trauma in young people as a major barrier to their full and meaningful participation in society. The second programme is Theatre for Peace which uses similar techniques to improve community cohesion. Students write plays on inclusion and identity by using their own cultural experiences to inspire their dialogues. As well as helping the workshop participants to express their feelings and broaden their horizons, these workshops benefit the wider community indirectly through the community-oriented jobs assigned to participants. The institute also hosts an annual Festival for Peace which showcases stories of young people on the themes of reconciliation, identity, migration and inclusion. The festival gives children aged 8-19 a platform to share their personal stories. Young people are able to benefit from this intercultural exchange by networking with each other and influential figures in the local community and in the art world. The principle aim is to encourage parents, teachers, community leaders and policy makers to provide emotional support and inclusive, safe communities for these young adults to realise their potential and make a positive impact.

Scope of SROI calculations: The Sophie Muwanika Institute of Art for Change activities from project inception until December 2017 (data collection date). Indirect beneficiaries excluded.

References:
1. ‘I Learn to Earn and iRespect programmes covered only, from project inception until December 2017 (data collection date)
2. Employment training for young people valued at £484 per person - http://www.hact.org.uk/value-calculator
4. ‘I Learn to Earn is set to expand into two new communities by the end of 2018. (data collection date)

Total outcome $87,000.00
Total input $35,495.68
SROI 1:2

Augustine Kou, Impart Liberia, Liberia

Augustine founded Impart Liberia immediately after attending the One Young World 2011 Zurich Summit. After meeting fellow Ambassador Jin-Yan Gu there, they created ‘I Learn To Earn’, a project that seeks to empower young women and girls who have been victims of sexual violence by teaching them marketable skills. Augustine To Earn teaches women tailoring skills so that they can earn money and live with dignity and respect. The programme has trained 75 women so far and it has one tailor shop that employs two former students. It has a view to open more shops in the future. To Earn is set to expand into offering chauffeur training and training women in practical trades such as hairdressing and carpentry. In the future To Earn aims to open a Junior College, once the different streams of the programme have been realised. There are over 30 volunteers currently signed up to the programme, with two volunteers coordinating each training session. Augustine also founded the ‘Respect Education’ project as a branch of Impart Liberia. This idea came out of the tribal allegiances that had exists Liberia in the past, leading to patronage and sectarianism. To overcome these issues and promote peacebuilding from the grassroots, Augustine started a series of youth clubs with children of different ages, teaching them conflict resolution techniques which they could then use in the classroom to further spread their inclusive message. Other projects include Save My Job In The Rain, which helps people who only have access to seasonal work due to monsoon rains by providing them with equipment and supplies to continue their work in adverse weather conditions. Augustine is also developing a solid waste management programme to improve local hygiene.

Scope of SROI calculations: I Learn To Earn and Respekt programmes covered only, from project inception until December 2017 (data collection date)

Total outcome $191,662.84
Total Input $6,644.83
SROI 1:29

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PROJECT OUTCOMES

Rashida Namulondo, The Sophie Muwanika Institute of Art for Change, Uganda

PROJECT OUTCOMES

Aizharkyn Aisakhunova, The Central Asian Youth Forum on Peacebuilding and Security, Kyrgyzstan

PROJECT OUTCOMES

Augustine Kou, Impart Liberia, Liberia

Translation and formatting errors may occur due to the nature of the OCR software used.
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**Franz George, Integrity Action Movement (IAM), Jamaica (Saint Vincent and the Grenadines)**

Franz started IAM as an offshoot of National Integrity Action in Jamaica, to get young people more aware of and involved in the fight against corruption in Jamaica. National Integrity Action is a part of Transparency International, and together they campaign to fight corruption and increase transparency around the world.

Corruption is a significant problem in Jamaica, being ranked 138th in the Corruption Perceptions Index. Because of this, Integrity Action Movement was formed in an attempt to educate children and young people about the dangers of corruption and how it leads to unfair society. IAM holds weekly meetings for university students to learn about the state of corruption in Jamaica. IAM hosted a number of documentary screenings in order to spread awareness about the consequences that corruption can have on people’s daily lives. These screenings reached over 700 people. IAM has also facilitated debates between politicians and young leaders about the issues surrounding corruption. One featured young leader went on to run for office and is currently serving as an MP and Minister for Youth in Jamaica. IAM conducts school visits to communicate the fundamental immorality of corruption through the medium of theatre by making the issues relatable to the children. IAM currently has 125 registered members, and it hopes to grow into a national movement with branches in universities and high schools across Jamaica.

**Outputs**
- 132 IAM members = 700 documentary viewings = 400 children undertaking training sessions to learn about corruption x $396.50 estimated value of corruption education = $49,166.00
- 6 IAM committee members volunteering for 21 hours per week on average x 52 weeks x $8.59 average hourly wage = $27,057.60
- 6 volunteers running school sessions x 18 sessions x 1.5 hours x $8.59 average hourly wage = $412.40
- $75,057.60 + $412.40 = $75,470.00

**Total outcome**
- Total outcome = $468,160.00

**Inputs**
- 1,500 workshop participants x 2 days per workshop on average = $39,750.00 estimated value of education = $281,250.00

**SROI**
- 1:28

**Scope of SROI calculation:****
Integrity Action Movement activities for an annualised period.

**References:**
2. Estimated value of a Facebook like valued at $0.50 - https://blog.bufferapp.com/guide-calculate-social-media-roi
3. Minimum wage in the Republic of Congo is 50,400 CFA Francs per month. 50,400 / 174 working hours per month = 289.66 CFA per hour - https://www.ssa.gov/policy/docs/progdesc/ssp/2012-2013/africa/congo-brazzaville.html

**PROJECT OUTCOMES**

**OUTPUTS AND INPUTS**

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**John Gbenagnon, SOHOUTOU Initiative, Benin**

John founded the SOHOUTOU Initiative to encourage civic engagement and social inclusion for young people, with a focus on improving female representation in political arenas. The SOHOUTOU Initiative does this through a series of workshops where women are encouraged to run for office. Women are underrepresented in politics in Benin with only 7% of legislators being women in 2017. The workshops strive to train young women in leadership by widening their horizons and demonstrating the potential impact they could have as lawmakers and civil society leaders. The SOHOUTOU Initiative also has a blog and newsletter to promote gender equality and women’s rights in government.

Inputs: 40 active volunteers x 10 hours per month on average x 12 months per year x 125 hours per volunteer = $219,699.26

**Outputs**
- 1,500 workshop participants x 2 days per workshop on average = $39,750.00 estimated value of education = $281,250.00
- 2 volunteers at 5 workshops x 2 days per workshop on average = $50,825 estimated daily wage = $30,163.08

**Total outcome**
- Total outcome = $281,250.00

**Inputs**
- 1,500 workshop participants x 2 days per workshop on average = $39,750.00

**SROI**
- 1:28

**Scope of SROI calculation:****
The SOHOUTOU Initiative workshops only, covered from project inception until December 2017 (data collection date). Online blog excluded.

**References:**
3. Average salary estimated at $19.71 per hour - https://www.averagesalaryjourney.com/berlin
4. Minimum wage in the Republic of Congo is 50,400 CFA Francs per month. 50,400 / 174 working hours per month = 289.66 CFA per hour - https://www.ssa.gov/policy/docs/progdesc/ssp/2012-2013/africa/congo-brazzaville.html

**PROJECT OUTCOMES**

**OUTPUTS AND INPUTS**

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**Emma Martial Moubarirou, Ras-Le-Bol, Republic of Congo (Congo-Brazzaville)**

Emma Martial Moubarirou, also known by her stage name Martial Pa’nucci, is a musician and activist who works towards raising social awareness and contributing to peace in Congo Brazzaville through grassroots activism. Together with his ‘partner in rhyme’ Yvan Comboni, the musical duo founded RAS-LE-BOL, an organisation that campaigns for civil liberties and holds the government accountable through peaceful protest and public debate. RAS-LE-BOL, which is French for ‘enough is enough’, campaigns for citizens to make their voices heard using peaceful methods such as protests and meetings. One such demonstration in 2015 attracted more than 200,000 people in Brazzaville. However, subsequent repression of the protesters means that a following rally attracted only 1,000 citizens. RAS-LE-BOL has also started a fundraising campaign called Noël Du Pool to support children affected by the conflict in the region. This targeted campaign increases awareness of the victims of conflict, adding further pressure on the government to address the situation and bring peace to the region. Martial also raises awareness of the political realities in Congo Brazzaville through his music. He hit song Klassade led to him being asked from Congo Brazzaville, forcing him to seek refuge in Burkina Faso, where he currently lives.

**Outputs**
- Total money fundraised for Noël Du Pool = $1,792,237.00
- 4,000 likes on Facebook x $0.50 estimated value of a Facebook like = $2,000

**Total outcome**
- Total outcome = $1,792,237.00

**Inputs**
- 200 days x $50.82 estimated daily wage = $1.83 LCU per hour ($1 PPP = 158.21 CFA Francs in the Republic of Congo) - https://data.worldbank.org/indicator/PA.NUS.PPP?end=2016&start=2016&view=bar
- $75,470.00 + $412.40 = $75,882.40
- $1,790,237.00 + $412.40 = $1,792,237.00

**SROI**
- 1:8
Charles Lipenga, Maestros Leadership Team, Malawi

Maestros Leadership Team to Inspire young people to develop leadership qualities by increasing the quality of education they receive and improving their future employment prospects. Maestros currently operates in 18 countries across Africa, reaching almost 70,000 young people across several project streams. Maestros Leadership Team is the social impact branch of Maestros Leadership Company, an organisation that specialises in professional training and development. The MaGREEN Project worked to reduce the damage caused by natural disasters by planting 5,000 trees in flood-prone areas covering 20,000 square metres. Presently, 31,100 people have been benefited from the reduced risk of future flooding, and 500 young people were trained to campaign for climate action. Project Inspire has mentored 12,000 students. The Maestros Academic Armour Project (MAAP) provides primary school children with uniforms and school supplies which allows them to continue their education regardless of their circumstances. Care4Girls programme provides reusable feminine hygiene products and training on menstrual hygiene to empower girls and keep them in school. Maestros Leadership Awards (MALA) grants awards to high performing students to increase accountability and encourage schools to increase the quality of teaching. MALA also awards scholarships to students to increase access to quality education. Teach-AZ is a teacher recruitment, preparation and retention programme to develop leadership capabilities and increase education quality in a sustainable way. Maestros also works on reducing inequalities through the Beyond Physio programme which empowers students and teachers with disabilities to work towards sustainable development, with plans to reach 300 people each year. Springboard is a youth camp that prepares young people for higher education and for the working world. Maestros Fridays is held every week to provide a forum for youth leaders to share best practice and inspire each other.

Average annual salary in Malawi is $7,250. $7,250 / 52 weeks per year = $139.42 per week - http://www.averagesalarysurvey.com/malawi

One 12-14 year olds spend an average of 905 hours in school per year - https://www.oecd.org/education/skills-beyond-school/48631122.pdf

5,000 trees planted through MaGREEN x $46 estimated benefit of a tree = $480,000
5,000 students gained environmental training through MaGREEN x $19.65 estimated value of education = $93,250
20,000 children given school uniforms and exercise books through MAAP x $15 cost of uniform = $300,000
12,000 students mentioned through Project Inspire x $747 estimated value of mentoring = $576,000
5,500 girls given reusable feminine hygiene products and training on menstrual hygiene through Care4Girls x $4.90 estimated cost per hygiene kit = $26,950
1,000 students given high school scholarships through MALA x $650 estimated cost of high school = $650,000
258 teachers trained through Teach-AZ x $20.83 estimated benefit of higher teaching quality = $5,504,140

$480,000 + $9,325,000 + $300,000 + $787,000 + $260,960 + $650,000 + $27,304,140 + $20,396,413.20

Inputs

$60,000 spent on all Maestros Foundation activities each year x 2 years = $120,000
150 principle organising volunteers per country on average x 18 African countries x 8 weeks per year on average x $139.42 average weekly wage = $3,011,538.46
6,000 volunteers across all activities and countries working for a week on average x $139.42 average weekly wage = $836,538.46
$120,000 + $3,011,538.46 + $836,538.46 + $3,968,076.20

$120,000 + $3,011,538.46 + $836,538.46

Total outcome $20,396,413.20
Total input $3,968,076.20
SROI 1:7

Umar Kabanda, Kalube Consults Limited, Uganda

Kalube Consults Ltd was founded by Charles Lipenga in 2015 as a consultancy to showcase the best of African talent and to track the progress made towards achieving the Sustainable Development Goals across the continent. The main aim is to create an Africa based hub, which includes knowledge of the on the ground realities, to assist with international development efforts. Kalube Consultants Ltd currently has 139 PhD and Masters degree holders representing 36 African countries. These 139 Associate Consultants are given in-depth weekly mentorship and training from industry experts in order to further supplement their knowledge and support them to apply their skills to the workplace in an efficient and sustainable way. By equipping these highly qualified young people with practical consultancy skills, Kalube Consultants Ltd will develop a diverse pool of talent that can be hired on a consultancy basis by a variety of international organisations operating in the African context. These consultants will use their local knowledge, academic expertise and professional skills to provide support to companies and non-governmental organisations on a needs basis. In the future, Kalube Consultants Ltd hopes to have a pool of 10,000 consultants from across the continent and 500 highly skilled mentors to offer support and share best practice with the associates.

Average salary in Uganda is $287.62 per month. $287.62 / 174 working hours per month = $1.65 per hour - http://ugbusiness.com/1750/heres-how-much-money-a-kampala-household-must-earn-to-buy-a-new-home

5 full time employees paid an estimated $287.62 per month x 14 months = $20,133.40
5.50 associate consultants receive experts worth an estimated $2,300 per month x 14 months x $1.65 per hour = $29,216.17

$20,133.40 + $6,600 + $2,982.77 = $29,216.17

Total outcome $19,700.00
Total input $28,216.17
SROI 1:1.17

References:
1 Professional monitoring increases medium term earnings by $2,300 per year on average over a ten year period - https://www.mlmagazine.com/issues/2016/dec/measuring-net-effect-on-salary-and-revenue-intnt
2 Average salary in Uganda is $287.62 per month, $287.62 / 174 working hours per month = $1.65 per hour - http://ugbussiness.com/1750/heres-how-much-money-a-kampala-household-must-earn-to-buy-a-new-home

Scope of SROI calculations: Maestros - MAAP project streams, Care4Girls, MALA and Teach-AZ project considered from inception until February 2018 (data collection date, Beyond Physio, Springboard and Maleros programmes excluded from analysis due to insufficent data.}

Average annual salary in Malawi is $7,250. $7,250 / 52 weeks per year = $139.42 per week. http://www.averagesalarysurvey.com/malawi

One Young World uses the Social Return on Investment (SROI) methodology to assess the impact of the work done by One Young World Ambassadors. The use and application of this methodology has been inspired by Social Value UK and devised following discussions with PwC.

**Volunteer Inputs vs Outcomes**

Volunteer inputs are calculated by working out the time spent on an activity and multiplying it by the value of their time, such as the average wage in the country, or if available, the calculated value of volunteering for a specific country where they are working. However, the outcome of volunteer activities may be calculated using the market rate for a similar activity or service available. For example, a law student providing pro-bono legal advice might be valued at minimum working wage – although the actual cost of the input is zero, but the value of the legal advice given to the individual receiving it – or the outcome – is what the service might normally cost, which in this example might be $100 per hour.

The value of outcomes can be more complex. An initiative offering free education for children, estimates the value of the education they receive. The input is the educator’s time – either as paid teachers or as volunteers. The outcome was valued using an average teacher’s wage multiplied by the number of children receiving the education, given each individual has received the same education, irrespective of how many pupils are in the classroom.

**Project Scope**

The scope of the SROI calculations for each initiative has been determined on a case by case basis and can be found in the ‘Scope of SROI Calculations’ section below each project report in the Project Outcomes section.

The total activities for each project have been considered from inception until the data collection date unless indicated otherwise. All external sources used have been referenced in the ‘References’ section below each project report in the Project Outcomes section. Any data that has not been referenced has been collected through interviews or other direct contact with the Ambassador leading that particular project.

**Excluding Complexity**

Anecdotal evidence, such as quotes, may demonstrate intangible outcomes in the report but are excluded from the overall SROI calculation.

For example, The Palau Legacy Project is an initiative where each visitor to Palau must sign an agreement committing to be environmentally conscious and to protect the environment. By minimising potentially damaging behaviour during their time on the islands, over 23,000 people have signed the Palau Pledge, with more than 1.6 billion people reached through the accompanying campaign. However, valuing the impact of this campaign and any lasting influence on the behaviours of viewers is enormously complex.

For the purposes of this report, a proxy for the potential value generated by reaching one person through a social media campaign is used. This grossly undervalues the actual benefit of the campaign as it does not take into account educational benefit and the lasting effects of a wider mindset shift regarding sustainability in Palau. This is because One Young World aims to be conservative and measure direct impact as accurately as possible. This approach has been taken across all projects measured.

**Resources Used**

The methodology used has been guided by the Cabinet Office publication ‘A Guide to Social Return on Investment’ which was written in conjunction with Social Value UK (formerly, The SROI Network). The resources used to conduct data collection and analysis have been developed internally and have been tailored to the nature of the analysis undertaken at One Young World.

Proxy valuations have been taken from a range of sources compiled within One Young World’s resource bank. This resource bank will be further developed over time through iterative learning and access to new data.

**Currency**

The international dollar, or Purchasing Power Parity (PPP), was used as the main currency for calculating the SROI of each and all projects. This means that each currency was converted into the USS using data compiled by the World Bank.

Purchasing Power Parity measures the real value of a particular currency at a given time by demonstrating how much can be purchased with that same amount of money in different countries.

Based on this, each value can be converted into Local Currency Units (LCU) which means that multiple currencies can be used in the analysis of a single project in a meaningful way. Purchasing Power Parity controls for inflation and price fluctuations between currencies. Comparing Purchasing Power Parity values from a particular point in time improves consistency and comparability of the values reported from projects based in different countries.

**Establishing Length of Outcomes**

The duration of each outcome was assessed using the Ambassadors’ judgement of how long a particular initiative ran for without generalising or so as not to overstate the impact of the Ambassadors’ initiatives.

**Aggregate Statistics and Calculations**

The overall SROI average of 113 has been calculated by averaging all SROI ratios from all 50 projects. The total number of 2.9 million people impacted has been calculated by adding all those directly impacted by the Ambassador-led initiatives together, with one outlier project excluded from this total.

The statistics included in the Wider Impact sections are aggregations of the number of people impacted by the Ambassador-led projects that fit into that particular group of SDGs.

Some Ambassador-led projects address more than one SDG, in which case, the number of people impacted by the different streams of their work are accounted for in different SDG groupings as appropriate. Care has been taken to ensure that no project or individual has been double counted in these totals.

All calculations in the Project Outcomes section have been made using the whole unrounded number as far as possible. The figures used in each calculation have been rounded to two decimal places on the page but the calculations have been made using the whole numbers that are calculated during the conversion as noted in the ‘References’ section.

**Notes on Methodology**

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