



**SOCIAL SHIFTERS**

**GLOBAL  
INNOVATION  
CHALLENGE  
2022**

**OUR IMPACT**



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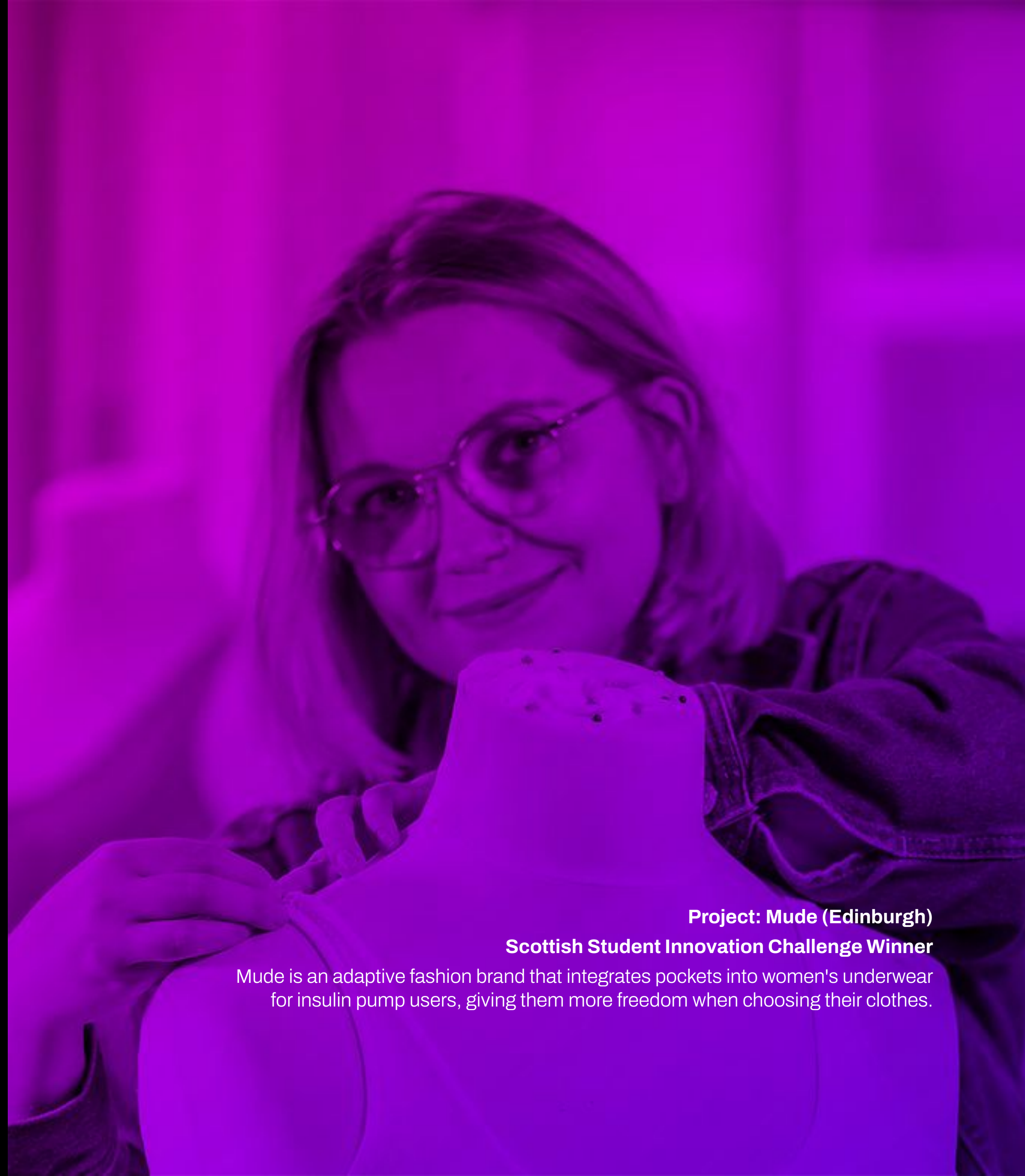
**Amazon Global  
Refugee Challenge  
Winner**

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Climate Challenge  
Winner**

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Healthcare Equity  
Challenge Winner**

**Project: Mude (Edinburgh)  
Scottish Student Innovation Challenge Winner**

Mude is an adaptive fashion brand that integrates pockets into women's underwear for insulin pump users, giving them more freedom when choosing their clothes.



# WE'RE LIVING IN UNPRECEDENTED TIMES

**Systemic change is now required in so many areas of society**, business and government. The call to action can no longer be ignored, but the sheer scale of change needed can also seem overwhelming.

The good news is that young people around the world are rising to the challenge!

Our internationally successful Global Innovation Challenge mobilizes this next generation of young founders and leaders in large numbers, equipping them to bring their world-changing ideas to life.

The Global Innovation Challenge wouldn't be possible without the support of our incredible partners. Massive thanks go to **Amazon, Rathbones Plc, Gilead Sciences** and others who supported targeted challenges and prizes this year, and provided hundreds of employee volunteers to help accelerate the work of young changemakers from 149 countries.

We hope you are as inspired as we are to read about the impact of this year's Challenge, and about the stories of the incredible young people and innovations that are delivering the social shift!



**David Hadow**

Co-Founder of Social Shifters



**Jonathan Coburn**

Co-Founder of Social Shifters





# WHO ARE WE?

**Social Shifters** is an international charity **helping the next generation of young leaders, innovators, and entrepreneurs** to tackle the world's most pressing social and environmental issues in new ways.

We do this through providing **inspiration, engaging learning experiences, and access to a global community of support.**

**Everything we do is digitally enabled,** meaning we can deliver scalable learning opportunities, enable mass collaboration, and provide instant expertise to young changemakers all over the world.



SPECIAL PARTNER CHALLENGES IN 2022 FROM:

# WHAT IS THE GLOBAL INNOVATION CHALLENGE?

Young people around the world are increasingly ready to take action - bringing passion, energy and a fresh perspective to the social and environmental issues that matter most to them.

We've designed our **Global Innovation Challenge** to mobilize these emerging young leaders - equipping them with the confidence, skills and support to bring their world-changing ideas to life.

The Challenge is a fast, effective and scalable way of bringing the world's leading companies alongside this next generation of young changemakers (18-30 years) to accelerate new solutions to defined challenges linked to the **UN Sustainable Development Goals.**



**Global Refugee  
Challenge**



**Global Climate  
Challenge**



**Global Healthcare  
Equity Challenge**



## AT A GLANCE...

**In 2022 the Global Innovation Challenge** supported young people (and their big ideas) from Peru to Malaysia, and everywhere in between!

**This year we grew our volunteer participation significantly**, enabling a deeper level of engagement with many more young leaders than ever before.

**3 MILLION**

Young people reached online

**5,018**

Teams participating from 149 countries

**1,999**

Solutions submitted

**872**

Startup projects and businesses incubated

**1,350**

Volunteers supporting young people and projects

**20 MILLION**

People being impacted through projects

PROJECTS  
SUBMITTED  
THIS YEAR

1 NO  
POVERTY



27%

2 ZERO  
HUNGER



19%

3 GOOD HEALTH  
AND WELL-BEING



34%

4 QUALITY  
EDUCATION



23%

5 GENDER  
EQUALITY



16%

6 CLEAN WATER  
AND SANITATION



12%

7 AFFORDABLE AND  
CLEAN ENERGY



12%

8 DECENT WORK AND  
ECONOMIC GROWTH



22%

9 INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



7%

10 REDUCED  
INEQUALITIES



16%

11 SUSTAINABLE CITIES  
AND COMMUNITIES



21%

12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



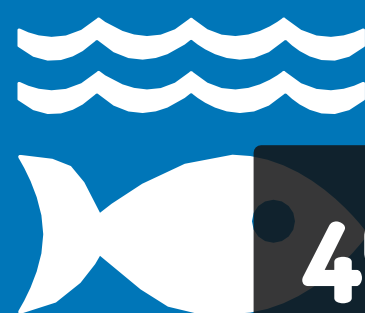
13%

13 CLIMATE  
ACTION



33%

14 LIFE BELOW  
WATER



4%

15 LIFE  
ON LAND



8%

16 PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS



6%

17 PARTNERSHIPS  
FOR THE GOALS



15%



# GLOBAL REFUGEE CHALLENGE WINNER

## LIGHTED

📍 Nigeria

### PROBLEM:

Every minute 20 people leave everything behind to escape war, persecution or terror. Often they encounter camps providing emergency shelter and substandard living conditions.

### SOLUTION:

To help tackle the refugee crisis, LightEd provides renewable and affordable solar energy to families living in temporary or off-grid communities. By using electronic waste and discarded plastic bottles, LightEd continues to impact the lives of refugees by providing them with safe and sustainable lighting solutions.

amazon



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Growing up in a community with no access to electricity was a challenging experience for me. These experiences, combined with my passion for building tech projects, led me to become a social entrepreneur. The key trigger for me was my desire to ensure that no other child had to go through what I did.

**Stanley Chidubem Anigbogu (22)**  
Founder of LightEd

”





**Project: Sparsa (Nepal)**

**Gilead Sciences Global Healthcare Equity Challenge Winner**

Sparsa is a women-led social enterprise (Sanskrit: Touch/Sensation) that produces biodegradable menstrual pads to combat period poverty and plastic pollution.

# SUPPORTING NEXT GENERATION LEADERS

**The Challenge program** is tapping into a global pool of talented young leaders, innovators and entrepreneurs that are motivated by purpose and driven by an entrepreneurial mind-set.

## TOP 5 LIFE GOALS

**Making a contribution to society**

**80%**

**Finding purpose and meaning in life**

**28%**

**Being successful in work**

**25%**

**Participating in local community affairs**

**23%**

**Having a lot of different experiences**

**19%**





**Project: ConEducación (Colombia)**

**Howden Global Education Challenge Finalist**

ConEducación contributes to social mobility in Colombia by fostering a successful transition to higher education for high school students from rural areas, providing them with academic preparation, psychosocial and vocational training, and personalized mentoring during their Senior year in high school.

# YOUNG PEOPLE PARTICIPATING

**51%**

Of the young people are female

**69%**

Are using STEM skills to solve societal problems

**56%**

Of the young people are currently students

**61%**

Are directly affected by the problems they are tackling

**78%**

Are located in urban areas

**65%**

Are from an under-represented or marginalized groups



# THE BENEFITS FOR YOUNG PEOPLE

Our evaluation results show that the **Global Innovation Challenge** is a **highly effective** and scalable way of enabling young people to progress their social impact startup projects quickly and with confidence.

**91%**

Overall programme satisfaction

**96%**

Of the young participants benefited from the experience

**Project: Qosqomposta (Peru)**  
**Rathbones Global Climate Challenge Finalist**

Qosqomposta is a community project that aims to divert “waste” from landfills through the selective collection of food scraps for composting, in an effort to restore nutrients for healthier soils, plants, and people in Cusco, Peru.

Increased knowledge

**97%**

Better understanding of the startup process

**97%**

Feel part of a supportive community

**96%**

Developed new skills and techniques

**90%**

Enabled career development

**93%**

Have a stronger project or business solution

**97%**

More confident in launching an idea

**93%**

Encouraged to take action

**94%**

Feeling motivated and inspired to move forward

**97%**

Able to progress a startup/project idea faster

**95%**

Source: Data from the Global Innovation Challenge 2022



**We are empowering next generation leaders** to create jobs, improve lives, transform communities, and tackle climate change.

**97%**

Report increased prospects of project success as a result of the Launchpad program

**86%**

Of participants have plans to create jobs from their project activity in the next 12 months

**20m**

People to directly benefit from the work of the social impact startups in the next 12 months

[www.socialshifTERS.co](http://www.socialshifTERS.co)



**Project: LightEd (Nigeria)**

**Amazon Global Refugee Challenge Winner**

Renewable, affordable solar energy tech made with electronic waste and recycled battery parts. Also offers educational programs for children about renewable energy.



“ **I discovered new tools and skills** that have aided in discussion, leadership, finance, and planning on how to sustain a business idea. **A positive mindset of a goal oriented achiever** was developed during the incubator program, thank you Social Shifters. ”



“ **It had been a life changing experience** full of learning, relearning and unlearning. ”



“ **Social Shifters has really contributed positively** to my journey as a leader. The sessions have **equipped me with knowledge, skills and values** on how to run successful and sustainable projects. ”



“ **Social Shifters has helped me in many ways.** It has motivated me to think ‘outside the box’ and to consider what exactly my project is aiming at. **It has helped me to be confident;** to talk to the community and other stakeholders so that they appreciate my vision and my passion. Thank you Social Shifters, I feel invigorated! ”



WHAT OUR PARTICIPANTS THIS YEAR ARE SAYING ...



# GLOBAL CLIMATE CHALLENGE WINNER

## RETHREAD AFRICA

📍 Kenya

### PROBLEM:

The fashion industry is the second largest polluter of the environment today. It emits more greenhouse gases than all transportation combined.

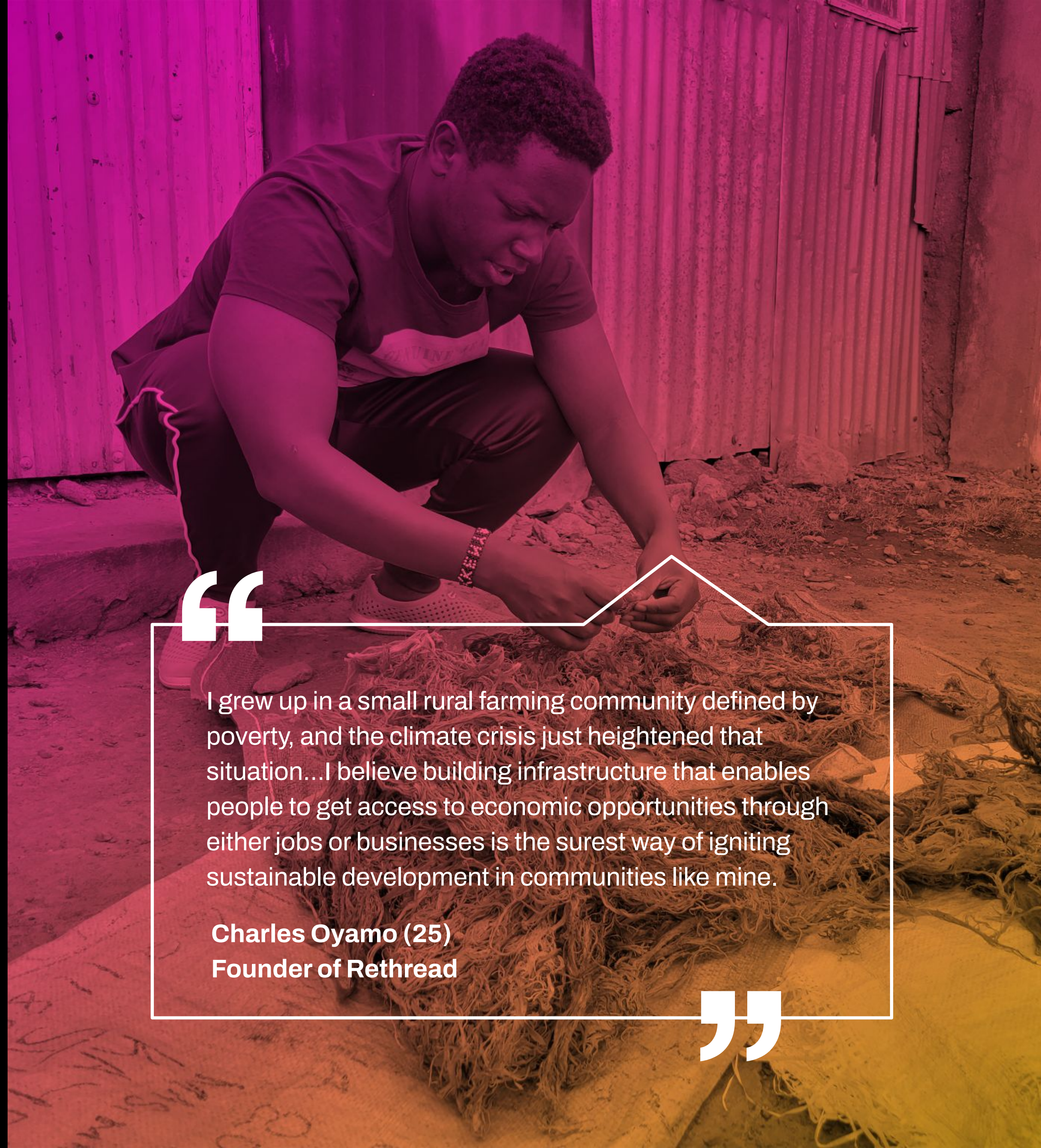
### SOLUTION:

To tackle this climate crisis, Rethread is building technology that makes it possible to turn agricultural waste into a new sustainable biodegradable fabric for the fashion industry. It also enables smallholder farmers to build a new revenue stream which can help to lift them out of poverty.

Rathbones



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I grew up in a small rural farming community defined by poverty, and the climate crisis just heightened that situation...I believe building infrastructure that enables people to get access to economic opportunities through either jobs or businesses is the surest way of igniting sustainable development in communities like mine.

**Charles Oyamo (25)**  
Founder of Rethread

”



# ENGAGING VIRTUAL VOLUNTEERS

The **Global Innovation Challenge** couldn't happen without the help of our volunteers. This year we engaged **1,350 volunteers** from some of the world's leading companies. Contributing as virtual judges, mentors and coaches, they put their professional experience to good use, unlocking the potential of young people and accelerating their projects ideas.

**1,350**

Employee volunteers participated

**53**

Country markets supported by employee volunteers

**28%**

Of volunteers had rarely or never taken part in volunteer activity before the Challenge

## MOTIVATIONS FOR VOLUNTEERING

Wanted to help young people

**85%**

Interested in solving world issues

**77%**

Task sounded interesting

**56%**

Could carry out the volunteering flexibly

**54%**

A modest time commitment

**50%**

It was 100% online

**46%**



# BENEFITS FOR VOLUNTEERS

**Our evaluation evidence** shows that from an initial commitment of just 2 hours, volunteers came away informed, inspired, and with a renewed impetus to work on sustainability issues.

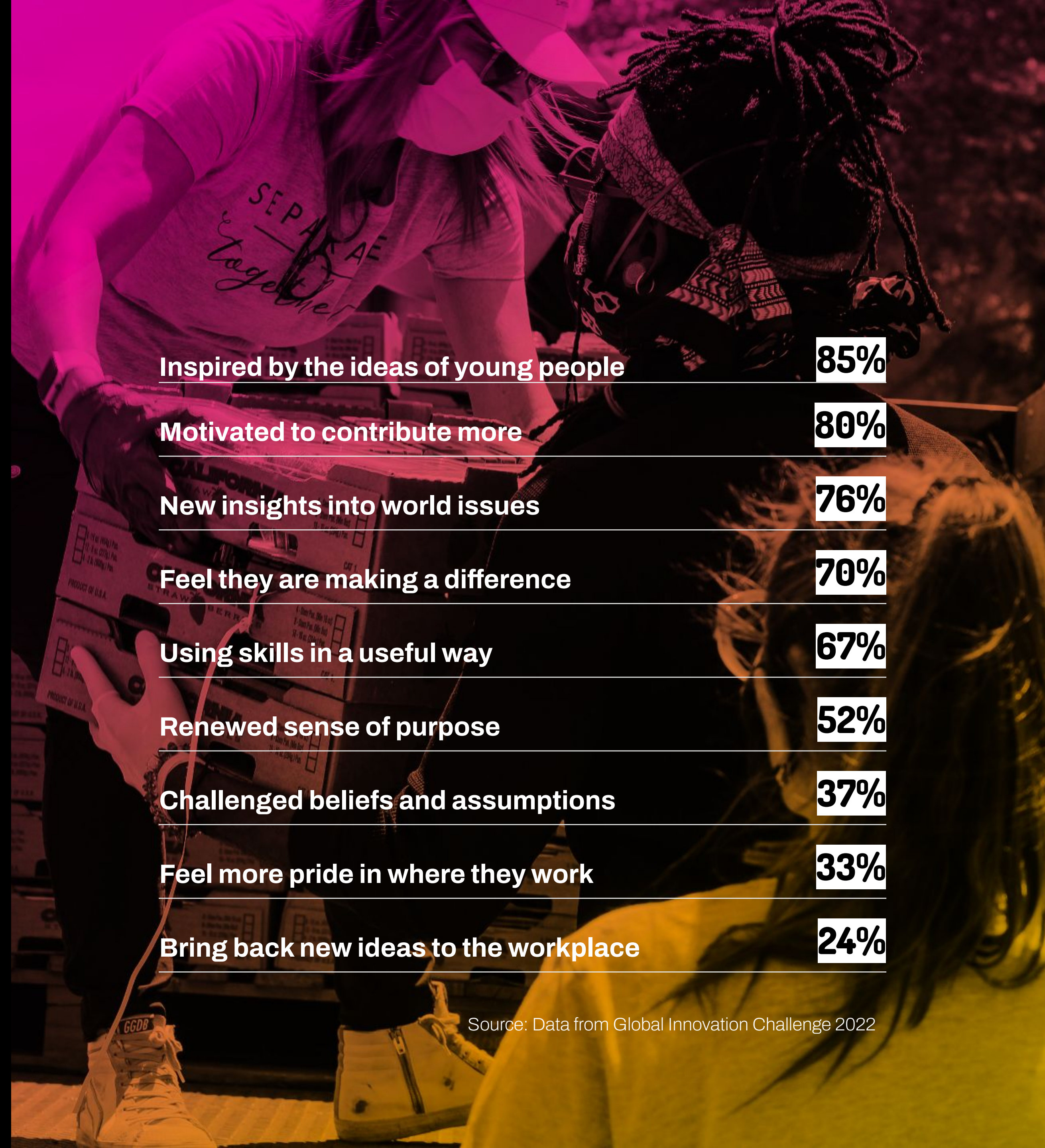
**98%**

Of volunteers satisfied or very satisfied with the experience

**97%**

Interested in volunteering with Social Shifters again

[www.socialshifters.co](http://www.socialshifters.co)



Inspired by the ideas of young people **85%**

Motivated to contribute more **80%**

New insights into world issues **76%**

Feel they are making a difference **70%**

Using skills in a useful way **67%**

Renewed sense of purpose **52%**

Challenged beliefs and assumptions **37%**

Feel more pride in where they work **33%**

Bring back new ideas to the workplace **24%**

Source: Data from Global Innovation Challenge 2022



# OUR VOLUNTEERS



**Debarpan Mukherjee, Senior Project Manager, Amazon India**

I would like to thank Social Shifters and Amazon for providing me the opportunity to participate as a virtual judge. I got the opportunity to learn more about the pressing world issues and got better informed about them. I'm truly mesmerized by the innovative solutions that these young and passionate changemakers brought to the platform. I'm deeply humbled and privileged to be involved.

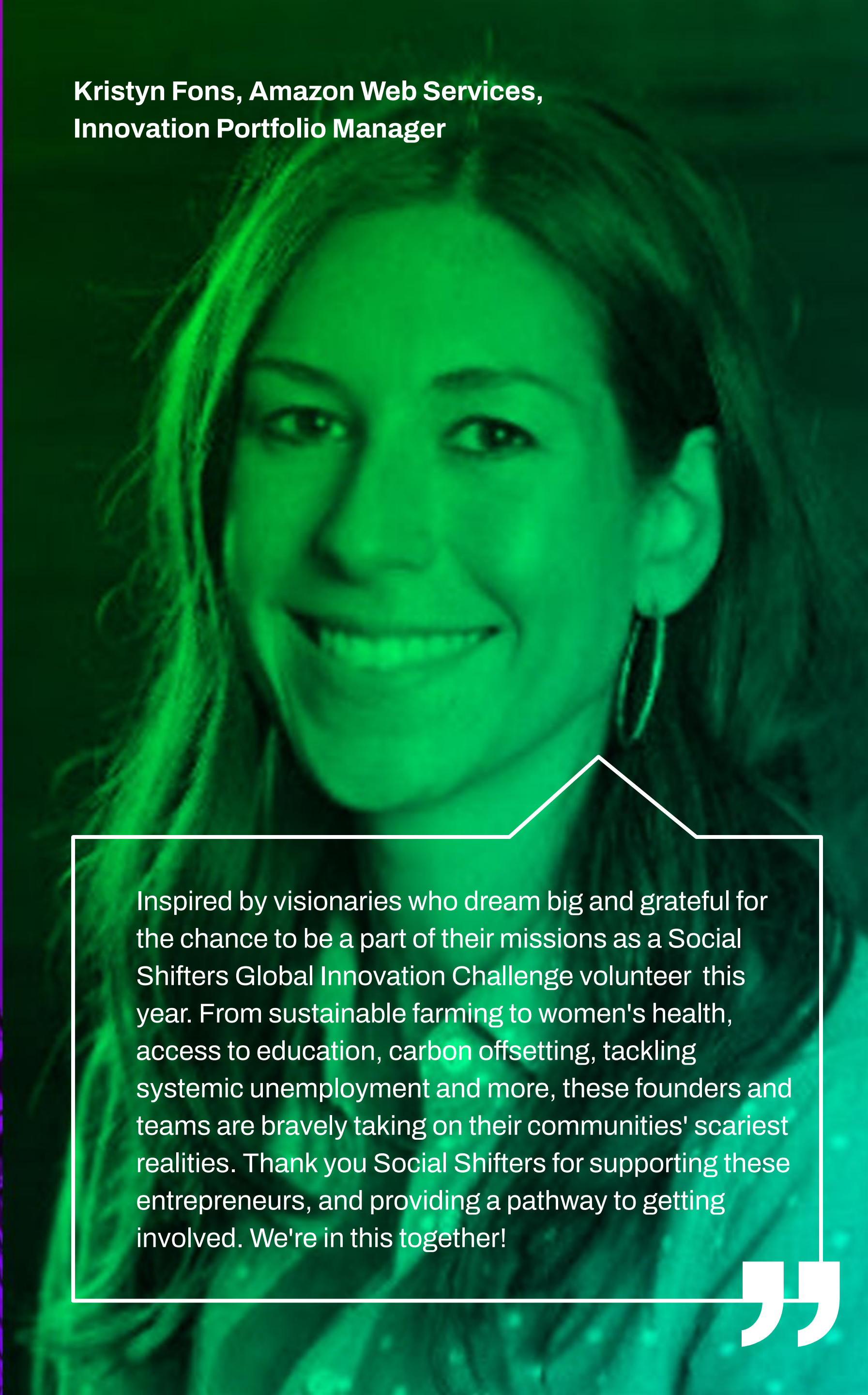


I found the opportunity to participate as a volunteer both humbling and rewarding. Some of the ideas I had the privilege to read about were innovative and inspiring and I'm so excited to see which get chosen to progress with the support of Social Shifters.



**Sarah Prestt, Aesop Global Talent Manager**

**Kristyn Fons, Amazon Web Services, Innovation Portfolio Manager**



Inspired by visionaries who dream big and grateful for the chance to be a part of their missions as a Social Shifters Global Innovation Challenge volunteer this year. From sustainable farming to women's health, access to education, carbon offsetting, tackling systemic unemployment and more, these founders and teams are bravely taking on their communities' scariest realities. Thank you Social Shifters for supporting these entrepreneurs, and providing a pathway to getting involved. We're in this together!





GLOBAL HEALTHCARE EQUITY CHALLENGE WINNER

# KANGA-CARE

📍 Uganda

## PROBLEM:

Infectious diseases remain a major contributor of premature deaths across the world. Preterm babies, or babies born too soon, are particularly at risk. In many countries neonatal care is inadequate.

## SOLUTION:

Kanga-care has developed a low-cost, locally made, alternative to neonatal incubators used to support the life of premature babies. It is a knitted double-layered carrier that embraces the Kangaroo-inspired 'skin-to-skin' mothercare technique and is fitted with vital reading sensors, and micro-processors for infant vital sign monitoring.



“

Resilience is when you're a social entrepreneur because you will fail 1,000 times. But having the ability to come up even better after a fall is what makes social entrepreneurs stand out. Never ever give up on a dream that you see can impact the lives of 1,000 or more people.

**Comfort Peace Ayikoru (25)**  
Lead at Kanga-Care

”



# BRINGING GLOBAL BUSINESSES TOGETHER

The Social Shifters Global Innovation Challenge is **supported**  
by coalition of the world's leading businesses.





# REASONS TO JOIN THE SOCIAL SHIFT IN 2023

- **Be part of a global campaign** that demonstrates your brand leadership on sustainability issues.
- Tap into virtual micro-volunteering opportunities to **engage employees in fast, convenient and impactful ways**.
- **Bring your community impact priorities to life** through inspiring youth-led action.
- **Get access to a diverse global pool of young leaders** that can deliver change in and alongside your company.

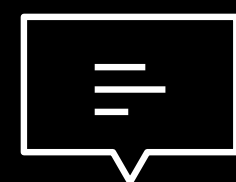






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This impact report is based on program analytics and survey data produced as part of the 2022 Social Shifters Global Innovation Challenge. The data has been independently prepared and analyzed by Social Value Lab, an international centre for social sector program evaluation and impact measurement.



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