



# Social Entrepreneurship Forum

SWEDEN

ACCELERATOR

Founded in 2004 as a non-profit organization, SE Forum’s primary aim is to promote, inspire and empower social entrepreneurs that are looking to grow their solutions at a global scale. SE Forum intends to drive social and environmental change by advocating business projects to address local and global challenges. It partners with public and private organizations to create and implement a range of programmes that provide support to entrepreneurs throughout the world. Examples of such programmes include (1) the SE Outreach Accelerator, (2) GATHER Fellowship, (3) Social Business Bootcamp and (4) Training for Trainers.

## Main programmes

The **SE Outreach Accelerator** is a pioneer capacity-building programme that aims at supporting entrepreneurs in consolidating their business model, defining a scaling strategy and maximizing the impact of their theory of change. It is aligned with the UN Sustainable Development Goals and intends to contribute to its accomplishment by 2030.

PROGRAMME DESCRIPTION	
<b>Selection process and variables</b>	<p><b>The process is three-fold:</b></p> <ul style="list-style-type: none"> <li>- Automatic basic filter based on submitted application</li> <li>- Complementary elements may be required for a jury to select 15-20 entrepreneurs</li> <li>- Phone interview to select 8 finalists.</li> </ul> <p><b>Selection variables include:</b> geographical location, business traction and impact potential, need for capacity building, profile of leading entrepreneurs profile, thematic alignment with the Sustainable Development Goals.</p>
<b>Requirements</b>	Participants are asked to be 100% allocated to the programme, to travel abroad and spend six weeks in Sweden. All costs are covered.
<b>Duration and structure</b>	<p><b>The programme is divided in 3 stages and runs for 6 months:</b></p> <p><b>1) In April:</b> Intensive business model and theory of change group training; Entrepreneurs shall prepare an operational plan to test on the ground.</p> <p><b>2) From May to August:</b> Supervised plan’s implementation and testing in the operating country.</p> <p><b>3) In September:</b> Individualized training and support to overcome barriers and weaknesses and explore opportunities identified in stage 2. There is a graduation event where potential investors, partners and alumni gather to meet the finalists.</p>
<b>Follow-up meetings</b>	Follow-up and visits 6, 12 and 24 months upon programme completion to collect impact and business data, discuss business traction and strategic orientations.

**The Outreach Accelerator in Numbers (\*)**

- It has supported **48** social entrepreneurs since **2012**
- It has supported businesses in **30** countries, including Kenya, Pakistan, Italy and Vietnam
- In 2016, Outreach Accelerator received **900** applications from **92** countries
- **85%** of participants have embedded impact measurement processes
- **100%** are still operating and have, on average, doubled their staff
- **37%** have expanded to new domestic regions and **38%** have expanded internationally
- **100%** have reported to have increased their social impact
- **43%** have attracted investment or taken in public contracts
- **57%** report that participating in the acceleration project has contributed to launch new services lines

(\*) Most data comes from the 2-year follow-up round with 2015

The **GATHER Fellowship** is a programme where SE Forum is partnering with Seeds of Peace on its 2017/18 edition, supporting and developing influencers and entrepreneurs in conflict areas. Fellows are provided with personalized support to advance their work, tools to improve their professional skill-set, gateway to a worldwide leadership network, and access to a pool of funds to expand their impact.

**The Social Business Bootcamp** is a two-week course that helps early-stage social entrepreneurs from developing countries to turn their ideas and pilot projects into viable impact-oriented businesses. This programme has resulted from the experience of the SE Outreach Accelerator, when the team realized the growing need of supporting entrepreneurs from an earlier stage.

Bootcamps are held at different locations in order to work close to the entrepreneurs and to leverage support from local partners. So far, SE Forum has delivered three Bootcamps: two in Kenya and one in Palestine, reaching 25 entrepreneurs in total.

**Training for Trainers** is a two-part course for educators and trainers that want to learn how to facilitate Social Business Bootcamps. The first part of the training introduces participants to SE Forum's methodology, whilst the second part enables them to put what they have learnt into practice as they co-facilitate a session of the Social Business Bootcamp.

In 2016, SE Forum delivered two of these programs, one in Kenya and one in Palestine and trained 28 participants in total. In addition, in 2016 SE Forum conducted a Training of Trainers program with the Africa Nazarene University in Nairobi. As a result, the university has updated the entire business curriculum to accommodate SE Forum's methodology.

## Implications

The services line and business model of SE Forum have evolved over the years, as the organisation matures and the social innovation and entrepreneurship landscape changes around the world.

SE Forum has identified the following critical success factors in supporting entrepreneurs: 1) identify those with an impact and growth-driven mindset, 2) provide a blended theoretical and practical support, and 3) support entrepreneurs in finding the right partners with whom they can grow.

Nevertheless, SE Forum has encountered some challenges along the way:

- **Selecting the right participants and a close-knit group is challenging and fundamental for programme's success.** Participants must be willing to have a coach who questions their business models. Having a melting pot of cultures is simultaneously uplifting and complex and thriving in such an environment requires honest and active listening and understanding.
- **Partners shall be aligned with SE Forum's working methodology and theory of change.** Many parties seek for project-based partnerships and are interested in outputs and short-term change rather than sustained and long-term outcomes.

SE Forum intends to widen its scope and scale its impact globally. It is testing new business models in order to deliver pre-seed stage support and engaging with various partners in Sweden and internationally for that purpose. SE Forum is also exploring opportunities to develop post-programme and follow-up activities.

SE Forum is increasing the focus on building a stronger ecosystem for social entrepreneurs through its capacity-building initiatives. The programmes will continue to adapt and evolve alongside and concomitant with the needs and ambitions of social entrepreneurs and their stakeholders.

## More information

For more information about the SE Forum, please visit: <http://se-forum.se/>  
For more information about UN Sustainable Development Goals, please visit: <https://sustainabledevelopment.un.org/post2015/transformingourworld>

### Testimonial from an Outreach Acceleration's participant:

**Francis Adereti, Redbank (Nigeria)**

Redbank intends to support hospitals and patients in finding safe blood on a real-time basis via SMS.

Since graduating from the SE Outreach Accelerator in 2016, Francis and his team have built the blood search platform for hospitals, formed a partnership with the Red Cross and pitched their business to the Nigerian president.