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mpacts  
GET SUSTAINABILITY DONE

An initiative by



Innovation Partner

**ENGAGEMENT**  
A DEVELOPMENT FUND OF THE MIGROS GROUP



## Join us as an expert at Geneva impACTs

**Are you tired of greenwashing?** Do you want to walk the talk to deliver Sustainable Development Goals (SDGs)? So do we. And that's just what we are up to. At Geneva impACTs we scale the collective intelligence of our leading minds network. Together we revolutionize how impact is designed and how start-ups are funded. We connect key stakeholders of the international Geneva, Switzerland, with start-ups to address global challenges with new solutions and drive impact standards.

**Geneva impACTs** helps achieve Sustainable Development Goals (SDGs) by facilitating the development and execution of impact-projects across sectors. **Experts** from subject matters such as new technologies (Blockchain, AI, etc.), finance, science or international development, **investors** that want to benefit from value-driven business and innovation, and **start-ups** that provide for technical and operational implementation, are brought together.

### THE CHALLENGE

***"The future is determined by what we do now,  
and the window of opportunity is closing fast."***

(António Guterres, Secretary General of the United Nations, 2019)

Cooperation between the public, civil and private sector for implementing sustainable development goals needs to be amplified.

Sustainability has passed on from a nice to have to a must. However, respective indices are usually based on self-reporting and are not harmonized which makes cross-industry standardization difficult.

The importance of sustainability increases but plays a subordinate role in the financing of start-ups. Yet, we think a company's market value can no longer be created by only signaling that they do the right thing but by actually proving it.

### OUR SOLUTION

A collective-intelligence driven lab where the brightest minds co-create impact-projects which will be matched with the best start-up teams

#### **Together we drive standards, together we make impact**

Experts across sectors co-shape impact design and valuation. Together, we facilitate the establishment of best practices and support the evolution of soft law. Valuation professionals and subject matter experts work hand in hand.

Geneva impACTs contributes to the harmonization of sustainability measures with its integrated approach towards pioneer projects for impact, where investors and project developers sit at one table.

Community driven intelligence + Focus on Sustainable Development + Innovative process

**Measurable and comparable IMPACT**

## Develop innovative solutions, drive impact standards

At Geneva impACTs we follow a collective intelligence process where we unite experts from academia, the private sector with its different industries, the civil and public sector to elaborate impact projects together. Our independent jury evaluates the relevant sustainability issues beyond traditional ESG compliance. We streamline the development from impact concepts to impact projects with our think tank community at the Geneva Macro Labs. This way, we combine sustainability analysis with actionable solutions-oriented projects and match them with the best start-up to support environmental, social, cultural or economic development impact.



### impACT investors

Impact investors are first movers who want to lead sustainability. They are looking for return on impact plus ROI. We invite them to focus on concepts and chose the best Start-up to realize impact.



### impACT experts

Are you an impact expert (e.g., a scientist, executive, politician or regulator) who wants to co-create impact and drive new standards? Do you want to develop sustainable ideas and decide about start-ups to realize impact projects?



### start-ups

We invite start-ups to apply to our pitch contest once the impACT concept is chosen by our jury. They prove to have the best team in place to put impact projects into practice.

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**We invite you as an expert** to join our mission to sustainably ACT

**Accelerate** sustainability through developing innovative impact-projects  
**Create & Collaborate** across sectors to provide an alternative to traditional Environmental, Social and Governance (ESG) indices  
**Transform** how businesses share value for the benefit of many

## The impACT Innovation Model

Geneva impACTs functions as facilitator rather than being the implementer of impact projects. The executive team has developed an innovation model that allows for scaling up its operations in the mid- and long-term. As a contributing expert at Geneva impACTs, you can strengthen your thought leadership. As individual professional or corporate/ organizational partner we welcome you to support different phases: ideation – concept development – implementation.

### Ideation

Engage in our Design Thinking Workshops to identify impact project ideas

### Concept Development

Join a Focus Group to elaborate innovative impact project concepts

### Implementation

Advise other thought leaders on impact design and valuation

### Impacting and benefiting from a think-tank-driven movement of thought leaders

#### Description

Our innovation model is made up of design thinking, research and development, and innovation impact design and its valuation. ImpACT projects are developed by a diverse community of experts and investors. New technologies (e.g., Blockchain, AI, IoT, etc.) is strategically assessed during the concept development phase. The best impact projects (one at a time) are awarded by a jury that will call implementers (start-ups) to realize the projects with their specific solution. Depending on the nature of the project and pitch requirements, start-ups/awarded teams are required to select the appropriate type of legal entity.

#### Core values

- Collective impact responsibility (beyond traditional ESG standards)
- Community driven innovation with relevance to real world challenges
- Multi-stakeholder engagement and interdisciplinary collaboration
- Thought Leadership
- Commitment and ownership

#### Impact -based approach

- Focus groups work on five components: business model development, market research, technical, regulatory and impact evaluation
- Thought leaders are empowered to walk the talk with other impACTs' fellows
- Experts become part of a think tank community where ideas and sustainable concepts are turned into best practice impact projects

#### Growth opportunity

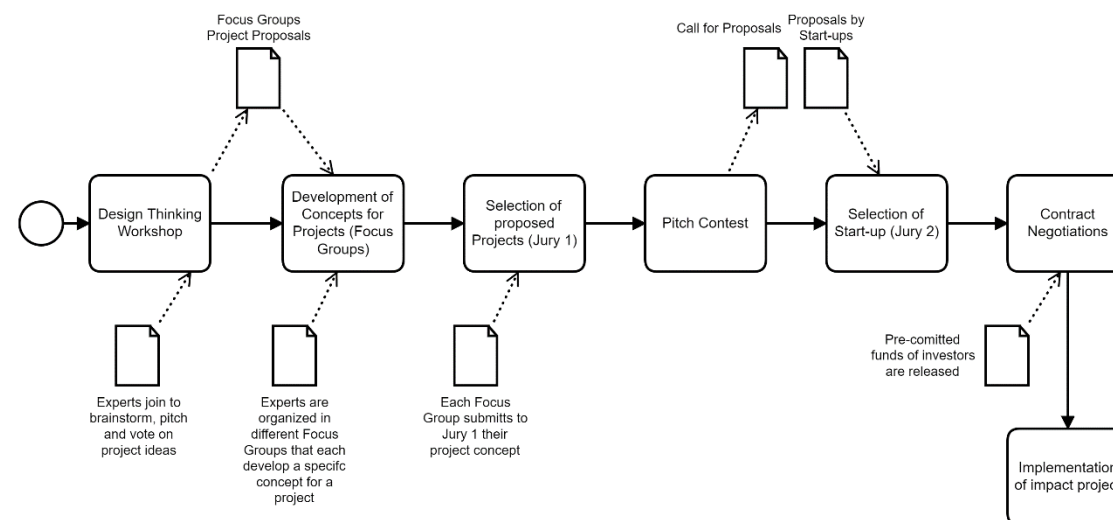
- Expansion of professional networks and collaboration
- Development of additional expertise (e.g., in impact valuation)
- Possibility to collaborate with start-ups who require mentorship



## Engage as an expert

We believe that the collective intelligence of our community is one of the best sources to identify viable projects and serve global interests. This is why we are growing our expert team. You are invited to engage in one or several of the below process phases. A meeting scheduler application is used to identify the best time slots to meet.

- **Design Thinking Workshops** take place once per quarter (on average). They usually last around 4 hours. At these workshops, Focus Groups are formed to elaborate actionable concepts subsequently.
- As a **Focus Group** member, you will co-develop concepts on potential impact projects. Depending on the project, you will participate in several virtual Focus Group sessions. These concepts will be submitted to our Jury (Jury 1 – Selection of project).
- Expert members of **Jury 1** will review all proposals and vote on the most viable concept (duration: 2-4 hours with up-front coordination in our forum).
- Following, a pitch for start-ups is launched.
- Members of **Jury 2** will examine all start-up proposals and prepare a written opinion (1-2 hours sessions per proposal). In election sessions Jury 2 will discuss and determine the best team based on the pitches and the experts' opinion (2-3 hours).
- Additionally, there will be an **evening event** to promote the winner (best start-up chosen by Jury 2).
- We invite experts to provide **mentorship** to the winning start-up



Note: During the COVID-19 pandemic all meetings will be held online.

## An executive team with diverse skills



Robert Zapfel, **Project Lead**, [robert.zapfel@gemlabs.ch](mailto:robert.zapfel@gemlabs.ch), +41 (0) 76 729 6040

- Innovator and pioneer with 30+ years of experience as serial entrepreneur; charismatic leader, strategist and implementer
- Tasks @ Geneva impACTs: General project lead; strategy design, jury host, investor engagement and funding; mentor for start-ups
- Motivation: To allow for turning ideas and concepts, plans and visions into concrete and effective solutions



Dr Marianne Schörling, **Head of Impact & Stakeholder Engagement**, [marianne.schoerling@gemlabs.ch](mailto:marianne.schoerling@gemlabs.ch), +41 (0) 76 720 6408

- Multilingual (DE, EN, FR, ES) sociologist with a PhD focusing on decision-sciences und global health, 15+ years in strategy consulting, promotion of innovation, community development; consulted private, international and public institutions such as ministries and the United Nations; additional training in human-rights based programming and sustainable development
- Tasks @ Geneva impACTs: concept-scouting, stakeholder relations management, impact design and valuation
- Motivation: To see impact design and valuation established as standard in innovation processes



Renate Günther, **Head of Business Development**, [renate.guenther@gemlabs.ch](mailto:renate.guenther@gemlabs.ch), +41 (0) 79 322 5427

- Multilingual (DE, EN, FR, IT) business developer, three decades of experience in B2B business development, account management and journalism; M.A. in marketing, advocacy, policy making, international strategy, negotiations, transformative leadership
- Tasks @ Geneva impACTs: business development, marketing, advocacy, event-management
- Motivation: To support the implementation of the United Nations Sustainable Development Goals (SDGs) by e.g., empowering innovative start-ups to work towards these goals



Jörn Erbguth, **Head of Technology & Legal Affairs**, [joern.erbguth@gemlabs.ch](mailto:joern.erbguth@gemlabs.ch), +41 (0) 78 725 6027

- Computer scientist who also has a background in law, university teaching assignments (Geneva School of Diplomacy, University of Luzern, University of St. Gallen); participation in standardization bodies (ITU and DIN); experience in managing IT-projects as CTO; Focus on Blockchain and data protection
- Tasks @ Geneva impACTs: design thinking, research and consultation on technology trends, technology and legal affairs
- Motivation: To co-shape our future digital society



Set impact standards  
as an expert, together  
with the brightest minds

## We offer an integrated impact approach

We believe sustainability needs to become an integral part of innovation processes. We aim to support our future and those of coming generations to better handle ecological, economic and social challenges. Our innovation and funding model for impact-projects takes ESG and SDG measures for concrete projects into account but goes beyond it. All projects are developed and implemented by multiple stakeholders who combine business outcomes with benefit levers. Geneva impACTs' primary objective is securing a "Return from Impact", besides offering Return on Investment (ROI). Our approach seeks explicit objectives for both financial return and environmental, social, cultural and economic benefits.

Please contact us: [board@genevaimpacts.com](mailto:board@genevaimpacts.com)

The Engagement Migros development fund supports pioneering projects, tackling the challenges of social change. They break new ground and test future-oriented solutions. To ensure the effectivity of this support, Engagement Migros supplements funding with coaching services provided by its Pionierlab. Engagement Migros is made possible by the companies of the Migros Group through an annual grant of approximately CHF 10 million. It has been supplementing the Migros Culture Percentage since 2012.

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