

# Award Competitions Delivered

Deliverable n. 3.3  
Date: 31/10/2025

**AURORA**



Co-funded by  
the European Union



Palacký University  
Olomouc



|   |  |                     |      |
|---|--|---------------------|------|
| Deliverable Number  | D3.3   | D3.3                | D3.3 |
| Deliverable Name  | Award Competitions Delivered   | Lead Beneficiary    | CBS  |
| Type  | Presentation of key learnings from the seismic AWARDS competitions                         |                     |      |
| Due Date (month)  | R-Document, report, 31/10/2025   | Dissemination level | PU   |
| <b>Contributors</b><br>(selects relevant partners and associate partners) | 6  | Work Package No     | WP3  |
|   | UI, STICHTING VU, UDE, UNINA, URV, UBIK, UP, CBS, UPEC, CIMEA, EFA, KKNU, SWUNR, UT, UPJS. |                     |      |

**Disclaimer:**

Funded by the European Union. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union.

Neither the European Union nor the granting authority can be held responsible for them.

All GDPR and privacy checks have been fulfilled, and the partners involved in these activities (Aurora leaders, co-leaders, staff members, students, and external participants) have agreed to have their information included in this document.

# Table of Content

- Table of Content..... 3
- 1. Introduction..... 4
- 2. Description ..... 5
- 3. Discussion of the final outcome ..... 8
- 4. Conclusion ..... 9
- 5. Annex ..... 11
  - 5.1 Annex 1
  - 5.2 Annex 2
  - 5.3 Annex 3
  - 5.4 Annex 4
  - 5.5 Annex 5
  - 5.6 Annex 6
  - 5.7 Annex 7

# 1. Introduction

The seismic AWARDS were established as part of the SEISMIC project, with financial support of the Aurora 2030 project co-funded by the European Union, designed to foster entrepreneurship and innovation within higher education. The seismic AWARDS are held once a year virtually, usually in November, and aim to build and strengthen social entrepreneurship skills among students and early-stage innovators. The competitions were held in 2023 and 2024, attracting projects not only from Europe but also from other regions through courses from Coursera and others. We are working on the seismic AWARDS 2025 as well which will be held in December 2025, as submissions are still open nominees are not known but 40 to 50 projects are expected, considering consistent engagement and outreach efforts. This projection aligns with the previous year's figures and reflects the ongoing interest in fostering entrepreneurship and innovation within higher education.

Projects are well received within the Aurora European Universities Alliance, which include:

Vrije Universiteit Amsterdam (Netherlands), Università degli Studi di Napoli Federico II (Italy), University of Iceland (Iceland), Universität Duisburg-Essen (Germany), Palacký University Olomouc (Czech Republic), Université Paris-Est Créteil (France), Universitat Rovira i Virgili (Spain), Universität Innsbruck (Austria), Copenhagen Business School (Denmark).

Through Coursera courses, the reach of the seismic AWARDS competition extends beyond Europe, with student projects submitted from Latin America, Africa, and Asia. While these universities are not formally part of the Aurora University Alliance, their participation is directly linked to Aurora2030-funded activities.

Specifically, Aurora 2030 resources supported the development and maintenance of the seismic APP, the online platform where students build their business models (<https://app.seismic.eu/community/38>). This platform enables international collaborations and provides a common infrastructure for students worldwide, enabling students to create their own business models. Additionally, some Aurora-affiliated professors, such as those teaching at Copenhagen Business School (CBS), deliver courses using the seismic APP in partner institutions outside Europe, including China. This demonstrates that Aurora 2030 funding supports the expansion of Aurora teaching methodologies globally, rather than funding activities unrelated to Aurora. Past winners, such as the Helpy Hand S.A.S. team from Ecuador illustrate how Aurora 2030-funded tools and resources facilitate cross-border student engagement and social entrepreneurship, fostering the project's objectives of equipping students with innovative skills and promoting international collaboration (<https://app.seismic.eu/project/6515>). The seismic AWARDS are guided by a simple but powerful motto: "Where social entrepreneurship skills grow." The focus is on developing skills, providing visibility, and creating opportunities for collaboration, which has proven

to be the most valuable long-term outcome. The objective of the seismic AWARDS is to develop entrepreneurial skills, promote cross-border collaboration, and inspire students to connect their projects with EU societal priorities such as sustainability, social inclusion, and innovation.

## 2. Description

The seismic AWARDS continue to serve as a key initiative for promoting social entrepreneurship education and innovation within Aurora universities, as well as across Europe and beyond. As a flagship activity of the Aurora 2030 programme, co-financed by the European Union, seismic directly contributes to Aurora's mission of advancing inclusive, sustainable, and socially responsible innovation in higher education.

Through its focus on practice-based learning and international collaboration, the initiative operationalises Aurora's strategic objectives on entrepreneurial education, community engagement, and the green and digital transitions. It acts as both a learning mechanism and a mobilising platform within the Aurora ecosystem, connecting educators, students, and stakeholders across partner universities such as Copenhagen Business School, Palacký University Olomouc, the University of Iceland, Vrije Universiteit Amsterdam, Université Paris-Est Créteil, Universitat Rovira i Virgili, and the University of Naples Federico II (UNINA).

Each year, the AWARDS encourage students to transform their ideas into viable social business models through an open and transparent competition process. Students apply via the seismic submission platform ([www.seismic.eu/submission-awards](http://www.seismic.eu/submission-awards)), uploading their business model, pitch, logo, and background materials. Projects undergo a two-stage evaluation process: an initial eligibility screening by the seismic coordination team, followed by an expert review by an international jury composed of academics and practitioners in the field of social entrepreneurship and sustainability.

In this way, the seismic AWARDS serve as both a capacity-building instrument and a showcase of Aurora's collective innovation potential, translating the Alliance's educational values into measurable social impact.

Jury members in recent editions have included leading scholars and practitioners in social entrepreneurship, sustainability, and innovation such as:

Nicole Siebold – Assistant Professor of Entrepreneurship at Aarhus University (Denmark), specializing in social entrepreneurship and sustainable business models.

Anne-Karen Hüske – Postdoctoral Researcher at Copenhagen Business School (CBS, Denmark), focusing on sustainability transitions and social innovation within organizations.

Johanna Anzengruber – Professor of Strategy & Innovation and Vice Dean for Research & Internationalization at the University of Applied Sciences Upper Austria, working on social and green innovation.

Irina Heim – Lecturer at Henley Business School, University of Reading (UK), researching entrepreneurship, strategy, and organizational transformation in emerging economies.

Ondřej Kročil – Researcher in Social Entrepreneurship at Palacký University Olomouc (Czech Republic), with expertise in impact measurement and crisis management of social enterprises.

Larry Clay – Innovation and entrepreneurship advisor, contributing expertise in social impact evaluation and startup mentorship.

Morten Irgens – Vice Rector for Innovation at Kristiania University College (Norway) and Aurora Universities Alliance Vice-Rector for Research, with a focus on innovation policy and academic entrepreneurship.

Lars Johansen – Director of Social Impact Lab Denmark, supporting social enterprises and impact-driven ventures.

Xiaoni Li – Researcher at Universitat Rovira i Virgili (Spain), studying scaling of social innovation and entrepreneurship ecosystems.

Ramon Puras – Secretary General of the Aurora Universities Alliance, leading collaboration across European universities to promote social impact, inclusion, and sustainability in higher education.

### **The seismic AWARDS 2023**

The seismic AWARDS 2023 demonstrated the strong impact and reach of the initiative. A total of forty-five projects were submitted from universities and learners across Europe, Latin America, Africa, and Asia. The competition reflected the growing internationalization of the seismic network and its contribution to the European Union's goals of fostering innovation, inclusivity, and sustainable development through education. The submissions were evaluated according to clear and transparent criteria, including novelty, problem definition, clarity of solution, social and investment potential, and scalability (see Annex 5). In 2023, gender representation remained balanced, with approximately 52 percent women and 48 percent men participating. This underlines seismic's commitment to gender equality in entrepreneurship and innovation, consistent with EU priorities.

The first-place prize was awarded to the team Handy Help S.A.S. from Ecuador, composed of two men and one woman. Their project addressed the structural issue of unemployment among vulnerable self-employed construction workers by creating a digital platform that connects informal workers with verified employers, promoting decent work and safety in the sector. The jury commended the project for its feasibility, strong social relevance, and transformative potential, highlighting its alignment with the Sustainable Development Goals related to decent work and reduced inequalities.

The runner-up positions were shared by two teams. The first, Friendly Fibres from ESADE Business School in Spain, consisted of two women and two men. Their project tackled microfiber pollution by developing a pectin-based biodegradable coating that

significantly reduces microfiber shedding from synthetic textiles. The jury emphasized the project's innovative approach to upstream material solutions, linking it directly with the objectives of the EU Green Deal and the transition toward a circular economy.

The second runner-up, Vertical Farming – Urban Oasis from Copenhagen Business School, brought together two women and one man to design a model of sustainable vertical farming for urban areas. By combining community-based education with environmental sustainability, the project contributed to enhancing local food production, improving public health awareness, and promoting civic engagement in sustainability transitions. The jury noted its coherence with the New European Bauhaus initiative and the broader European Green Deal framework.

The 2023 edition of the seismic AWARDS illustrated the platform's success in cultivating an international and interdisciplinary learning community. Students from diverse cultural, disciplinary, and geographical backgrounds collaborated on real-world challenges and developed entrepreneurial solutions addressing pressing issues such as unemployment, environmental degradation, and food security. The results confirmed that seismic is not only an educational platform but also a mechanism for building inclusive ecosystems that connect academia, civil society, and business through socially responsible innovation.

### **The seismic AWARDS 2024**

Building on this foundation, the seismic AWARDS 2024 further strengthened the initiative's impact and visibility. In this edition, around one hundred projects were submitted in total, with eighty-four participants representing more than fifteen countries across Aurora Alliance universities, international partners, and independent applicants.

Gender balance remained positive, with 56 percent male and 44 percent female participants. Global engagement increased significantly, with strong participation from Coursera learners in regions including Latin America, Africa, and Asia.

The 2024 AWARDS followed the same evaluation procedure. From the forty to sixty projects screened in the first round, ten were nominated for the final stage, and three were selected as winners. The competition concluded with a virtual award ceremony held in November, bringing together jury members, professors, and students from multiple time zones.

The winning teams gained visibility through presentations at international events such as the Aurora Conference 2025 hosted by Université Paris-Est Créteil. Financial prizes of EUR 2,000 for the first-place winner and EUR 500 for each runner-up were awarded as travel reimbursements to support further networking and dissemination of their ideas.

The outcomes of the 2023–2024 seismic AWARDS underline the program's growing relevance as a European and global model for integrating education, entrepreneurship, and social impact. The initiative has successfully built a community of students, professors, and experts dedicated to addressing challenges related to climate change, social inclusion, digital transformation, and health innovation.

As highlighted by Professor Ramon Rispoli from the University of Naples Federico II, the seismic AWARDS give students a structured opportunity to move from theory to practice, combining peer learning, expert feedback, and the motivation of an international stage. This approach continues to demonstrate the transformative potential of higher education in fostering the next generation of socially responsible entrepreneurs.

### **3. Discussion of the final outcome**

The seismic AWARDS have evolved into a dynamic and effective learning platform for social entrepreneurship. The competition has successfully generated something valuable: the development of practical skills, the creation of international networks, and the recognition of young innovators committed to social impact.

Over time, several strategic adjustments have been made to strengthen the program's reach and inclusiveness. One key area of focus has been geographical outreach. Efforts to involve students and institutions beyond the Aurora network have been intensified through the use of Coursera-based courses and direct promotional initiatives. This has allowed the AWARDS to engage participants from an increasingly diverse range of regions and educational contexts, reinforcing seismic's global learning dimension.

The seismic AWARDS have largely achieved their intended objectives. They have expanded student participation in entrepreneurial learning and encouraged learners to transform theoretical knowledge into tangible, socially oriented business models. At the same time, they have enhanced the visibility of the Aurora Universities Alliance as a collaborative network of innovative universities committed to advancing social entrepreneurship education. Most importantly, they have demonstrated clear educational impact, as reflected in numerous student testimonials and follow-up activities.

One such example is the thisABILITY team from Copenhagen Business School, winners of the 2024 competition, who developed an innovative solution to foster workplace inclusion for people with disabilities. Reflecting on their journey, the team described the experience as transformative: "Participating in the seismic AWARDS was a turning point for our team. The process pushed us to refine our business model and think critically about our impact. Winning gave us visibility and recognition, but more importantly, it gave us confidence to keep pursuing our project."

This statement encapsulates the spirit of the seismic AWARDS: a space where students gain confidence, competence, and community through practice-based learning and international collaboration. Through these experiences, seismic continues to demonstrate its role not only as a competition, but as a sustainable educational ecosystem that cultivates socially responsible entrepreneurs prepared to contribute to Europe's green and inclusive transition.

Since 2023, the seismic AWARDS and the seismic APP have been integrated across more than 15 university courses led by educators from institutions such as Copenhagen

Business School, ESADE, IE Business School, the University of Iceland, Palacký University Olomouc, Maastricht University, and the University of Naples Federico II (UNINA).

In 2024, over 380 students across 11 Aurora universities participated in courses using the seismic APP, producing around 110 social innovation projects, of which 30 were formally recommended for awards consideration and 10 submitted full applications.

In 2025 (so far), participation has expanded significantly, with more than 600 students enrolled and over 20 courses integrating seismic-based learning components.

The number of participating educators has grown from 13 in 2024 to at least 16 in 2025, representing a 20% increase in institutional engagement across Europe and beyond (including new partners in China and the United States).

This growth reflects seismic's evolution into a truly pan-European and global learning platform, connecting learners and educators from the Aurora Universities Alliance and beyond through shared tools, peer learning, and a commitment to social impact.

Altogether, between 2023 and 2025, the seismic ecosystem engaged more than 1,000 course enrolments and around 22 educators from at least 11 countries (including Denmark, Spain, Czech Republic, Iceland, the Netherlands, Italy, Norway, Germany, China, the United States, and Austria). Approximately 45–50% of all courses were hosted by Aurora member universities, namely Copenhagen Business School, Palacký University Olomouc, the University of Iceland, the University of Naples Federico II (UNINA), Universitat Rovira i Virgili, Vrije Universiteit Amsterdam, and Université Paris-Est Créteil (See Annex 7).

This distribution illustrates how the seismic AWARDS operate both within and beyond the Aurora Universities Alliance, strengthening its international reputation for social entrepreneurship education and innovation.

## **4. Conclusion**

The seismic AWARDS have become a strong tool for promoting social innovation and entrepreneurship skills in higher education. They also directly support European priorities such as inclusive education, digital transformation, international collaboration, and innovation capacity-building.

Looking ahead, the next steps are to expand the number of professors and universities using the seismic APP, ensuring that more students across diverse academic disciplines can engage with social entrepreneurship through experiential learning. The seismic APP is a digital learning and project management platform that supports students throughout the social business development process. It allows participants to submit business models, upload pitch materials, track project progress, receive feedback from instructors and peers, and interact with the international jury. By providing a structured, user-friendly environment, the APP enhances the quality of student engagement,

encourages collaboration, and helps document outcomes for evaluation and recognition.


The APP also serves as a central hub connecting Aurora Alliance universities and partner institutions, facilitating cross-border collaboration and the sharing of best practices in social entrepreneurship education. Its analytics and reporting features allow educators to monitor participation, track project development, and capture metrics aligned with EU priorities on innovation, inclusivity, and social impact. Further information about the seismic APP and access to its functionalities can be found at <https://www.seismic.eu/>.


Another important goal is to increase the diversity of applicants by reaching out beyond the Aurora network, attracting participants from a wider range of regions and educational backgrounds. Strengthening sponsorships through private partners and EU-level stakeholders will further enhance the sustainability and visibility of the initiative. In parallel, seismic will continue linking the competition to major events such as the Aurora Conference, ensuring visibility, networking opportunities, and long-term impact. Ultimately, the aim is to position the seismic AWARDS as a best-practice example of how universities can effectively support entrepreneurship and innovation within the European higher education landscape.

## 5. Annex

### Annex 1: Evaluation Criteria for the seismic AWARDS, Table: novelty, problem definition, solution, impact, investment readiness.

**Welcome to seismic !**  
Where social entrepreneurship  
skills grow.





---

**Introduction to seismic awards 2024 1st jury round evaluation criteria**

Dear seismic awards jury members, we are excited to welcome you to the **2024 seismic awards jury round 1!** Your commitment to fostering innovation in social entrepreneurship is highly appreciated and we thank you for helping us identify and celebrate the most promising projects from our talented participants.

Below you will find the evaluation criteria to guide your assessment, our grading scale as well as best practices from 2023. **Please evaluate the project in regards to business model elements 1-6 and 10 and fill in your grades in the provided Excel sheet.**

---

**Evaluation criteria**

- 1. Quality of problem identification (element 2)**
  - Determine the clarity and precision of the problem identification. Is the selected problem clearly described?
  - Consider how well the entrants have explained the necessity of their intervention. Do they explain well why the beneficiaries need help?
  
- 2. Quality of solution (elements 2 - 6)**
  - Review the solution's clarity and the persuasiveness of the theory of change. Does the solution logically address the problem identified? Is the solution clear and convincing?
  - Examine whether the solution directly targets the core of the problem and the specifics of how it does so.
  - Look at the financial sustainability of the model: Are the revenue streams well thought out and clearly described?
  - Assess the strength of the value proposition. Is it likely to convince stakeholders of its worth?
  
- 3. Impact potential (all elements)**
  - Look at the breadth and depth of the potential impact. How many people will benefit, and to what extent will the solution affect their lives?
  - Evaluate the transformative potential of the idea. Does it merely touch the surface, or does it promise to bring significant changes to the beneficiaries' lives?

1

#### 4. Investment potential (element 10)

Please note that elements 7 and 8 are optional.

- Analyze the effectiveness and appeal of the fundraising pitch. Is it structured in a way that clearly communicates the project's value and potential for success?
- Consider the project's attractiveness to impact investors. Does it present a compelling case that would convince you to invest?

#### Grading scale

---

Please use the Danish grading scale to give a grade for each category.

|  |   |
|--|---|
| <b>12</b><br>Outstanding, winner             | These entries not only meet all the criteria but exceed expectations, demonstrating high potential for significant social impact. These are the entries that stand out as potential winners of the awards.  |
| <b>10</b><br>Very good, could be Top Ten     | Very strong submission that excels in most evaluation areas. These projects are considered for the top ten nominees and exhibit a high level of innovation, a well-defined problem and solution, and substantial potential for impact. They are distinguished but may have minor areas for improvement that keep them from a perfect score.                               |
| <b>7</b><br>Solid business plan, not Top Ten | A solid proposal with a credible business plan and good adherence to the criteria. They show promise and competency but lack convincing results in more than one category.  |
| <b>4</b><br>Weak                             | A score of 4 is given to submissions that fall below expectations in several key areas. These entries may have significant flaws in their business plan, lack clarity in problem identification or solution effectiveness, or fail to demonstrate potential for meaningful impact. They require considerable revisions to be competitive.                                 |
| <b>2</b><br>Extremely low quality            | The lowest score of 2 reflects entries that are of extremely low quality, showing minimal effort or understanding of the award's criteria. These submissions often have critical deficiencies across the board, including unclear problem definitions, poorly articulated solutions, and little to no potential impact. They are not competitive without major overhauls. |

#### Successful examples from 2023

---

1. Place 2023: [Handy Help SAS](#)
2. Place 2023: [Vertical Farming – Urban Oasis](#)
3. Place 2023: [Friendly Fibres](#)

For more example, please filter the projects for the tag “#Nominee”.

## Annex 2: Nominees, team members overview of seismic AWARDS 2024 competition



| Project                                      | Link  |
|--|---|
| Providing Free Food and Combating Food Waste | <a href="https://app.seizmic.eu/project/22921">https://app.seizmic.eu/project/22921</a>                               |
| Vedic School                                 | <a href="https://app.seizmic.eu/project/21791">https://app.seizmic.eu/project/21791</a>                               |
| thisABILITY                                  | <a href="https://app.seizmic.eu/project/22017/business-model">https://app.seizmic.eu/project/22017/business-model</a> |
| Education for gaza child through the war     | <a href="https://app.seizmic.eu/project/22747">https://app.seizmic.eu/project/22747</a>                               |
| Murex Farms                                  | <a href="https://app.seizmic.eu/project/14663">https://app.seizmic.eu/project/14663</a>                               |
| Digital Democracy                            | <a href="https://app.babele.co/project/14094">https://app.babele.co/project/14094</a>                                 |
| Igniting Sparks                              | <a href="https://app.babele.co/project/22092/business-model">https://app.babele.co/project/22092/business-model</a>   |
| Rentli!                                      | <a href="https://app.seizmic.eu/project/22069">https://app.seizmic.eu/project/22069</a>                               |
| hhh  | jij   |
| Dulzura Solidaria                            | <a href="https://app.seizmic.eu/project/11765">https://app.seizmic.eu/project/11765</a>                               |
| MakeTheImpact                                | <a href="https://app.babele.co/project/5865">https://app.babele.co/project/5865</a>                                   |
| Social Innovation Academy                    | <a href="https://app.seizmic.eu/project/11435">https://app.seizmic.eu/project/11435</a>                               |
| Mossifier                                    | <a href="https://app.seizmic.eu/project/10883">https://app.seizmic.eu/project/10883</a>                               |

|  |   |
|--|---|
| NDEYOOR Microloans   | <a href="https://app.seizmic.eu/project/10884">https://app.seizmic.eu/project/10884</a>   |
| Empowering local businesses  | <a href="https://app.seizmic.eu/project/24702">https://app.seizmic.eu/project/24702</a>   |
| Rewear -WG4-2 VU   | <a href="https://app.seizmic.eu/project/23436/business-model">https://app.seizmic.eu/project/23436/business-model</a>                                     |
| The neighbors are Happy  | <a href="https://app.seizmic.eu/project/6304/business-model?paragraphId=158436">https://app.seizmic.eu/project/6304/business-model?paragraphId=158436</a> |
| Stevia de Cacao Chocolate Comfort Co. (Offering at-risk youth a dignified pathway out of exploitation) | Stevia de Cacao Chocolate<br><a href="https://app.seizmic.eu/project/24394">https://app.seizmic.eu/project/24394</a>                                      |
| Global Mom Tribe   | <a href="https://app.seizmic.eu/project/24590#31460">https://app.seizmic.eu/project/24590#31460</a>   |
| Citizens Talk  | <a href="https://app.babele.co/project/14094">https://app.babele.co/project/14094</a>   |
| CAPITALIST   | <a href="https://app.seizmic.eu/project/23422">https://app.seizmic.eu/project/23422</a>   |

Start to Work <https://app.babele.co/project/24736>

Crpocernicus <https://app.seizmic.eu/project/21619>

## Annex 3: Seizmic AWARDS 24: Educators overview, table with courses names, universities, and number of students .

| seizmic awards 2024<br>Educator Overview |   |                              |                     |             |             |                         |              |        |          |
|--|---|------------------------------|---------------------|-------------|-------------|-------------------------|--------------|--------|----------|
| Educator                                 | Course  | University                   | Dates               | Student No. | Project No. | Project recommendations | Applications | Return | Comments |
|  | Business in Society                                     | ESADE                        | Nov23 - Jan 24      | 37          | 9           | 4                       | 2            |        |          |
|  | Social Entrepreneurship                                 | IE Business School           | 12.01.24 - 03.05.24 | 12          | 1           | 1                       | 1            |        |          |
|  | Sustainable Entrepreneurship                            | Maastricht                   |                     | 23          | 7           |                         |              |        |          |
|  | Tourism, Social Entrepreneurship and Sustainability     | CBS                          | 30.01.24 - 18.03.24 | 30          | 7           | 4                       |              |        |          |
|  | Sustainable Social Entrepreneurship                     | UPOL                         | 20.02. - 09.04.24   | 25          | 0           | 0                       |              |        |          |
|  | Spark Social: Your knowledge benefits the world         | University of Iceland        | 24.02. - 24.05.24   | 40          | 15          | 3                       |              |        |          |
|  | TRANSFORM   | ESCP Business School         | 26.02- - 28.05.24   | 40          | 1           | 0                       |              |        |          |
|  | An Introduction to Social Entrepreneurship              | CBS                          | 23.06. - 25.07.24   |             | 23          | 4                       | 3            |        |          |
|  | Social Entrepreneurship and Business Model Innovation   | CBS                          | 23.06. - 25.07.24   |             | 6           | 2                       |              |        |          |
|  | PMSD - Social Entrepreneurship and Innovation           | China                        | tbd                 |             | 6           | 1                       |              |        |          |
|  | Social Impact Entrepreneurship Meets Mass Incarceration | Upenn                        | 27.08.24 - 01.02.25 | 45          | 13          | 2                       |              |        |          |
|  | Sustainable Entrepreneurship                            | Vrije Universiteit Amsterdam | 05.09.24 - 25.10.24 | 85          | 26          | 6                       | 2            |        |          |
|  | Rethinking Food Systems in the Anthropocene             | UNINA                        | 23.-27.10.24        | 23          | 6           | 6                       |              |        |          |
|  | Business in Society                                     | ESADE                        | Oct24 - Dec 24      | tbd         | 15          | tbd                     | 1            |        |          |

## Annex 4: seizmic AWARDS 2024 winner's presentation and testimony

Case Study: thisABILITY (CBS)

ThisABILITY Team (CBS, Denmark – 2024 Winners):

“Participating in the seizmic AWARDS was a turning point for our team. The process pushed us to refine our business model and think critically about our impact. Winning gave us visibility and recognition, but more importantly, it gave us confidence to keep pursuing our project.”



A social business model competition for university students to showcase the relevance and impact of social business in shaping a sustainable future.

**ThisABILITY**

Please find the video under <https://www.seismic.eu/awards>



**CBS** COPENHAGEN BUSINESS SCHOOL  
HANDELSHØJSKOLEN

# thisABILITY

Raising awareness and educating the public about invisible disabilities through immersive experiences, thereby changing perceptions and fostering structural change in how people view individuals with invisible disabilities.





Mathias Brun  
- Operations



Victor Ladefoged  
- Finance



Benjamin Eriksen  
- External Affairs



Augustas Skarbalius  
- Creative Director



Svend Hahn Larsen  
- Director

## Invisible disabilities remains a challenge for everyone involved



ONE in every FIVE people has a disorder



**80%**  
Of these disorders are  
**INVISIBLE**

**340,000** individuals with disorders are currently **unemployed** in Denmark

### Weak understanding leads too...



The creation of stigmas and negative portrayals, causing social exclusion and loneliness



Educational institutions lacking the knowledge and resources to support individuals with disorders



Workplaces deprioritizing individuals with disorders due to higher costs of hiring and managing

**Government expenditure** in this area has increased by DKK6bn to **DKK60bn** from 2018-2023

Every **third** individual with a disorder is **unsatisfied** with their life

INTRODUCTION

INSIGHT

SOLUTION

IMPACT

## From pop-up booths to our own exhibition

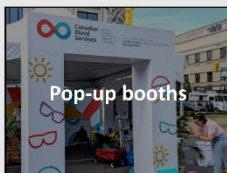


Phase 1  
1 year

Phase 2  
2-3 years

Phase 3  
4-6 years

Phase 4  
End goal



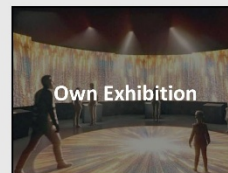
- Market testing and Validation
- Malls, universities, festivals and big events.



- Revenue generation and expanded scope of services
- Large companies, schools and government financed events



- Societal Impact and Partnership development
- Guest exhibitions at place such as: Experimentarium or Louisiana



- Permanent Establishment
- Our own location and potential to expand globally

INTRODUCTION

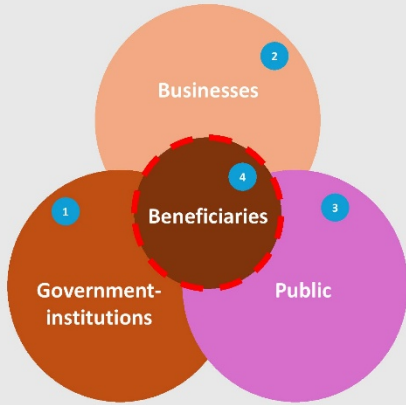
INSIGHT

SOLUTION

IMPACT



Our beneficiaries will experience **benefits within 3. key stakeholders of society**



INTRODUCTION

INSIGHT

SOLUTION

IMPACT

**1** Students, kids and public employees will through our B2B strategy have gained knowledge on people with non-visible disabilities.

**2** Businesses will attain a more thorough understanding of how they can employ people with non-visible disabilities.

**3** The general public will be educated through 1. and 2., and further having attended our exhibitions.

**4** Our main beneficiaries will experience three main benefits:  
**1. An understanding of their struggles. 2. A higher demand for them in the labor market. 3. A larger focus on the issue**

# Annex 5: Seismic AWARDS 2023 Evaluation Guide

## 2023 SEISMIC Awards

### Evaluation Guide

#### How to access the projects

You need to make a user account on <https://babele.co/seismic>

Please use the correct website address. If you by mistake make an account on <https://babele.co>, contact [gst\\_msc@cbs.dk](mailto:gst_msc@cbs.dk) so that we can add you manually.

#### What to look for

#### Awards Criteria (Look at Business Model Elements 1-6 & 10)

##### Novelty and uniqueness of the idea

- Is the problem definition taking a new and innovative approach?
- Is this an innovative solution to the identified problem? Or is this rather a replication of an idea that already exists?

##### Quality of problem identification

- Is the targeted problem clear?
- Do they explain well why the beneficiaries need help?

##### Quality of solution

- Is the solution clear and convincing?
- Does the solution directly target the identified problem?
- Do they clearly describe where the revenues will come from?
- Is the value proposition convincing?

##### Impact Potential

- How large is the impact potential of the idea? Does it reach a broad or narrow group of beneficiaries?
- How much impact does the idea have on the beneficiaries? Is it only marginally touching upon their lives, or does it transform them?

##### Investment Potential

- What is the quality of the fundraising pitch?
- Is it attractive to impact investors?
- Would you invest in the project?

## Annex 6: Top 10 Nominees seismic AWARDS 2023

|    | Project Name   | Link  | Affiliation   |
|----|--|---|---------------|
| 1  | Kasi Kollektive  | <a href="https://app.babele.co/project/9744">https://app.babele.co/project/9744</a>   | ISUP Bachelor |
| 2  | Anti Loneliness Union  | <a href="https://app.babele.co/project/9342">https://app.babele.co/project/9342</a>   | CBS PMSD      |
| 3  | REfuga   | <a href="https://app.babele.co/project/10611">https://app.babele.co/project/10611</a> | UNINA         |
| 4  | beecon   | <a href="https://app.babele.co/project/8270">https://app.babele.co/project/8270</a>   | ESADE         |
| 5  | Vertical Farming- Urban Oasis  | <a href="https://app.babele.co/project/9158">https://app.babele.co/project/9158</a>   | UPOL          |
| 6  | Friendly Fibres  | <a href="https://app.babele.co/project/8359">https://app.babele.co/project/8359</a>   | ESADE         |
| 7  | MakeTheImpact  | <a href="https://app.babele.co/project/5865">https://app.babele.co/project/5865</a>   | Coursera?     |
| 8  | Reimagined Housing   | <a href="https://app.babele.co/project/9876">https://app.babele.co/project/9876</a>   | ISUP Bachelor |
| 9  | Handy Help SAS (Before it was called More Employment and I won the best business idea in 2022) | <a href="https://app.babele.co/project/6515">https://app.babele.co/project/6515</a>   | Coursera?     |
| 10 | Civitas  | <a href="https://app.babele.co/project/10614">https://app.babele.co/project/10614</a> | UNINA         |
| 11 | Conservation of Biodiversity   | <a href="https://app.babele.co/project/9854">https://app.babele.co/project/9854</a>   | ISUP Master   |
| 12 | Think Coffee   | <a href="https://app.babele.co/project/10480">https://app.babele.co/project/10480</a> | Coursera?     |
| 13 | ReFashio   | <a href="https://app.babele.co/project/9453">https://app.babele.co/project/9453</a>   | SPARKSocial   |

## Annex 7: Courses Overview seismic AWARDS 2025 and number of students

| seismic app 2025<br>Educator Overview                              |                       |                   |             |             |
|--|-----------------------|-------------------|-------------|-------------|
| Course   | University            | Dates             | Student No. | Project No. |
| Sustainable Entrepreneurship (15ETC)                               | CBS                   | 03.02. - May      | 120         | 29          |
| Spark Social: Your knowledge benefits the world                    | University of Iceland | 23.01. - 16.05.25 | 50          |             |
| Sustainable Tourism  | CBS                   | 01.02. - ?        | 40          |             |
| CEMS Global Citizenship Seminar                                    | CBS                   | 24.02. - 26.02.   | ca. 45      |             |
| Sustainable Social Entrepreneurship                                | UPOL                  | 25.02. - tbd      | 25          |             |
| Social Entrepreneurship and Business Model Innovation (US version) | CBS                   | 09.03.-15.03.     | 20          |             |
| PMSD - Social Entrepreneurship and Innovation                      | China                 | 05.05. - 05.06.   | ca. 20      |             |
| Responsible Entrepreneurship (BIP)                                 | UPEC                  | 05.05.-22.05.     | TBD         |             |
| Sociel entrepreneurship hackathon                                  | ICN                   | April - June 2025 | TBD         |             |
| An Introduction to Social Entrepreneurship                         | CBS                   | 23.06. - 10.07.25 | 100         |             |
| Social Entrepreneurship and Business Model Innovation              | CBS                   | 23.06. - 10.07.25 | 30          |             |
| Sustainable Entrepreneurship                                       | Amsterdam             | September-October | 140         |             |
| Sustainable Entrepreneursgip                                       | Maastricht            | October           | ca. 30      |             |
| Rethinking Food Systems in the Anthropocene                        | UNINA                 | 20.-24.10.25      | ca. 25      |             |
| SESIN  | HNEE                  | TBD               | TBD         |             |