



"The 40+ project: The GameChangers"



Who we are

The Advisory Council



Adelina von Fürstenberg

President of the Advisory Council

https://en.wikipedia.org/wiki/Adelina_von_F%C3%BCrstenberg

Awarded with the Golden Lion for the best National Pavilion by the international Jury of the Biennale of Venezia.

In 2016, she received the Swiss Grand Award for Art / Prix Meret Oppenheim.



Dr Zefi Dimadama

Vice President of PES Women

& Vice President of Hellenic U.S.

Alumni Association



Mais Al Bayaa

Humanitarian and Political
issues editor collaborates
with Guardian and Channel 4



The Advisory Council



Tobias Judmaier
Conscious and Sustainable
Consumption. Founder of multi
awarded Issmich.



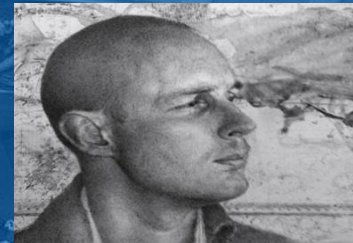
Ioanna Samprakou
Vice Chair of the Hellenic
Association of ICT Engineers,
Member of the
Representatives Board of
Greek Technical Chamber (TEE)



Laura Petrache Le Guern
Political Diligent Advisor



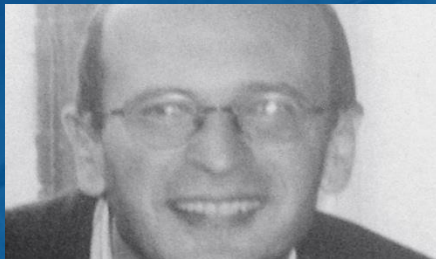
Dimitrios Antonitsis
Founder of the international
art platform "The Hydra School
Projects".



Yannick Le Guern
Political Diligent Advisor



The Board



George Korontzis

President, former Director of the Codification Division -Legal Affairs of the United Nations



Pavlina Proteou

Founder and CEO, cross sectors innovation and CSR expert



Jami Hubbard Solli

VP, Founder of Global Alliance for Legal Aid,



Cryssi Janetou

Associate Director- UK, Business Development Manager at the UAL at Central St Martins



What we do

Inspired by the Global Goals on Sustainable Development →

We turn CSR into an Impact Investment Tool, link today's enterprises to tomorrow's business model.

We integrate New Economy, develop CSR into a Systemic Change Mechanism for growth and community development.

We are a team of experts from diverse backgrounds committed in SDGs, promoting cross sectors innovation and social entrepreneurship as corner stones of impact activity

Intent at building a network of likeminded stakeholders



Projects accomplished



Second Digital Forum

Athens “Disrupt our Future” the impact of the Internet to SDGoals.

Launched :

December 2015

In collaboration with YouRule-Athens and the New Diplomacy Centre-Belgrade



Twitter Resolution Call on Refugee Crisis

Call on Refugee Crisis. The first global public/digital diplomacy social media campaign.

Launched :

March 2016

in collaboration with Impact Hub Athens and TIF HELEXPO.



Co-working spaces, social entrepreneurship and the future of Europe

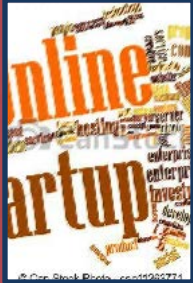
Lesvos co-working spaces as an enabler for sustainable solution to refugee crisis; an initiative based on an idea tweeted at our Resolution Call campaign

Launched :

May 2016.



Current Projects



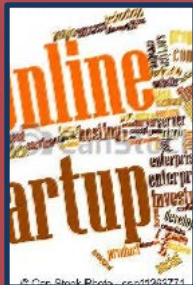
The 40+ project: The GameChangers
In collaboration with Impact Hub Athens
Launching: 14 March 2017



Social Entrepreneurship Clusters
In collaboration with Impact Hub Athens, with the support of the Innovation and entrepreneurship Unit at the Aristotle University of Thessaloniki
Launching: April 2017



The40+Project:The GameChangers- The Challenges



Within the context of its Global Goals on Sustainable Development Initiatives, launches in collaboration with Impact Hub Athens, on Tuesday March 14th, at 18:00-21:00 at the premises of Impact Hub Athens “The 40+project:The GameChangers”



Global Goals 4,5, 8, 10; Tackle social, age, gender stereotypes and inequality, promote career change to 40+ age group.



The40+Project: The GameChangers: The Objectives



Develop :

-A European platform/one stop shop and educational tool in order to provide online and offline training, coaching and mentoring to “young” in the field social entrepreneurs or career changers

An incubator, accelerator on Sustainable Development Pillars and Social Entrepreneurship

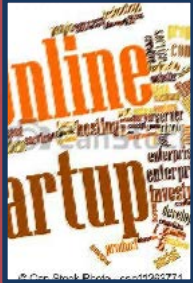


-Exchange know- how of Soc Ents, initiatives, projects.

Promote cross generation exchange of know- how, while also calling for refugees of the 40+ group who wish to acquire new skills



The40+Project: The GameChangers: The Activities



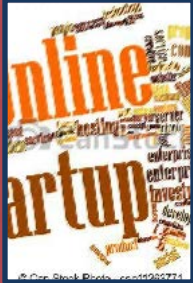
Map out services already available, as well as skills and needs for 40+ Start uppers or in career re-definition process , in order to identify gaps and best practice in service delivery on Social Entrepreneurship and Sustainable Development Goals 4 pillars



Design the content of the platform which will provide holistic services , such as online and offline training, boot camps, coaching and mentoring and educational tools and courses



The40+Project: The GameChangers: The Activities



Identify market potential and connections to labor market, impact investors and big corporations CSR



Piloting, prototype, review, and refine concept and roll out

Overall duration 16 months from launching event to end of piloting-prototype



Unique selling points

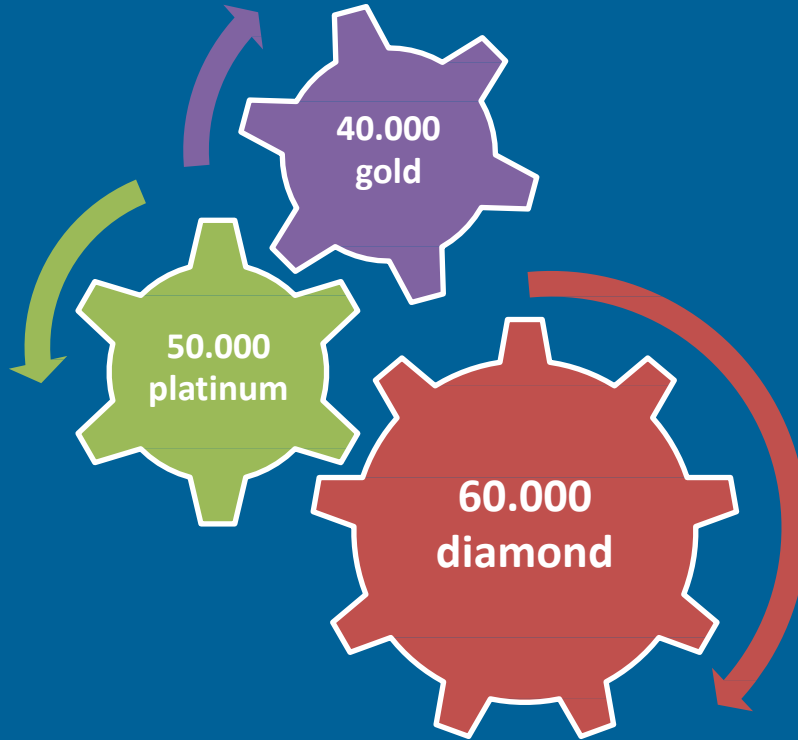
Tap into the wealth
of knowledge,
experience and
talents of 40+ to
address the
Sustainable
Development Goals
Agenda

Provide a holistic
bespoke support
service that is
currently non
available for 40+ and
on as GameChangers

Maximize the use of ICT
tools in order to generate
Impact



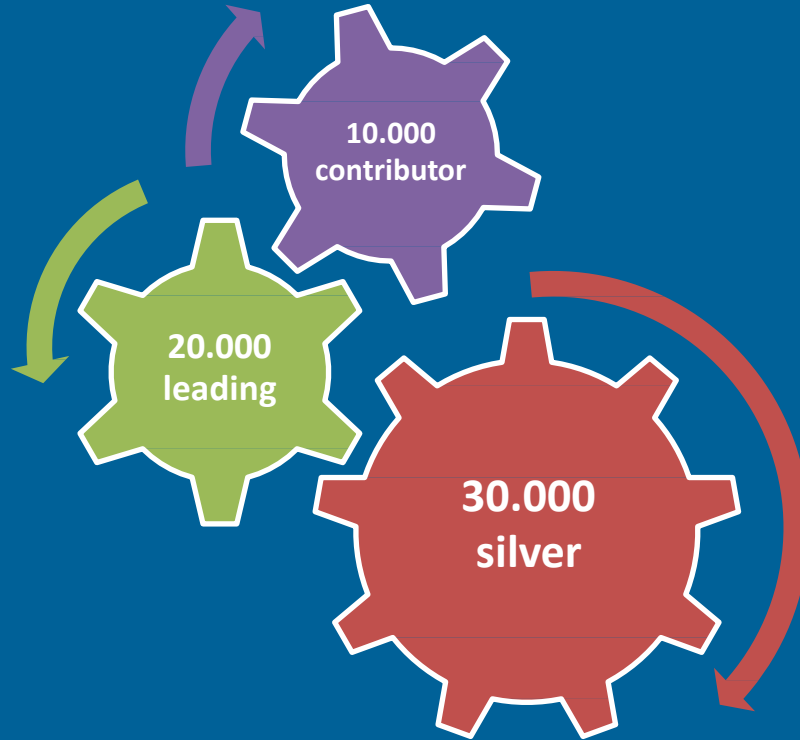
Funding :Global



The 40+project funders enjoy a high level of minimum benefits. For each funding group there are tailor made gains . Funding is according to our funding mechanism where the funder becomes partner

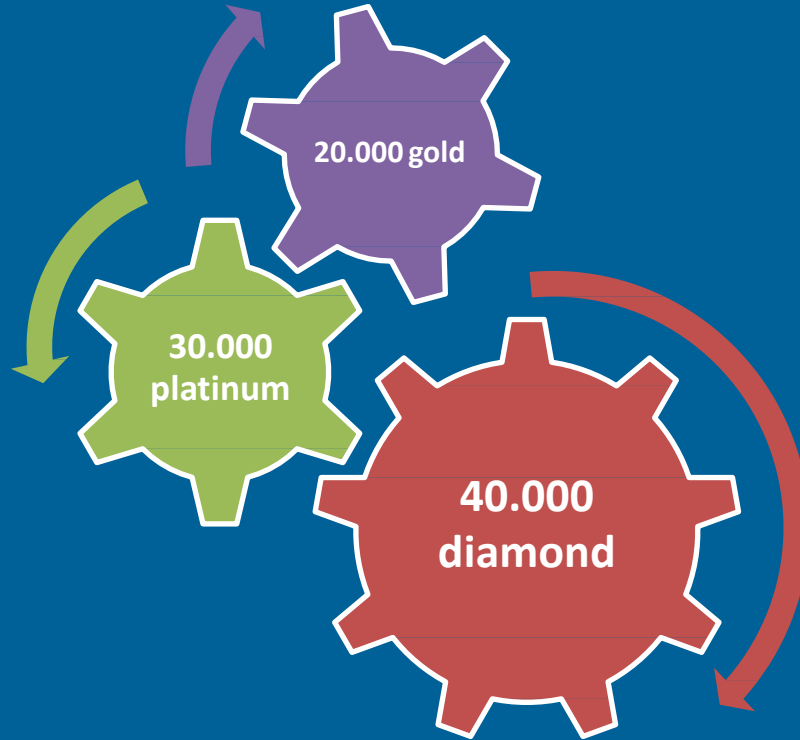


Funding :Global



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Funding :Regional



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Funding :Regional



The 40+project funders enjoy a high level of minimum benefits. For each funding group there are tailor made gains . Funding is according to our funding mechanism where the funder becomes partner



Benefits: launching event – prototype phase

Logo display to



40 + platform
BeyondCSR' ssite
Social media accounts
Logo retweets
Mass media
Videos
Invitations
In the venue launching day -
during the prototyping process

Presence in



Speakers at the launching
event or other events relevant
to the project

Experts committee, prototype
and implementation phase

Boot camps- Workshops-
Training courses- Hackathons-
Design thinking labs



Benefits: launching event –prototype phase

Promotion of corporate profile



through social impact activities and projects strengthening social inclusion, jobs, growth and community development.



via our networks social media accounts, i.e thematic retweets



in mass media, i.e references, interviews, stories.



Benefits:launching event – prototype phase

Access to BeyondCSRNet's and Impact Hub's global network of organizations, associates and investors along with establishing ties to start ups, cross sectors innovators, social entrepreneurs, grass root initiatives and ecosystems

Exchange of know-how via a global network:
to public and private partners and stakeholders
involved in the project

Banners in the venue during
prototype phase



Participants in the event (indicative)



Christoforos Vernardakis
Minister of State



Irit Ben – Abba
Ambassador of Israel to
Greece



**Christos Dimas Deputy
Shadow Minister for
Economy and Development
Nea Dimokratia**



Eva Kaili
Member of Socialists and
Democrats European Parliament



Caspar Veldkamp
Ambassador of the Kingdom
of the Netherlands to Greece



Anastasios Tzikas
President
Federation of Hellenic
Information Technology and
Communications (SEPE)



Participants in the event (indicative)



Socratis Ploussas
President of the Hellenic Start Up
Association



George Giakoumakis
Project Manager European
Investment Fund



Pakis Papadimitriou
Chair CSR Committee
American Hellenic Chamber of
Commerce



Iliada Evagelia Kothra
Founder and CEO Living Postcards



John Dionatos Publisher
Startupper.gr



Andreas Stefanidis
Accelerator Director Aephoria.net



Supporters



The 40+project: The GameChangers

With the support of :

The European Parliament's Representation Office to Greece



The 40+project: The GameChangers

With the support of :

The European Commission' s Representation to Greece



In collaboration with:
Impact Hub Athens

IMPACT
HUB

Communications Sponsor:

STARTUPPER.GR



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