

IMPACT HUB

Waikato Developments

WHAT IS IMPACT HUB?	2
THE NEED FOR SOCIAL ENTERPRISE IN THE WAIKATO	3
WHY SOCIAL ENTERPRISE?	3
WHY THE IMPACT HUB NETWORK?	4
IMPACT HUB WAIKATO DEVELOPMENTS	5
CONFERENCE, JULY 6TH 2017, WINTEC ATRIUM, HAMILTON	5
<i>Objectives</i>	5
<i>Key note speakers</i>	5
APPOINTMENT OF AN IMPACT HUB COORDINATOR	6
IMPACT HUB EVENTS AUGUST 2018	7
<i>Regional Visits - Monday 20 & Tuesday 21 August</i>	7
<i>Collaboration Day - Wednesday 22 August, 9am - 4pm, Events Room 1, Gallagher Hub Wintec</i>	7
<i>Impact Hub Day, Thursday 23 August, 9am - 3pm, Huia Room, Ibis Tainui Hamilton</i>	7
OUTCOMES AND NEXT STEPS	8
CURRENT SITUATION	8
MOVING FORWARD	8
KEY CONTACTS	8
MARIANA VAN DER WALT	8
DENNIS TURTON	8

What is Impact Hub?

[Impact Hub](#) is the world's largest network focused on building entrepreneurial communities for impact at scale. It fosters idea incubation, business development, programmes and events. Each Impact Hub also offers co-working spaces to entrepreneurs who are creating tangible solutions to the world's most pressing issues.

Global Sustainable Development Goals are used as a lens to view the impact of the work undertaken by Impact Hubs worldwide. The [Impact Report 2018](#) outlines tangible successes achieved.



There are over 100 Impact Hubs around the world in over 50 countries including the Asia region, however no Impact Hub currently exists in Australia, New Zealand or the Pacific.

IMPACT HUB NETWORK AT A GLANCE



Global network of collaborative spaces, entrepreneurial communities, and capacity building programs that inspire, connect and enable impact.



16,000+

MEMBERS

100+

CITIES

50+

COUNTRIES

The need for social enterprise in the Waikato

Why social enterprise?

The relationship between business, social and environmental impact has evolved rapidly over recent years. Previously, government and charitable organisations were held responsible for effecting social and environmental change, however, an increased awareness of escalating social deprivation, a quickly degrading environment and reduced financial support for charities has led more people to see the potential for businesses that have positive societal outcomes as their primary driver.

In addition to this, the millennial generation are more motivated than previous generations to work for companies that have positive societal outcomes¹ and 30 percent of employees claim to be more efficient when working for organisations with a social cause².

Social enterprises are for-purpose organisations that contribute positively to improving lives and strengthening communities. They also offer consumers alternatives that have a positive flow on effect to society and many are more environmentally sustainable. A very successful example of a New Zealand social enterprise is Eat My Lunch, a buy one, give one scheme, which has now given away nearly one million lunches to New Zealand school children.

Waikato is home to many cutting-edge social enterprises. From Māori organisations like Ngāti Hauā Mahi Trust, an organisation striving to grow a thriving, committed work force dedicated to enhancing the health and wellbeing of our environment, to Yalla Yalla café, offering all vegetarian food and aiming to be a social hub and empowerment vehicle for refugee communities. Interactionz, is a highly successful social enterprise based in Hamilton, which provides visualisation services, person centred mentoring and training for NZ community support organisations. Profits from their commercial activities are channelled directly into providing community services.

Xtreme Zero Waste in Raglan is a community enterprise based in Raglan focused on eliminating waste. It has grown to become Raglan's third largest employer, employing 30 people and returning \$1.2 million to the local economy. The centre is now being show-cased as an example of how New Zealand can solve its waste problems³ and the Xtreme Zero Waste model has been replicated in Waiuku, South Auckland, as part of the Auckland Council's desire to set up 12 community resource recovery centres.

The Waikato region offers easy connectivity between business, government and local communities, an entrepreneurial spirit and a more affordable place to set-up and pilot innovative social enterprise projects.

Now is an opportune time to capitalise on, and invest in, the strong energy and enthusiasm for social enterprise. The report "Social Enterprise and Social Finance: A Path to Growth"⁴, launched in October 2016, says social enterprises have the potential to make a strong contribution to social and environmental outcomes, and to economic development⁵. In response to this report, the New Zealand government has established a working group aimed at facilitating developments between welfare and profitable business⁶. Government participation in an initiative to kick-start the social finance market through a new investment fund is also proposed⁷.

¹ <http://fortune.com/2015/03/26/3-things-millennials-want-in-a-career-hint-its-not-more-money/>

² http://www.personal.soton.ac.uk/mv1u06/CP_WP.pdf

³ <https://www.stuff.co.nz/environment/106063136/a-blueprint-for-solving-new-zealands-waste-problem>

⁴ <https://www.dia.govt.nz/Resource-material-Our-Policy-Advice-Areas-Community-Development-Policy#cv5>

⁵ <http://akina.org.nz/news/social-enterprise-and-social-finance-a-path-to-growth/>

⁶ <https://www.stuff.co.nz/business/industries/88920668/social-enterprise-is-fast-becoming-the-new-charity-in-new-zealand>

⁷ <http://akina.org.nz/news/social-enterprise-and-social-finance-a-path-to-growth/>

Why the Impact Hub network?

The Impact Hub network is the world's largest acceleration and collaboration platform for building entrepreneurial communities for positive impact at scale. Instilling conscious leadership around social and business innovation, Impact Hubs inspire, connect and enable positive change across diverse contexts and economies to prove that the future of business is through profit that serves people and the planet.

Impact Hub has a co-leadership structure aimed at shaping new ways of doing business together and has a huge community of entrepreneurs and innovators with over 16,000 members across the globe. Impact Hub members share their experiences and mentor to others in the network to ensure they are up to speed with best-practice examples on how to structure, fund, scale and manage social enterprises.

To set-up an Impact Hub, a clearly defined process and structure enables stage-by-stage developments and ensures standards of quality and key values are in place to establish self-sufficient Impact Hubs.

The resources offered by established Impact Hubs then support social entrepreneurs to grow their enterprises by offering community and workspaces, start-up support, programmes and events.

An Impact Hub in Waikato would be the first in the Australia, New Zealand and the Pacific area, and would act as a model and a base to connect social entrepreneurs, community groups, business and government, locally and globally, to lead and foster social enterprise developments across the region.



8

⁸ Photo of Impact Hub Torino <https://torino.impacthub.net/>

Impact Hub Waikato developments

There have been a number of new developments towards the progression of an Impact Hub in the Waikato. This has included networking events, hosting Impact Hub experts, connecting with social enterprises across the Waikato and collaborating with key influencers to educate, inform and engage key influencers with respect to the Impact Hub concept and benefits.

Conference, July 6th 2017, Wintec Atrium, Hamilton

At this one-day event, two international keynote speakers from the Impact Hub were hosted by Wintec and Trust Waikato. Examples of successful social enterprises that have launched from Impact Hubs around the world were showcased. This was followed by workshops to develop thinking around the development of an Impact Hub in the Waikato.

Objectives

The objectives were to:

- Lead conversations about how groups can develop sustainable social enterprises that contribute to positive community outcomes
- Showcase innovations and successes that have come out of the Impact Hub
- Connect influencers around New Zealand and enhance collaboration in social enterprise
- Positively impact on New Zealand by fostering innovative and strategic thinking with long-term benefits for our society and environment

Key note speakers

Keynote speakers were Jesper Kjelleras, Managing Director and Founder, Impact Hub, Stockholm, Sweden and Wieke van der Zouwen, Programme Manager at Impact Hub, Amsterdam.



Jesper founded the first co-working space in Stockholm, with the aim of scaling collaboration for social good. He has hosted many organisations in Sweden within the social innovation industry, including the Swedish Government's launch of the Swedish innovation strategy, where they saw a new wave of focus on social innovation. Other projects have included establishing the Social Entrepreneurship forum, a not-for-profit association, supporting The KaosPilot Stockholm (a three year business design and project managing school for change-makers) and Hovsjosommar (a welfare project focusing on immigrant kids in the suburbs of Stockholm).



Wieke strongly believes global societal transformation is achieved by taking bottom-up action and that collaboration among diverse coalitions in society is crucial to achieve this change. This thinking was reinforced when she started working as an Acceleration Program Manager at Impact Hub Amsterdam, where social enterprises are supported along their growth and scaling trajectories. By connecting and enabling others to make a positive impact in society - from small scale entrepreneurship to big business, public bodies and governmental institutions - Wieke aims to make a change in a variety of industries from sustainable fashion, immigration, food production and consumption, transformative technology, nature conservation, accessible health care to circular economy.

Their full presentations can be viewed [here](#).



Whilst in New Zealand Jesper and Wieke were taken to areas across Waikato, to give them an idea of the social enterprise activities that are happening across the region. It also gave them the opportunity to talk to key local leaders about the potential for developing an Impact Hub in the Waikato.

Appointment of an Impact Hub coordinator

Following this Impact Hub event, Trust Waikato funded Wintec to employ an Impact Hub Coordinator for six months to scope the viability and potential of an Impact Hub and identify key potential co-founders.

A variety of individuals and groups have now expressed interest in becoming co-founders and a large number of social enterprise groups and organisations across the region have been identified.

Impact Hub events August 2018

During the week of Monday 20th August - Friday 24th August, Wintec and Trust Waikato hosted two global Impact Hub delegates, Beate Weinzinger and Ces Rondario. The purpose of their visit was to celebrate the work that has been done towards setting up an Impact Hub in New Zealand so far, and to workshop and discuss 'next steps'.



Beate is a Network Development Coordinator and go-to person when it comes to growing new Impact Hubs across the world. She is responsible for the overall on-boarding process and its due diligence. Beate has experience in Project Management, Event Design and Human Resources and Team Development. She can help co-founders with development plans, budgets, induction calls, membership agreements and how to bring Impact Hub to new areas.



Ces Rondario is a serial entrepreneur, social development expert, and mentor, and co-founded Impact Hub Manila with the aim to catalyse purpose-driven entrepreneurs to use their enterprises as vehicles for social change. Besides her passion for social development and entrepreneurship, Ces is also an AIESEC International Alumna, a Young Global Shaper of the World Economic Forum, and, a coffee lover.

Regional Visits - Monday 20 & Tuesday 21 August

The global Impact Hub delegates visited regional Waikato towns to network and present on Impact Hub in Thames and Coromandel.

Collaboration Day - Wednesday 22 August, 9am - 4pm, Events Room 1, Gallagher Hub Wintec

At this event people interested in, or working on developing an Impact Hub in New Zealand, presented on what they have done so far. This event also offered the opportunity to listen to what others are doing, workshop and network with others involved in this journey.

Impact Hub Day, Thursday 23 August, 9am - 3pm, Huia Room, Ibis Tainui Hamilton

On Thursday the global Impact Hub delegates discussed what Impact Hub is, what is being done internationally, and key considerations when establishing an Impact Hub.

Outcomes and next steps

Current Situation

The Impact Hub events and scoping projects have identified a large number of factors contributing positively towards social enterprise in the Waikato Region:

- Social entrepreneurship is alive and well in the Waikato
- A great impact is being made in local communities
- There is a lot of excitement and passion for the development of Impact Hub
- A growing understanding for the Impact Hub Concept, its structure and potential is being made
- There are clear opportunities for collaboration both on the regional and global level of the Impact Hub Network

Moving forward

To keep the momentum building and to ensure that tangible developments are progressed there are some key steps that need to be made:

- Define Impact Hub in the Waikato including:
 - its role and position,
 - communication and marketing key messaging, branding, awareness,
 - governance structure,
 - programme / educational developments.
- Improve community alignment and collaboration with regards to social enterprise and Impact Hub developments
- Ensure a financial sustainability framework is in place for entrepreneurs
- Define the Co-Founding team through Impact Hub pre-candidate phase (by end of October 2017). Currently there are two possible teams
 - Social Impact Waikato – contact Tania for more information (tania@taniajones.org)
 - Te Maia and team – contact Jessie for more information (jessieliu.nz@gmail.com)
- Work with the Co-Founding team to establish an Impact Hub in the Waikato (likely by June 2019).

Key contacts

For more information about Impact Hub developments in the Waikato please contact:

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