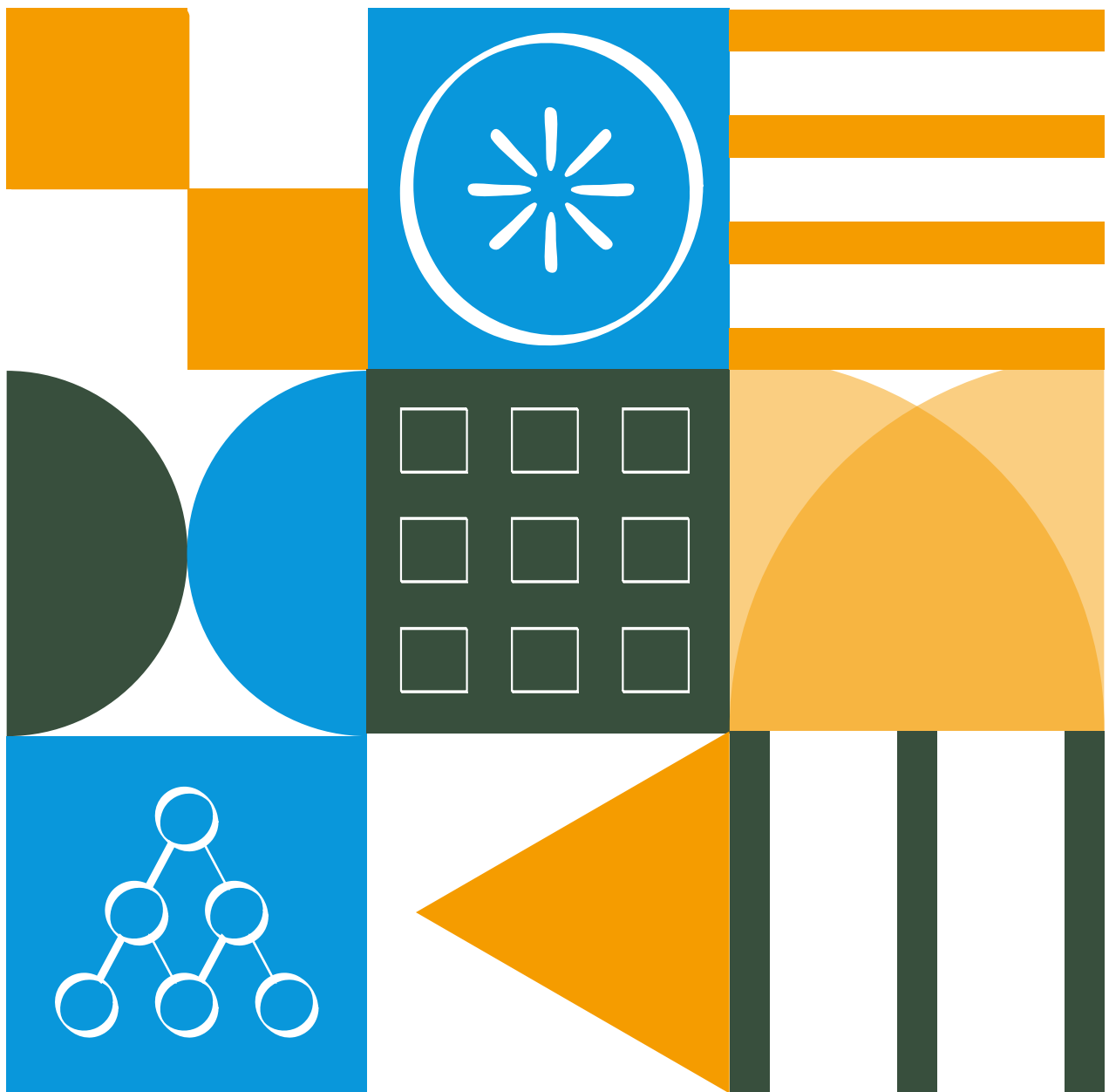


# UNLEASH Impact Report

The Global Innovation  
Platform for the SDGs



**2022**



# Message from our Chairperson



Since its inception in 2016, UNLEASH has grown from an early-stage impact organization to a global community of young changemakers. We have shifted from being an annual convening addressing the Sustainable Development Goals (SDGs) by developing innovative solutions to a year-round initiative supporting our community of innovative young people in their daily efforts to build a sustainable future.

Six years later, 2022 has been UNLEASH's most impactful year to date. Importantly after two years of solely online activities, due to the corona pandemic, we again hosted an annual Global Innovation Lab at the fantastic Infosys campus in Mysuru, India for 1,000 talented youth with fantastic support from Chemonics, Infosys, and HCL, as well as 25 thematic, innovation, implementation, and intrapreneurial partners. Mobilizing thousands of Talents from all socio-economic backgrounds in community leadership, problem-solving, and developing social and environmental solutions would simply not have been possible without your support.

We also launched our very first Regional Innovation Lab in Nuuk, Greenland; provided mentoring and business support to young entrepreneurs to implement and scale solutions in our incubator UNLEASH Plus; built capacity of over 500 youth with passion for innovation and the SDGs in UNLEASH Hacks; facilitated community leadership in our Ambassador program; and trained 200 Alumni to become Facilitators and scale our future programs.

Following our most impactful year ever, UNLEASH takes its ambition to the next level to scale its support to the community, enable an increasing number of young changemakers, and bring more impactful solutions further. With the establishment of an independent UNLEASH Secretariat from March 1st 2023, UNLEASH looks to accelerate positive change in line with our vision to be the world's most inclusive platform for young people to co-create a sustainable future.

UNLEASH is thus moving into a new phase, and with that will work to accelerate our reach opportunities and foster our collective responsibility to develop the necessary scale of the solutions to reach the SDGs by 2030. I hope this Impact Report can shine light on the impactful work of the UNLEASH Community, and that it inspires you to be part of co-creating our sustainable future.

**Prof. Flemming Besenbacher**  
Chairman of UNLEASH

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# Our Impact Since Inception

**7,000**

Talents from 172 countries have gained innovation skills to address the SDGs

**130+**

UNLEASH Alumni teams and Talents received investments

**1,000**

Solutions targeting the SDGs developed

**75,000+**

Followers across our social media platforms

**97%**

Of Talents recommend others to participate in UNLEASH

**600+**

Partners have joined the UNLEASH movement

**9 in 10**

Talents are actively addressing the SDGs following their participation in UNLEASH

**275+**

Solutions incubated to support implementation and scale



# Overview of 2022

In addition to hosting the 4th Global Innovation Lab in India, UNLEASH hosted its **first Regional Innovation Lab** in Greenland focusing on the Arctic

**1,800**

Talented youth became part of the UNLEASH Community

**197**

Trained Facilitators

**36**

Ambassadors with 26 nationalities leading community engagements

**98%**

Of Talents recommend others to participate in a future UNLEASH Innovation Lab

**241**

Entrepreneurs with 48 nationalities implementing SDG solutions in UNLEASH Plus

**21 UNLEASH Hacks**

Addressing all 17 SDGs covering 32 countries

# Executive Summary

2022 is UNLEASH's most impactful year to date and was packed with innovation activities. Importantly, after two years of solely virtual UNLEASH programs, we were once again able to host our Global Innovation Lab, this time in India, as well as host our first Regional Innovation Lab in Greenland. We organized the 4th iteration of the 6-month UNLEASH Plus incubation program, held hackathons all over the world, trained Alumni to become Facilitators to support scaling our programs, and engaged community leaders in our **Ambassador program** throughout the year. Through our activities, we scaled our impact by providing additional opportunities for youth to develop professionally, expanding our global network of changemakers by 2,000 youth bringing fresh perspectives and ideas, and providing a platform to an expanded group of international partners to act sustainably.

In **UNLEASH India**, 1,000 talented youth (Talents) from over 100 countries underwent a week-long innovation program supported by trained Facilitators and Experts resulting in 175 solutions for the Sustainable Development Goals (SDGs) within 7 themes. We experienced the true value of forging in-person connections amongst our participants leading to a strong support network for entrepreneurs, intrapreneurs, and academics in our community. UNLEASH India was covered broadly, reaching 567 million people through print and online channels, allowing future UNLEASH communications to increasingly inspire sustainable innovation amongst our audiences.

**UNLEASH Greenland** enabled 200 young changemakers from the Arctic to tackle sustainability challenges in the Arctic region within the themes of Education, Health, and Biodiversity and Climate Change. Teams of Talents developed 37 localized solutions and

UNLEASH is providing implementation support with its partners. The Regional Lab in Nuuk provided the opportunity to focus deeply on local issues with greater potential to scale through in-depth partnerships UNLEASH is building with organizations in the regional context.

The fourth iteration of **UNLEASH Plus** supported 86 teams with modules led by business and innovation Experts and Mentors. Top teams made it to the program's final event, an intensive bootcamp at UNLEASH India to perfect their solutions and pitch for grants furthering their social impact ventures. Solutions range from septic tanks for refugee camps in Jordan to green charcoal production in Haiti, each with a mission to benefit their communities sustainably. With additional scalable solutions and a strong network of young entrepreneurs, UNLEASH now provides a stronger portfolio for future impact investors.

The third iteration of **UNLEASH Hacks** consisted of 21 Alumni and partner-driven hackathons in virtual, hybrid, and in-person formats to co-create solution concepts and build innovation capacity of over 500 youth utilizing the UNLEASH Innovation Methodology. To support the Hacks, Labs, and community leadership, we conducted a **Facilitator Training** for 270 Alumni and Experts. The training enabled leading community members to facilitate UNLEASH activities supporting the necessary scale to reach the SDGs by 2030.

To introduce you to the impact the UNLEASH Community creates in the world and in their communities, we have included inspirational **Impact Stories** of Alumni throughout this report to showcase what participating in one or more UNLEASH programs has meant to them and their social impact journey.

# 2022: A year of impact



# UNLEASH India



After a two-year break from physical Innovation Labs due to the COVID-19 pandemic, UNLEASH gathered a diverse group of 1,200 Talents, Facilitators, Experts and partners at the Infosys Campus in Mysore, India, for a week of co-creating solutions, thereby developing innovation and leadership skills, and building a network of Ambassadors for the SDGs.

The tone of a week of innovation and learning was set at the Opening Ceremony by UNLEASH Chairperson Flemming Besenbacher who pointed out that "this generation of young changemakers needs to be at the center of designing a sustainable future." Following the opening, participants got acquainted with their thematic tracks and Facilitators, and engaged in team building activities with their team members to set expectations and kickstart a fruitful collaboration.

By going through the UNLEASH design-thinking methodology from problem framing and ideation to prototyping and testing, Teams developed 175 solutions across seven thematic SDG tracks such as non-communicable diseases (SDG 3), and education & ICT (SDG 4). Additionally, the cultural heritage and vast innovation ecosystem of the host country provided a rich experience and a melting pot of viewpoints leading to the development of creative and locally relevant solutions.

Ultimately the seven best Teams got the opportunity to pitch their solution before their peers and high-level partner representatives who provided constructive feedback and post-program support to the winners. UNLEASH was covered broadly in the central Indian media including [The Times of India](#), [ANI](#), [The Hindu](#), [The Economic Times](#) and [CNBC TV18](#).

# High level results

**1,000**

**Talents**

with 100+ Nationalities

**85**

**Facilitators**

with 30+ Nationalities

**7**

**SDG themes  
covered**

**94%**  
**Of Talents**

Gained confidence to  
work on an SDG  
solution after  
participating in  
UNLEASH India

**35**

**Experts**

**89%**

**Of Talents**

intend on using the  
UNLEASH methodology  
after the program

**175**

new SDG  
solutions  
developed

# The week of Innovation at a glance

- ➔ **Opening and Closing Ceremonies** inspiring participants and setting the stage with cultural performances and keynote speeches from among others the Hon'ble Chief Minister of Karnataka Shri Basavaraj Bommai, Nobel Peace Prize Laureate & Children's Rights Activist Kailash Satyarthi, Infosys Chairman Nandan Nilekani, Paralympic medalist Deepa Malik, NITI Aayog CEO Parameshwaran Iyer, and Bollywood Actor and Activist Kalki Koechlin.
- ➔ **Innovation process fostered by diversity**, with diverse Teams of five across nationalities, genders, education and backgrounds, ultimately positioning them to think creatively in addressing the most pressing sustainability challenges. The innovation process was led by experienced Facilitators from all continents utilizing the unique UNLEASH Innovation Methodology.
- ➔ **Highlights of the Indian culture** provided Talents with an understanding of the local setting, including through traditional Indian dance performances, live music by Indian bands Chizai and Indian Ocean, exquisite Indian cuisine and participation in a cultural excursion to the local markets of Mysore, combined with a tailored tour at the historic Mysore Palace.
- ➔ At the **Solutions Festival**, each Team displayed their solution to their fellow UNLEASH peers, as well as partners, investors, and industry experts, thereby gaining personal feedback on their solution and an opportunity to network directly with interested organizational representatives.



"Infosys has always been a leader in the SDGs and this experience has helped us to think of very solid and tangible ways of problem solving"

**Nandan Nilekani, Founder and  
Non-Executive Chairman of Infosys**



# The week of Innovation at a glance

“It was great to connect with talented youth from different backgrounds and nations. I learned so much about the world from them, and about myself as well. We had a good time together exploring and exchanging new ideas and perspectives. It was a life-changing experience for me. I came back to my home country with lots of questions about the real problems that we have and suffer with, with full intentions and willingness to make the change that I want to see in Jordan.”

Bayan Al-Abtoush, Jordan, SDG7

- ➔ In the **Pitching showcase**, Teams present their solution in a captivating story, highlighting the value and social impact of their solution, their beneficiaries, and business plan. All Talents receive valuable feedback from judges on their solutions and pitch. The seven top teams gain access to the UNLEASH Plus program in 2023 to continue developing their solution.
- ➔ At the closing of the innovation week, **five awards** are handed out by high-level representatives of UNLEASH partners Chemonics International, Infosys, HCL, and Novo Nordisk, who provide continued support for Teams to work on their solution post-Innovation Lab and develop a business plan to implement their project. The awards recognized the most impactful, path-breaking, inclusive, scalable, and innovative solutions.









# UNLEASH India Winning Solutions



## Team Hope

*Most Impactful Solution awarded by Novo Nordisk*

Team Hope's solution is a noninvasive, portable, and holistic diabetes management system using integrated salivary biomarkers and breathalyzer, used for screening of prediabetic and high risks patients, diagnosis and for glucose monitoring.



## Super Girls

*Most Inclusive Solution awarded by UNLEASH Ambassadors*

Super Girls are building a community through a mobile app that enables young high school girls in Azerbaijan to create awareness, foster engagement and take action to achieve the SDGs.



## People for Poop Management

*Most Innovative Solution awarded by Infosys*

PPM has developed an innovative, viable solution to provide a safe fecal sludge emptying and transportation service through a modified tri-wheeler, ensuring last-mile access in hard-to-reach communities in Bangladesh.



## Cool-It!

*Most Scalable Solution awarded by Chemonics*

Cool-It! is a sustainable and affordable heat-reflective roof tile made using recycled jute, ceramics and radiative white paint, which can cool up to 20 degrees and lasts a life-time.



## Blue Carbon

*Most Path-breaking Solution awarded by HCL*

Seagrass absorbs carbon 35 times faster than tropical rainforests. Blue Carbon focuses on seagrass restoration through improved seed collection and planting using new devices and techniques.

# Becoming an entrepreneur

## A Community story by Diane Delava

Talent at UNLEASH Singapore

I joined UNLEASH just after quitting my job as a consultant, with the goal of starting a career in sustainability. Since then, I've only worked in sustainability whether that was in energy or finance and I'm planning to continue this path aligned with my values. I've also helped energy professionals ideate new renewable energy foundations using the activities in the UNLEASH cards in a hackathon.

I was one of the winners in the Lab, and the prize was joining the Antler Incubator. There, I co-founded Mattinvest to enable everyone to invest their savings sustainably; it raised one round of funding but had to stop due to COVID-19.

Then, I launched [MyMoneyMyPlanet](#), which is a campaign to reach transparency from banks and financial institutions. The campaign led to a change in the business plan and is now focused on pension funds to get them to turn more towards sustainability and advise them on increasing the share of impact finance in their portfolio. We are working with customers of pension funds, pension funds themselves and impact funds to link the both. The UNLEASH Community has helped me to spread the MyMoneyMyPlanet movement accross countries - some UNLEASH fellows took it to Georgia and Portugal.

Since I joined UNLEASH, I've only worked in sustainability and I'm planning to continue this path aligned with my values.



# Monitoring social impact

## A Community story by Gerardo García Martínez

Talent at UNLEASH Singapore

After I participated in the UNLEASH Lab 2018 in Singapore, I assessed different departments of the organization I worked for at the time (the largest retail company in Mexico) through the lens of the SDGs and evaluated the effectiveness of sustainability strategies to achieve both corporate goals and the SDGs targets.

I was invited to the Climate Reality Leadership Corps in Mexico City, where I was part of the panel discussion “Climate Reality Leaders: Who We Are?” with the former Vice President of the United States Mr. Al Gore.

Since UNLEASH Lab, I have had many opportunities to continue to develop and apply my knowledge related to the SDGs, such as completing a Master of Science in Innovation, Human Development and Sustainability (MSc IHDS) at the University of Geneva in Switzerland.

After recent experiences as a junior consultant in the Gender, Equity, and Human Rights (GER) Team at the WHO and collaborating with the Office of the United Nations High Commissioner for Human Rights (OHCHR), now I continue applying the knowledge acquired in the UNLEASH Lab enhancing corporate sustainability reporting and monitoring mechanisms to assess the economic, environmental, and social impact of companies.

As a result of my participation in UNLEASH, I have been sharing practice and science-based knowledge of global issues and proposing innovative solutions.





# UNLEASH Plus



In 2022, the fourth edition of UNLEASH Plus launched in a hybrid format that combined virtual and in-person learning elements. The initial two phases of the program were held online and supported all selected 86 Teams (out of 350+ applications), while the final phase encompassed an in-person Bootcamp & Dragons' Den final pitch competition that was held in conjunction with the Global Innovation Lab in Mysuru, India, for the 27 highest-ranked Teams.

The 2022 cohort continues to work on implementing their solutions in 41 countries, across all 17 SDGs. All Alumni Teams can continuously tap into the resources provided in the UNLEASH Plus program, including a network of over 100 innovation, business, and sustainability Experts and Mentors to support them and their businesses.

"Joining UNLEASH and getting to know the UNLEASH Community was an incredible experience! I felt like I met my tribe of like-minded people: multicultural, passionate about contributing their time and skills to safeguarding the planet, adventurous, risk-taking, empathetic, and always open to learn from others."

Jessica Newfield, France, Futureproof Studio (SDG 17)

# High level results

**86 Teams**

**60K USD**

Provided in implementation grants to top Teams



**Mentors  
& Experts**

UNLEASH Plus Bootcamp Participants made

**15** Professional connections  
on average

**49%**

Of cohort identified  
as female

**241**

Participants from  
48 Nationalities

# UNLEASH Plus at a glance



The program launched in **June**, with a two-day kickoff during which Teams worked on setting their values, vision, mission and 6-month goals to achieve during the program.



Teams were then immersed in an interactive and dynamic 21-week **online learning journey**. Teams learned from innovation and business experts through an e-learning curriculum, executed iterative design sprints, discussed business topics during interactive workshops, and received ongoing coaching and feedback by Mentors.



Teams completed a **neuroscience-based leadership program** through Potentialife that develops positive leadership and team effectiveness habits to help teams work more mindfully within their start-up businesses.



At the **Pitching Showcase**, Teams pitched to a panel of Mentors, Experts and Partners. Teams received actionable feedback at the Pitching Showcase and based on their engagement and solution quality, the top 27 Teams advanced to the UNLEASH Plus Bootcamp to further refine their solutions.



The program concluded with the **UNLEASH Plus Bootcamp** and the **Dragons' Den** during the Innovation Lab in India, where Teams received intensive in-person support and coaching from Experts and Mentors. Teams refined their strategies, met with partners, and pitched their solutions to funders that awarded implementation grants to three winning teams.

## In depth: Focus on Gender

This year, the UNLEASH Plus team launched a new “Gender Series” with an intentional focus on better understanding and raising awareness around the unique challenges and opportunities related to gender and social entrepreneurship. UNLEASH partnered with Supriya Panchangam (Author, Accelerating Her Business) and Victoria Vojnovich (Director HCLTech Cloud Services) to design and deliver a workshop for the UNLEASH Plus 2022 Cohort, UNLEASH Plus Alumni, and the wider UNLEASH Community.

The entire series is rooted in a design thinking approach to better understand the user needs and experiences to help inform where and how UNLEASH and the broader industry may adapt or raise awareness on key issues impacting underrepresented groups or provide more targeted support.

# UNLEASH Plus Winning Solutions



## **SOLVillion**

*\$ 25,000 from Chemonics International*

Based in Jordan, SOLVillion, provides an onsite, cost effective, decentralized wastewater treatment system (DWWS) that reuses wastewater for agriculture and targets rural facilities without access to sewage systems.



## **Bare Craft Consulting**

*\$ 5000 from Rambøll Group & \$ 5000 from Infosys*

Based in India, Bare Craft Consulting bridges the gap between rural craft communities and global craft businesses through supply chain innovation integrating the UN Sustainable Development Goals.



## **Hope Behind Bars Africa**

*\$ 25,000 from HCL & Shiv Nadar Foundation*

Based in Nigeria, Hope Behind Bars Africa Initiative runs a platform called JusticePadi that promotes access to justice reforms for its citizens by building a community of legally empowered citizens using tech and data.

"I think we all knew that something magical was happening at UNLEASH, and it seems to be something that UNLEASH creates again and again, perhaps even with growing intensity. UNLEASH manages to harness an intangible human brightness and energy and guide it purposefully towards positive change."

**Carina Hopper, La Belle EDuC, Spain and USA**

"The UNLEASH program and boot camp is full of brilliant, helpful, supportive, and empathetic people. It is genuinely the place to be for people who want to change the world!"

**Aleksandar Dimeski, PHOTONYCA, North Macedonia**







# Building a start-up through design-thinking

## A Community story by Vivek Manoharan

Talent at UNLEASH Singapore, UNLEASH Plus Team and Mentor, UNLEASH Hacks Organizer, UNLEASH Ambassador, Facilitator at UNLEASH India

It all started in 2018, when I joined UNLEASH Singapore as a Talent. There, I came up with an idea of using chewing gum for strictly anonymous HIV screening. The kudos, confidence and appreciation I got in the Lab enabled me to quit my job and start my entrepreneurship journey by scaling the same idea with the help of accelerators that I came to know through my UNLEASH network like Entrepreneur First and Antler. Once I raised the first VC funding, I came back to UNLEASH Plus to scale the idea further. Now, my company is valued at 5 million dollars and growing. We are officially a National University of Singapore company and funded by the prestigious Tata Trusts in India, under India Health Fund. Every opportunity or door that opened to us came through UNLEASH directly or indirectly.

Test At Home (Singapore) /221B Biomedical (India) is a Biomedical startup based in Singapore & India, with a mission to simplify diagnostics using its proprietary 'lollipop-like'/'Chewing-gum' like technology and bringing it as a 'point of care' test to the daily lives and homes of people. A diagnostics-first approach, proactively anticipating and preventing diseases. They are working towards SDG3: Health & Well-being.

I owe UNLEASH for making a shy scientist into a 5-million-dollar company holding entrepreneur.



# Leading local innovation hubs

## A Community story by Emmanuel Preko Boamah

Talent at UNLEASH Shenzhen, UNLEASH Plus Mentor, UNLEASH Hacks Organizer

I am the founder of Gift-Tech Solutions, a Ghanaian tech startup founded in 2019. This company might not have been possible without UNLEASH. Prior to joining the UNLEASH Innovation Lab in China, I co-founded two different businesses that failed despite the fact that the problem we were addressing existed and affected many people in Ghana. Thanks to the knowledge I received from UNLEASH, I tested my first prototype and had my first batch of clients on the day of testing. My clients were ecstatic because they said I understood their issues and that the solutions I devised were exactly what they needed.

I have always believed that the UNLEASH Design Thinking Methodology should be adopted as the standard for developing sustainable solutions to the SDGs by the United Nations and other international bodies. I say this because I have seen the impact of the UNLEASH Methodology in both my business and personal life through various UNLEASH programs I have joined. The knowledge gained through UNLEASH over the years has taught me that total understanding of a project lifecycle is the most important resource required to succeed in creating sustainable projects. I believe that this is what the UNLEASH Methodology provides to the UNLEASH Community, in addition to the network and collaboration.

As a result of the knowledge I gained from UNLEASH, I now provide solutions to +100 businesses in Ghana and have mentored +450 startups and individuals.



# UNLEASH Greenland



In August, UNLEASH hosted its **first Regional Innovation Lab** with focus on the Arctic. The Lab brought together 200 Greenlandic, Nordic and Arctic youth for a week of innovation in Nuuk, Greenland, to co-create solutions around the most central sustainability challenges in Greenland and the Nordic-Arctic region, offering a space for Talents to develop 37 innovative solutions, to learn and apply sustainable innovation skills and to strengthen partnerships for a more sustainable Nordic-Arctic future.

In collaboration with 30+ local Greenlandic and 200+ Nordic-Arctic partners, three

thematic focus areas relevant to the Arctic region were tackled: health and wellbeing (SDG3), quality education for all (SDG4) and biodiversity and climate change (SDG 13, 14 & 15).

In addition to the innovation process, Talents were introduced to the concept of social, environmental and financial sustainability in the host country through engaging in an **SDG Roadmap**, comprising of visits and excursions to nine local Greenlandic businesses working with sustainability, inspirational talks, cultural performances, and exposure to Greenlandic food and nature.

# High level results

**109%**  
**Increase  
in Talents**

enhancing their  
knowledge about  
sustainability in the  
Nordic-Arctic Region

**200**  
**Talents**  
from the Region

**20**  
**Facilitators**  
with 9 Nationalities

**47** **Greenlandic  
Participants**

**4**  
**Experts**

**37** **SDG solutions  
to Arctic  
sustainability  
challenges**

# The week of Innovation at a glance



At the **Opening Ceremony** in the Katuaq Cultural Centre in Nuuk, high level speakers addressed the Talents, including the Prime Minister of Greenland Mute B. Egede, Danish Prime Minister Mette Frederiksen, Nobel Peace Prize Laureate, Indigenous and Human Rights Advocate, and former Chair of the Inuit Circumpolar Council Siila Watt-Cloutier.



The **innovation process** took place at Ilisimatusarfik, the University of Greenland, where the 200 Talents learned to apply human-centered design thinking contextualized to the Arctic region and were inspired by the creative academic space. Mid-week, **H.R.H. Crown Princess Mary of Denmark** visited UNLEASH, addressing the importance of youth innovation and meeting four Teams pitching their problem statements and solutions.



The **UNLEASH Marketplace** welcomed Greenlandic and International partners, potential funders and Experts. Talents pitched their solutions before judges and their peers within each of their SDG tracks, competing to participate in the Pitching Finals the day after.



In the **Final Pitching & Closing Ceremony**, top Teams from each track pitched to win grant support for their solutions. Additionally, the week was ceremonially closed with VIP speakers including the Minister of Finance and Gender Equality in Greenland Naaja H. Nathanielsen, Entrepreneur and Space Architect Sebastian Aristotelis, and UNDP Ambassador and Actor Nikolaj Coster-Waldau.



The six finalist Teams received direct entry to UNLEASH Plus in 2023. **Two winning Teams received awards** for the Most Innovative Solution and the Most Scalable Solution and received grant and implementation support by UNLEASH and its partners to further develop their solutions.



To provide Talents with a **locally anchored** experience, the week culminated with a scenic boat trip on the coastal ship Sarfaq Ittuk on Nuuk fjord, followed by a Closing Dinner at The Community House in Nuuk.



# UNLEASH Greenland Winning Solutions



## Alee Alee!

*Most innovative solution – provided 50.000 DKK grant support*

By implementing a hybrid teaching model where the children and local teacher in an Arctic settlement are joined remotely by a teacher with the required competencies to teach at higher levels, Alee Alee! aims to strengthen the mental health of children in remote areas by allowing them to stay with their families for longer to complete their primary education.



## LooPoop

*Most Scalable Solution – provided 1 year in-kind support from Chemonics*

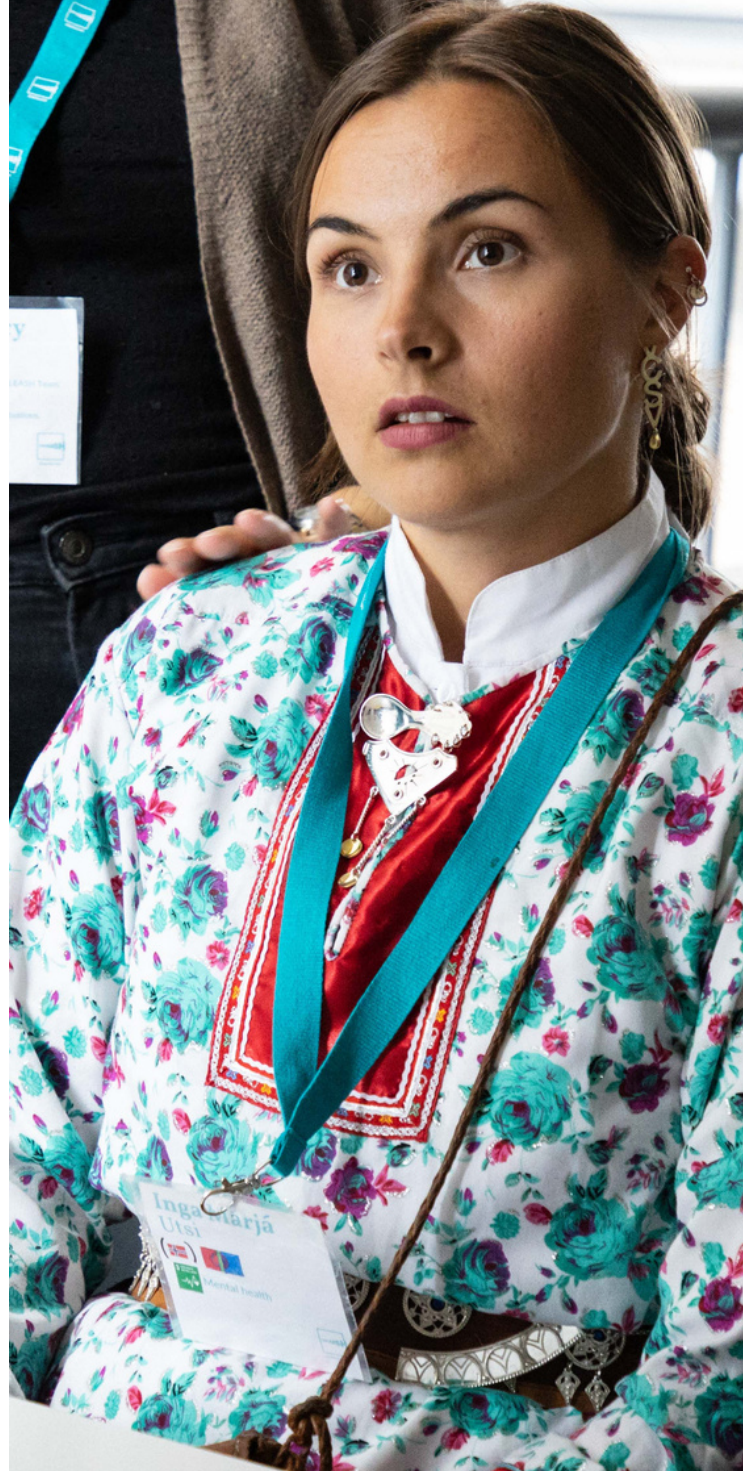
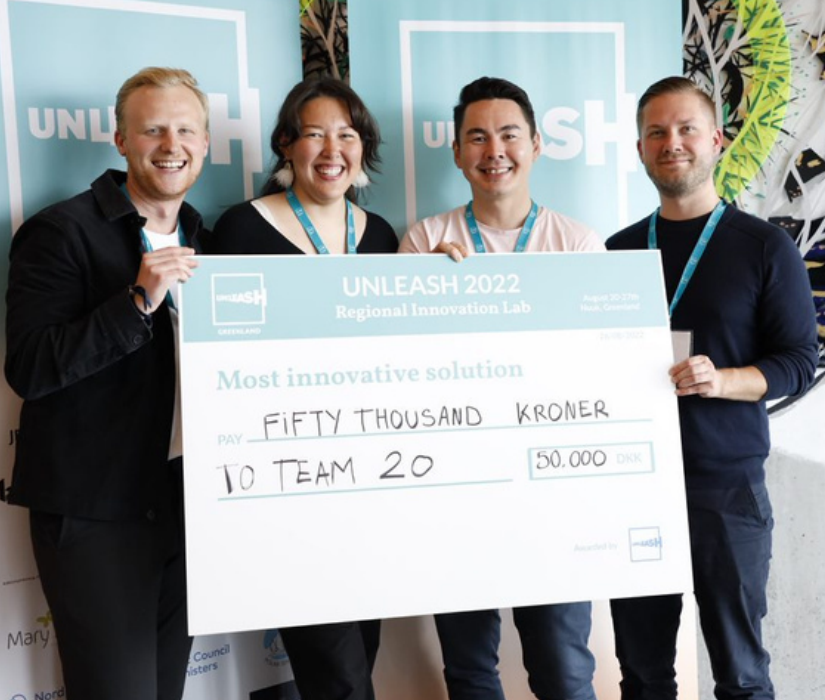
LooPoop is a reimagined approach for the management of human waste in remote Arctic communities. By converting urine into fertilizer and feces into soil, the waste is reconverted into resources used in local food production.

“I was very positively affected by how UNLEASH carried out the event in Greenland, taking the historical context and implications into account. It was down to how Greenlandic people were referred to and how challenges were dealt with within a culturally sensitive context. It reinstored my faith in creating safer and inclusive spaces and assured me that it is possible within my own professional journey to secure a safer and more inclusive working space in my future endeavors. I think it promotes self-confidence, feeling of belonging and of being valued.”

**Mira, Facilitator, Greenland**









# UNLEASH's first Regional Innovation Lab

## Regional focus, localized impact

Hosting a Regional Innovation Lab enhances the localized nature of the solutions developed. The SDG themes in UNLEASH Greenland focused on what for many Talents were lived experiences, such as lack of access to education and health services due to challenging Arctic infrastructure or the impact of climate change on a vulnerable and rapidly changing Arctic ecosystem.

Through using the human-centered UNLEASH Innovation Methodology, the Talents could, in addition to their professional backgrounds in health, education, biodiversity and climate change, make use of their own experiences to develop solutions addressing challenges that were locally and personally relevant.

For instance, Teams developing a solution for implementation in rural Alaska also had the potential to be scaled up and implemented in rural Greenland, Canada or

“Spending a week in Greenland with 200 change-makers from across the Arctic was nothing short of incredible. Thank you to UNLEASH for providing an incredible opportunity and platform to discuss, debate, and advocate as we search for solutions relating to the SDGs.”

**Jackson, Alaska USA, SDG 13**

Norway as the countries are facing similar sustainability challenges. In other words, the Regional Lab resulted in regionalized and more viable solutions that increased the opportunities for actual implementation and creation of real, more localized impact.

With the success of the new regional format, UNLEASH intends to explore the continuation of hosting Regional Innovation Labs in the coming years.





# Investing in the leaders of tomorrow

## A Community story by Barry Liner from WEF

Facilitator at UNLEASH China, Greenland and India,  
UNLEASH Plus Mentor and Expert, UNLEASH Hacks Organizer

The Water Environment Federation (WEF) started collaborating with UNLEASH in the first Lab in 2017, and we knew that UNLEASH was going to have substantial impact over the next decade. We have supported UNLEASH ever since.

WEF has sponsored and supported virtual UNLEASH Hacks, and also got engaged in the UNLEASH Plus accelerator. We have hired Talents to work for us, connected Talents in Africa with our partners, and used the UNLEASH Methodology in our emerging leaders educational programming. We have also featured IoTank and Alnwater, two UNLEASH Plus Alumni, in our innovation programming.

As a former professor who taught design thinking for environmental problems, who worked at the World Bank on the Millennium Development Goals, and was leading innovation initiatives for WEF, I couldn't be more supportive of UNLEASH. It is rewarding to see the Talents take what they learned in the Lab and put it into practice. I have seen ideas evolve to the point that I am an investor and board member of two of the startup companies that have come through the UNLEASH ecosystem. I have donated prize money to Hacks in Ghana, Liberia, and Brazil because I was so impressed with the outcomes.

I have had a 30-year career in the water sector and acknowledge the myriad challenges we face, but seeing the youth leadership in UNLEASH gives me hope for a bright future and replenishes my energy every day.



# UNLEASH Community and Ambassadors

In 2022, the UNLEASH Community grew by 36% nearing 7,000 members from 172 different countries. This growth allows Alumni to get more value out of the Community as they connect more easily with Experts, Mentors, and peers for their ventures. Additionally, the support web in each of the SDG themes in UNLEASH reaches a critical mass.

“The Ambassador Program resonates with my personal goals of contributing to problem solving and offering solutions to the achievement of the UN SDGs, in the context of promoting social innovation and entrepreneurship in my local community.”

**Anonymous Ambassador**

## Community Platform

As part of UNLEASH's efforts in creating a self-driven and amplifying community, UNLEASH continues to drive the Community platform by sharing opportunities and resources and connecting Alumni, thereby connecting participants within their programs, with Facilitators and Experts, and enabling collaboration on projects and seeking inspiration, guidance, or input on problem statements. In order to ensure increased engagement across the Community Platform, UNLEASH also launched a mobile app in 2022 to increase inclusivity to mobile-first users.

## Ambassador Program

Collectively, 36 Ambassadors led 19 Hacks, organized community activities, engaging 600+ participants in the process. Ambassadors also facilitated our in-person events, with 4 Ambassadors at the Greenland Lab and 22 at the India Lab.

Moving forward, UNLEASH aims to further integrate Ambassadors in its program scoping, planning and execution as well as providing curated strategic input, thereby fostering engagement by UNLEASH's most committed and ambitious community members.



# High level results

**172**

Nationalities  
in UNLEASH  
Community

**1800+**

New members in the UNLEASH  
Community in 2022

**26**

Ambassadors  
from 26  
Nationalities

**6700**

**19**

Ambassador-led  
UNLEASH Hacks  
activating the  
Community to  
address the SDGs

The UNLEASH Community App  
launched in 2022 on the App Store  
and Google Play increasing  
connectivity and engagement  
across the platform

# Facilitating community-driven innovation

## A Community story by Mikkel Beyer Mogensen

Talent at UNLEASH Singapore , UNLEASH Ambassador,  
Facilitator at UNLEASH Greenland and UNLEASH India

I had the pleasure to facilitate a 3-day innovation camp hosted by Sustainary in Copenhagen at Station, the first-ever student-driven innovation house. The Sustainable Innovation Camp program is built with a focus on the innovation-based methodology developed by UNLEASH, and the program seeks to teach the participants how they can apply the tools of innovation, collaboration, and strategic thinking to support a real business with a sustainability related challenge. The main goal is to educate and upskill students and recent graduates on how you can apply the SDG-lens on a classic business case learning approach, whereby the participants work together with leading companies on real problems within the companies.

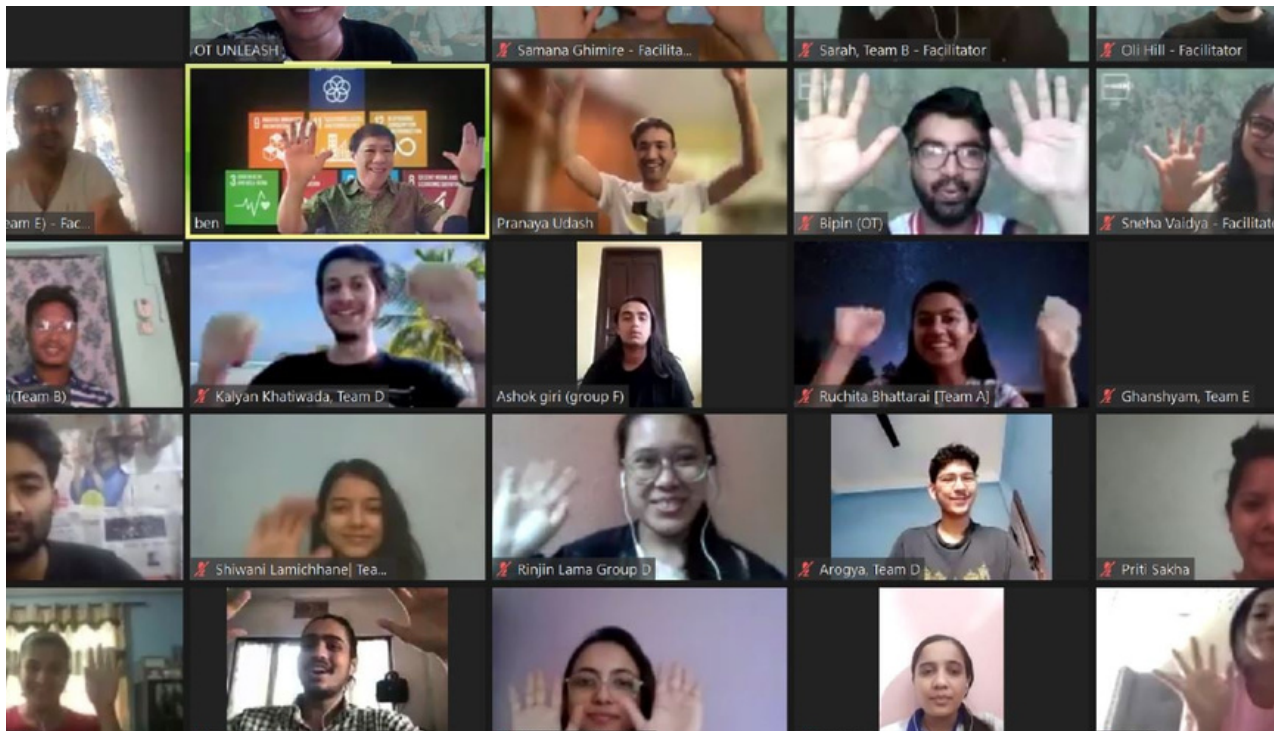
It was a great experience to see that an independent organization had taken the challenge of upskilling students and recent graduates in the design thinking methodology for innovation. With some strong work by the Sustainary team, it was possible to adapt the methodology to fit a short and intense 3-day program. Some great solutions were presented by the end of the program, and over the course of 2023 several Sustainable Innovation Camps will take place across Denmark, sharing the great teachings and methods of the UNLEASH methodology with +150 participants.

The UNLEASH experiences presented me with an opportunity to learn, and propelled me to pursue a meaningful and SDG-focused career.





# UNLEASH Hacks



UNLEASH Hacks are localized, scalable, and cost-accessible innovation processes designed to address sustainability challenges in specific contexts around the world. Collaboratively, participants produce ideas and solution concepts that can grow to implementable solutions impacting their local communities, while obtaining innovation tools and skills that will support them in their aim to create impact on the SDGs. The 2-day program focuses on problem framing and ideation on the first day, after which participants have a week to gain feedback from potential users. Then the participants dive into refining their solution concept, create a prototype and finally pitch it to their peers and a panel of judges.

In 2022, 19 UNLEASH Hacks were organized by Ambassadors who leverage their UNLEASH experience to deliver on a

high-quality execution of the innovation process focused on local and regional issues in their communities. This format allowed for the 2022 Hack Talents and Facilitators to be sourced beyond the boundaries of our existing Community and target audience, as Ambassadors tapped into their professional and local networks.

Over 500 participants participated in 2022 the Hacks, with the opportunity for winning Teams to join the UNLEASH Plus incubation program to strengthen their team dynamics, develop a business plan, work towards solution implementation and raising initial funds. Two of the solutions made it to the Bootcamp at UNLEASH India, showcasing that the UNLEASH Talent journey provides youth with continuous opportunities to create social impact.

# Partner Hacks

UNLEASH hosted its first two in-person Partner Hacks in 2022, providing a tailored Hack program to two partnering organizations:



In collaboration with **Young Global Pioneers at Oxford University** (United Kingdom), 66 Talents participated in capacity building for climate action.



In collaboration with **HCL Technologies, Shiv Nadar Foundation, The Habitats Trust, and Shiv Nadar Institute of Eminence at their Delhi Campus** (India), 50 university students worked in interdisciplinary teams to develop solutions for ecosystem conservation with the opportunity to win small implementation grants.

Highlights of the creative solutions created during the Hack in India include:

**Compos:** A gamified business model incentivizing food and agricultural waste collection and converting it to organic compost, avoiding chemical fertilizers and retaining land quality, preserving aquatic buffer and ecological balance.

**Eco Heal:** An integrated tech solution for assessing water levels needed for farming via sensors connected via a mobile app, thereby controlling over-irrigation, excessive water usage, and soil erosion.

**ReConnect:** An app connecting recycling plants, factories, and governments in a formalized system for improved regulation of e-waste dumps and creating ownership and accountability of waste producers.



# A first experience with design-thinking

## A Community story by Humaira Munir

UNLEASH Hacks Participant

I am an Urban Planning student and founder of Resources Coalition Society, an organization that builds capacity amongst vulnerable communities in Pakistan. I joined an UNLEASH Hack in 2021, focused on SDG16 and I had the chance to win the 1st spot.

The solution we proposed during the Hack was to arrange some workshops and seminars for trans people to get to know their rights and improve their living situation. After the Hack, we later planned to start some other projects but didn't have sufficient resources. However, our motivation led us to pivot our initial objective and we arranged a few courses related to SDG4: Quality Education.

The methodology I learned from UNLEASH helped Resources Coalition Society connect different people from different regions on a virtual platform. Ever since, we have engaged in different initiatives related to several SDGs, such as SDG3, SDG4 and SDG16.

After my participation in UNLEASH Hacks, I could bring the SDGs framework as the main objective of my organization.





# Enabling impact-driven communities

## A Community story by Olivia Zeydler

Talent at UNLEASH Shenzhen, UNLEASH Hacks organizer, UNLEASH Plus Team

Ever since I joined UNLEASH, I have been inspired and motivated by the UNLEASH Community. During the UNLEASH Innovation Lab, the UNLEASH Methodology revealed new insights to the challenges around access to finance that I often struggled to comprehend.

I have incorporated aspects of the methodology into my professional role and in our own organization, FutureProof Studio, a community fund platform for social businesses. Our mission is to democratize access to finance and trusted networks for impact leaders. We work with impact-focused incubators and accelerators to reimagine the way that we source, evaluate, and fund social businesses. Today, there are approximately 11 million social enterprises globally. Yet, more than 70% of social businesses struggle to get funding due to the financial and philanthropic sector needing to focus on short-term profits, top-down, inefficiently restrictive and dependent on who you know.

After the UNLEASH Plus program, we decided to develop an impact-driven community driven fund platform that integrates aspects of peer driven change and evaluation into the design, sourcing, selection, and funding of social innovator ecosystems (accelerators, incubators, universities) worldwide.

I am inspired by the UNLEASH Methodology because it breaks entry barriers that normally exist for marginalized communities.





# UNLEASH

## Facilitator Training

In 2022, UNLEASH offered 3 Facilitator Trainings to provide Alumni with the opportunity to develop community leadership skills through facilitation of the UNLEASH innovation process. The Facilitator Training consists of a 4-week course curated by leading UNLEASH Facilitators complimented by an in-person training for both UNLEASH Greenland and UNLEASH India lead by innovation partners Chemonics and Implement Consulting. Their innovation consultants provided input and feedback for trainees throughout the training and the innovation process grounded in inclusivity, positivity, and active listening.

In March 2022, the first Facilitator Training took place online spread over three timezones consisting of theory learnings and practical applications to stimulate

learning by doing. The participants facilitated an UNLEASH Hack to conclude the training, putting their now developed skills into practice.

In Greenland, 20 facilitators received training with specific focus on cross-cultural sensitivities and anchored with local partners to ensure optimal facilitation experience for the various ethnic and cultural groups represented at the Lab. In collaboration with UNICEF Greenland, an additional three of their staff members received training to spur innovation amongst adolescents in Greenland.

In India, facilitators learned applicable skills to the Indian context, such as caste diversity and inclusivity in discussions and decision making to ensure a safe and enjoyable experience for all Talents.

"The UNLEASH Facilitator Training has been one of the most engaging trainings I have attended. There was no bias, no racism. This is an international platform where everyone is included. Diversity and inclusion has become a core value to make everyone flow in a respected environment. Atiba and Maria were very diplomatic, engaging and always available to offer their helps in the best way they can. The e-models were concise, instructive and very educative.

**Anonymous Facilitator Trainee**



# High level results

3

**UNLEASH Facilitator  
Trainings hosted**

89

**Hacks Facilitators  
trained**

197

**Facilitators applied  
the UNLEASH  
Methodology in 2022**

3

**Facilitators trained  
in partnership  
with UNICEF**

# Scaling UNLEASH's outreach

## Bommai stresses need to achieve sustainable development goals

Times News Network

**Myuru:** People for Poop Management team won the most innovative solution award while the Blue Carbon team won the most path-breaking solution award at the week-long UNLEASH Global Innovation Lab held at the Infosys campus in the city. Chief minister Basavaraj Bommai and other dignitaries handed over the awards to the winners.

The People for Poop Management came up with the innovative idea to bring dignity into the poop business. This solution aimed at creat-

### 11 teams to focus on achieving sustainability goals

On Friday, the UNLEASH Plus 2022 wrapped up with the Dragons' Den event which saw 11 UNLEASH Plus teams make final pitches to their solutions to a panel of judges. The teams that made it to the very end of the programme focused on a wide range of Sustainable Development Goals (SDGs), including solutions that solve SDG 8 - Decent Work and Economic Growth, SDG 12 - Responsible Consumption and Production, SDG 11 - Sustainable Cities and Communities, SDG 16 - Peace, Justice and Strong Institutions, SDG 4 - Quality Education, SDG



Dancers performing during the launch of UNLEASH India 2022 at Infosys campus in Mysuru on Saturday. Energy delegation was invited for the global event.

## UNLEASH-22 KICK-STARTS TO DISCUSS SUSTAINABLE DEVELOPMENT GOALS

Express News Service

UNLEASH 22, an innovation lab for sustainable development, kick-started in Mysuru with the participation of a 100-member jury.

Narendra Modi an "innovator" who understands the importance of the society's health and well-being, he said. The prime minister has promoted yoga, giving importance to balanced nutrition, and opening lakhs of health centres for the benefit of society.

On education front, several initiatives have been taken in the country to educate the population of 135 crore, he said. Taking about sustainable energy which is on the SDG, Ashwath Narayan said over 50 per cent of the power in the country is generated through renewable sources.

## 'Technology to assist, reinvent sustainability'

Minister Dr. Ashwathnarayan during UNLEASH-22 global event at Infosys



Minister Dr. Ashwathnarayan speaking at a podium during the opening ceremony of a week-long global event UNLEASH-22 at the Infosys premises in the last session on Friday.

The Government identified several problems that are related to SDGs. The problem statement is to create a sustainable solution to these problems. The Government is looking for innovative solutions to these problems. The Government is looking for innovative solutions to these problems. The Government is looking for innovative solutions to these problems.

Over 3,600 devotees take part in 'Gita Parayana'

## Mary til Unleash arrangement på Ilisimatusarfik

Konprinsesse Mary holder tale ved Unleash Innovation lab.



## 'Use technology for sustainable development goals'

The Hindu Bureau

MYSURU

The week-long innovation lab for sustainable development - UNLEASH 22 - began in Mysuru on Saturday with Minister for Information Technology and Bio Technology C.N. Ashwath Narayan emphasizing the need for governments, businesses and innovators to

work together to ensure that technology is actively managed to align with societal needs and promote sustainable development. In his welcome address to the event attended by talents from more than 100 countries, he said innovation and technology had emerged as solution to some of the major challenges the world was facing in

agriculture, health, education, social impact or governance. "You name a challenge, and there will be an innovative solution for each case", he said. Claiming that Karnataka, which had emerged as No. 1 in the India's Innovation Index for the last three years, was the innovation gateway for the world into India, Mr Narayan said the

State government had started a unique innovation programme to achieve Sustainable Development Goals - Grand Challenges Karnataka. The programme aims to channelise innovation for social impact. "Government of Karnataka identifies social problems that are linked to SDGs. The problem statement is given to start-ups

2022 has been the year when UNLEASH has experienced the most growth in our online platforms, following the extent and reach of our programs.

In the past 12 months, our programs have attracted thousands of people to our platforms, leading to a followership of 75,000 people across all our channels (LinkedIn, Instagram, Facebook, Twitter). This is a big milestone that hopefully will spill over our programs by helping us reach niche communities and individuals that we've never reached before, scaling our community-led initiatives and increasing the relevance of exposure and branding opportunities for our partners.

Our programs have also been covered by international media. The first Regional Innovation Lab caught the attention of local media in Greenland (see this feature in KNR), and UNLEASH India was announced in October 2021 by Indian Prime Minister Shri Narendra Modi and Danish Prime Minister Mette Frederiksen. The actual Lab was featured in almost 200 stories, out of which +50 in print, in India and internationally, with features on The Times of India and The Hindu, The Economic Times and CNBC TV18.



# High level results

**93M**

Impressions  
on UNLEASH  
and partners'  
channels

**1M**

Impressions  
on our own  
channels for  
UNLEASH  
India

**546,360,986**

Reach with our PR efforts

**340k**

Impressions on  
our own  
channels for  
UNLEASH  
Greenland

**+130 stories**

Published in media in  
partnership with Infosys

**46 stories**

On UNLEASH published in media

# Moving forward

UNLEASH 2022 has been our most impactful year to date. Not only have we again hosted a Global Innovation Lab, but have also successfully executed of our first Regional Innovation Lab. We have worked to improve both the online and in-person programs and activities we developed over the last 2 years of the pandemic, and as a result can now provide a solid outlook for: a sustainable flow of engaging programs, a clear participant journey towards developing leaders within sustainable innovation, and an increased potential for scaling up our impact.

From 2023 to 2025, UNLEASH will focus on accelerating its reach with the following priorities in mind:

**Refining key programs** by building on existing concepts:

- A Global Innovation Lab every year until 2030
- Community-driven Regional Labs
- Scaling capacity building in programs to reach 10,000 new people by the end of 2025

**Fostering a Community-driven mindset** with UNLEASH Alumni leading programming:

- Refined multi-year Ambassador program for hundreds of Alumni
- Incentives for Community to organize initiatives with minimal support from UNLEASH Secretariat

**Supporting implementation** and building out funding and support for solutions:

- Committed multi-year partners
- Portfolio of solutions to cater for investments
- Scale linking up with acceleration programs

Most of all, UNLEASH is a platform driven by impactful partnerships. We wish to thank all of our partners that helped make UNLEASH 2022 happen, especially our core partners Chemonics International, HCL, and Infosys, as well as our long-term partners Hempel Foundation, Novo Nordisk Foundation, the Danish Ministry of Foreign Affairs, Porticus, and Tuborgfondet. We look forward to building capacity, developing solutions, and engaging partners for the SDGs together with all our partners until 2030.



# Our partners





**We thank you  
for your  
ongoing  
support of our  
program!**



**2022**



**THE GLOBAL GOALS**