

Impact

CHILDREN'S AUTONOMY

CHILDREN EXPERIMENT
WITH POWER, EXPRESSION,
AND ATTRIBUTES



SOCIETAL CHANGE OVER TEN YEARS /
OUR INITIATIVES / SUCCESS FACTORS





2020 - JUBILEE MAGAZINE

Impact

INSIGHTS FROM A DECADE OF
INVESTING IN SOCIAL CHANGE



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Introduction. Sophie Stenbeck and Sara Damber.

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People



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Magical meeting with
the heroes of playfulness

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What went right? The people around
the foundation give answers.

Stenbecks Stiftelse was founded in 1962 by Hugo Stenbeck. We support brave voices, ideas, and actions that increase children's influence and improve the situation for the most vulnerable children and young people in Sweden. The foundation provides financial support to pioneering actors and organizations in civil society. We also launch and run special initiatives to strengthen the influence of children and young people and to create better conditions for the most vulnerable children and youth.

Production.

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The Inter Business Initiative is a non-profit knowledge laboratory that develops a framework for holistic value creation. Through our work, we support companies and organizations to act as agents of change in a world where sustainability and responsibility are as usual.

Over the past decade, Stenbecks Stiftelse has supported several hundred organizations and individuals in Swedish civil society. Stenbecks Stiftelse is a catalyst that has initiated a number of large programs. Among these is Reach for Change, which supports social entrepreneurs who make the world a better place for children. Another example is the Youth 2030 Movement, which strengthens young people's participation and influence in society.

hsstiftelse.se

A decade of hope and despair

The most exciting journeys and the most impactful events often start with an unexpected meeting. Our paths crossed for the first time in 2009. We came from very different places, both literally and figuratively. One of us grew up in Umeå and the other in New York. Different social backgrounds, different life experiences and perspectives. But the first time we met, we realized that we were united in something much more profound than where we came from: a shared frustration and impatience with a society that is unable to show empathy for the most vulnerable.

Sara Damber, COO, Stenbecks Stiftelse
Sophie Stenbeck, Chairperson of the Board, Stenbecks Stiftelse

AT THE SAME TIME, we shared a fundamental trust in the individual's ability to create change, a conviction that one voice can make a difference. And that restless will to develop, to rethink, to build new – that sometimes is called entrepreneurship. Pretty soon, we had a shared goal: to make Stenbecks Stiftelse into a braver foundation.

The initiative to renew the foundation's donation strategy came from Johan Stenman, one of the people who worked with Jan Stenbeck. The core mission that was written into the charter by Hugo Stenbeck when it was created in 1962 – to create better conditions for the most vulnerable in society – would remain intact.



But Stenbecks Stiftelse was to be more adapted to the challenges and opportunities of the present day. We were to find newer, smarter, faster, and more cutting-edge ways to make a difference – in the spirit of Jan Stenbeck.

The following year, we started putting the new strategy into action. As a first step, we launched Playing for Change (which later became Reach for Change), Sweden's first large-scale investment in finding and supporting social entrepreneurs.

It is surreal to think that ten years have already passed since then but even more surreal to think about how much has happened. It is easy to become nostalgic when one looks back and views it all through rose-colored glasses. But the reality is that the past decade has literally alternated between hope and despair.

Leading up to the child rights summit Child 10 last year, we met Maria. She told us about her desperate struggle to get to Sweden. She told us how she finally managed against all odds, about the joy and newfound hope when she finally got to move in with a foster family in Malmö.

But she also told us how her situation only months later was shattered. She was told by her case worker at the Migration Agency that she had to be x-rayed and later that she, based on those x-rays, was assessed to be 18 years old which meant she wouldn't be allowed to stay with her foster family.

One can't help but feel despair when looking into the eyes of Maria and all those we have met who live in similar situations.

Maria ended up on the streets. The sense of security that she could no longer get in a foster family, she now sought from human traffickers. During the night, she worked as a hotel cleaner for 100 SEK per shift, and during the day she sold her body.

One can't help but feel despair when looking into the eyes of Maria and all those we have met who live in similar situations. Those who are not heard, not seen, the rejected, the deported, the forgotten. Those who are affected the most when society is incapable of showing compassion, when systems become more important than empathy. Because, even if we do not want to think about it, they are out there, and they are many.

Hope, on the other hand, is found with the people and organizations fighting day and night for Maria and others like her. Those who have the courage and strength to follow their moral compass even when the costs are high, those who find new solutions when the societal solutions are not enough, those who change the systems instead of hiding behind them. They are also out there, and they, too, are many.

During this past decade, we have had the privilege to work with several hundred of them. Activists, social entrepreneurs, human rights champions, colleagues, and partners. Those who have received a helping hand from the foundation, and those who have helped us, who have inspired us, challenged us, and pushed us to become better and braver.

Their stories remind us of the difference that one person's courage and compassion can make, of how one single voice can be the spark that ignites a movement.

In the process of working on this publication, we have had the pleasure of reconnecting with several of them. Their stories remind us of the difference that one person's courage and compassion can make, of how one single voice can be the spark that ignites a movement.

But they also remind us that even the most driven activist needs help to find the strength to fight. They remind us that there is a need for economic support, a need for perseverance, a need for partners who dare to think long-term in an increasingly fast-paced world, a need for the kind of trust that enables risk-taking and a willingness to fail. They remind us that brave investments in societal change are needed as much today as they were the first time we met ten years ago.

We live in a time of increased polarization as societal exclusion and widening gaps challenge us all to take a stance and dare to stand up for humanity. Some of the people you will meet in this magazine are living proof that it is possible. So let's listen to them and accept their challenge to take responsibility for the power we have and the change we want to see in the world, and to support the people around us who take up the fight when we ourselves cannot.

SARA DAMBER

SOPHIE STENBECK



Photographer LisaLove

LisaLove Bäckman is a photo-artist based in Skellefteå who mainly works with self-portraits. She values the creative process highly since the creative work itself gives great meaning. In this project, LisaLove has created images of children who had the opportunity to choose from different accessories. The hope has been to use photography to capture the often playful mind of children, but also the authority and poise that children can possess.

Magical encounters with children

noun: impact

noun plural: impacts

1. *come into forcible contact with another object.*
2. *have a strong effect on someone or something.*

Forceful contact and strong effect on the viewer of the image through a playful magical encounter with children. Stenbecks Stiftelse has based its work on the idea that children, youths, and adults should experience autonomy and power. In this photo series, the artist has captured playfulness and strength. The children have mixed different expressions in their outfits and present themselves on their own premises. The images celebrate children's joy, seriousness, vulnerability, and power.

The purpose of this photo series is to emphasize children's presence. The children themselves have created their expressions through play to be portrayed in a way that is neither the typical photo on a mother's desk nor a documentary depiction, challenging the way we meet children in imagery.

Photo: LisaLove Bäckman

Model: Maloua





Photo: LisaLove Bäckman
Model: Adrian



Photo: LisaLove Bäckman

Model: Teo



Photo: LisaLove Bäckman
Model: Willhard



Photo: LisaLove Bäckman
Model: Rut





Photo: LisaLove Bäckman
Model: Olivia



Photo: LisaLove Bäckman
Model: Noelle

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Our Initiatives

For many, support from Stenbecks Stiftelse has become an important step on the road to something bigger. The recipients often have a desire to reach more people and grow. Others are more focused on making a significant difference for a few. Just as the organizations have different objectives, the support they receive varies from case to case. During the past decade, Stenbecks Stiftelse has also taken initiative towards large-scale and long-term impact.

A photograph of children playing outdoors. In the foreground, a young girl with dark hair, wearing an orange tank top with the word 'GUY' on it, is smiling broadly. Behind her, a boy in a plaid shirt is looking towards her. The background shows a grassy area with trees and a building. A large yellow circle is overlaid on the center of the image, containing text.

Children's rights, education, mental health, social inclusion, and entrepreneurship are the focus areas of Stenbecks Stiftelse's advocacy work. By investing in individuals and initiatives that work tirelessly to make people's lives better, the foundation is making a difference.

During the past decade, Stenbecks Stiftelse has built five platforms for large-scale and long-term impact.

- | | | | |
|---|----------------------------|---|--------------------|
|  | Reach for Change |  | Child 10 |
|  | Innovation for Integration |  | Medvind (Tailwind) |
|  | Youth 2030 Movement | | |



Creating a world where all children reach their full potential

REACH FOR CHANGE

Ten years ago, social entrepreneurship was an unknown concept in Sweden. As one of the pioneers in the field, Reach for Change has not only paved the way for innovations that create better conditions for children, but it has also changed the idea of how societal change can happen. Sofia Breitholtz, the CEO of the organization, is looking forward to the next leg of the journey.

“Seeking: Entrepreneur with social skills” was the headline in Metro January 12th, 2010. It was the first news article about what would later become Reach for Change.



REACH FOR CHANGE

Reach for Change is a non-profit foundation that was founded by companies in the Kinnevik group. Reach for Change finds and supports social entrepreneurs who improve the lives of children. Through coaching, networks, and financial grants, the entrepreneurs get support to grow their operations and make as big an impact as possible for as many children as possible.

Photos from Reach for Change



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Core

WE WILL LEAVE IT unsaid if the newspaper headline on the previous page was an intentional play on words or a misunderstanding of the term. But it is clear that social entrepreneurship – the idea to use entrepreneurship, innovation, and business practices to solve societal problems – was essentially unknown at the time. According to a national survey from the year before, only 17% of the Swedish population had even heard the term (a few years later the number had increased to 44%).

Even though the concept was unknown, there were already social entrepreneurs out there. Within a few weeks, close to 2,000 people had applied to join the first incubator program run by Reach for Change. Ten of them were selected to receive professional coaching and support to implement their ideas. This was the start of the first large-scale initiative to support social entrepreneurs in Sweden.

Let's jump ahead ten years. Tech-billionaires and politicians are competing to embrace social entrepreneurship and combining social good with business practices is

1. Ida Östensson, Make Equal.
Make Equal's vision is an equal and inclusive society. With hands-on methods, they help organizations connect with and include target groups that they struggle to reach.

2. Johan Wendt, Mattecentrum.
Mattecentrum (Math Center) offers free help in math through their open math sessions and the online tool matteboken.se.

3. John Laselle, Löparakademin.
Löparakademin (the Running Academy) helps young people who live in the projects of Stockholm set up and reach personal goals through long-distance running.

4. AnneSofie Blixt, Tilia.
Tilia works for and with young people between the ages of 12 and 30 with mental health problems. Through prevention, support, and advocacy, they create a sense of security and hope.

5. Rosie Linder, Peppy Pals.
Peppy Pals is a mobile EQ game that teaches children about friendship, emotions, and empathy in order to prevent bullying and social exclusion.

6. Gita Rajan, Wonsa.
Wonsa works to create a world free from sexual abuse. This is done through a specialized treatment clinic as well as research and training programs.

a given. The first entrepreneurs selected by Reach for Change have become role models in a growing movement of social entrepreneurs in Sweden. During that time, Reach for Change grew beyond the country's borders and contributed to the establishment of social entrepreneurship in countries like Ethiopia, Bulgaria, Russia, and DR Congo.

– I am especially proud that we dared to invest in entrepreneurs at an early phase in their journey when they often had to fight all alone. And that we helped them turn their commitment and ideas into tangible change for vulnerable children. That includes unaccompanied refugee minors who have found Swedish friends, to Swedish municipalities who have started working more actively to support the most vulnerable children, to more transformative change in gender equality and sexual consent, says Sofia Breitholtz, CEO of Reach for Change.

One aspect that distinguishes Reach for Change from many other civil society organization is that it invested in measuring the impact early on. By following their development over time, one can see that more than nine

Innovation for Integration



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out of ten alumni (entrepreneurs who have left the Reach for Change incubator) are still active, and most of them continue to grow their operations making an even greater difference.

With one foot in the social sector and the other in the business world, Reach for Change carries a deep and somewhat unique experience of cross-sectoral collaborations. The partner companies of the organization and their staff play a significant role in providing skills and guidance.

– When Reach for Change started, it was still new for companies to use their core skills to make the world better. Since then, we have continued to develop new collaborations that are based on each partner's specific superpower, with actors in both the private and public sector.

When Sofia Breitholtz looks to the future, she sees that social entrepreneurship will continue to play an important role in finding solutions for growing problems among children and youth such as societal exclusion, polarization, and mental health problems. But she also sees new challenges to tackle, such as a growing impatience among donors and a desire to in-

vest in "superstars" immediately without first laying the foundation.

– One of the success factors for Reach for Change has been that we go in early, that we have supported a broad spectrum of entrepreneurs, and that we have dared to invest in unproven ideas that no one else dared to invest in.

One of the strategic priorities for the organization moving forward is to support more entrepreneurs who themselves live in the areas with the greatest social challenges.

– It is wonderful to see how the ecosystem for social entrepreneurship has developed, but if you look at where the investments are made, the field is still very homogenous. I see great potential in broadening the movement further and, to an even greater extent, ensure that those who live closest to the problems can be a part of leading the change.

– The journey that Reach for Change has made, the shift we have contributed to in understanding societal change, is unique. But it is also, in many ways, a journey that has only just begun.

7. Elin Lutke & Jailton Carneiro, Cirkus Unik.

Cirkus Unik combines social entrepreneurship and contemporary circus to create social inclusion, a sense of security, and opportunities for growth for children and youth in Sweden.

8. Sandra Kinnaman Nordström, The Good Talents.

The Good Talents is a leadership and social entrepreneurship program for youth. As of 2017, they have a special focus on unaccompanied minors and newly arrived youth. The program aims to give young people the knowledge, tools, and network needed to participate in the local community and enter the job market.

9. Amir Sajadi & Milad Mohammadi, Järvaskolan.

Järvaskolan (The Järva School) works to create a school where each student is inspired to limitless dreams and motivated to continue their studies.

10. Shanga Aziz & Rogerio Silva, Locker Room Talk.

Locker Room Talk offers training, tools, and platforms for young guys and adults, making it easy to talk about gender equality and good attitudes to create a new manliness.

Innovation for Integration

11. Anna Lindh, Right To Play Sweden.

Right to Play Sweden works to get newly arrived youth into employment. The purpose of the work is to make sure the necessary conditions are met for more youths to become participating members of society, to combat discrimination and exclusion through employment, perhaps the most important step towards integration.

12. Elin Wernquist, Barnrättsbyrån.

Barnrättsbyrån (The Child Rights Bureau) works with the human rights of children and young people. It is Sweden's first open activity devoted to children's rights that offers individual children and young people practical help, support, and advice.

13. Rebecca Madhani, Mitt Livs Val.

Mitt Livs Val (My Life Choice) offers a study motivation program where students from universities become mentors and role models for newly arrived and unaccompanied youth.

14. Natassia Fry & Pegah Afsharian, Kompis Sverige.

Kompis Sverige (Buddy Sweden) runs a friendship matchmaking service that connects unaccompanied youth and those newly arrived with established Swedish young people.



Action for children and youth on the run

INNOVATION FOR INTEGRATION

When tens of thousands of unaccompanied children and youth came to Sweden in 2015, Stenbecks Stiftelse and Reach for Change realized that action was needed, and it was needed fast. A few months later, the initiative Innovation for Integration was launched. In the years since then, the foundations have supported seven social entrepreneurs, and, together, they have developed solutions to improve the situation for unaccompanied children and youth in Sweden.



INNOVATION FOR INTEGRATION

Innovation for Integration is a thematic initiative launched in 2016 by Reach for Change with support from Stenbecks Stiftelse to improve the living conditions for unaccompanied children and youth. Within the framework of the initiative, seven social entrepreneurs received support to develop solutions that contribute to improved mental well-being, language skills, and social networks. The social entrepreneurs who participated in the program are Mitt Livs Val, Kompis Sverige, IT-guide, Right to Play Sweden, The Good Talents, Kidnovation, and Barnrättsbyrån.



DURING A FEW DAYS at the end of 2015, Reach for Change stopped all ongoing operations. For several months, there had been talk about an oncoming refugee crisis, and now it had reached Sweden. Every day, thousands of people arrived in Sweden on the run from war, poverty, and oppression. At Stockholm Central Station and elsewhere, groups of volunteers mobilized to show support and give the newly arrived urgent care and other help.

In total, millions of people had, in a relatively short period of time, fled their home countries in the Middle East, Africa, and South Asia. Among those who made it to Sweden were 35,000 children and youth who had either fled on their own or been separated from their families on the way. These were extremely vulnerable children who not only needed urgent help but also a chance to create a whole new life.

The question for Reach for Change was what they could do for this group.

Many ideas were discussed, and some tested at a smaller scale. Soon, the conclusion was drawn that the most effective thing they could do was to build on the model that they had developed for over five years. Another conclusion was that it was urgent, and

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As with all of Stenbecks Stiftelse’s investments, a key priority was that the children and youth’s own voices should be heard. It is only in close collaboration with the target group that the projects become successful.

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that they would not be able to take on the challenge on their own.

IN THE BEGINNING OF 2016, Reach for Change launched the initiative Innovation for Integration in collaboration with Stenbecks Stiftelse and Tele2. The plan was to identify strong social entrepreneurs and, together, develop, test, improve, and spread solutions that would improve the living conditions of unaccompanied children and create new paths into society.

Four years later, seven social entrepreneurs have received support to develop new solutions that improve the situation for unaccompanied minors.

– I remember when they said GO! I felt that now I have to keep what was promised – and exceed it, says Sofia Appelqvist, founder of Mitt Liv and one of the first social entrepreneurs that was contacted.

In the initial conversations between Sofia and Reach for Change, an idea grew about a mentorship program that strengthens the unaccompanied minors’ opportunities to enter society through education. Today, the program Mitt Livs Val is established in both Gothenburg and Stockholm.



Another program which was launched is Right to Play Sweden, that strengthens integration through sports.

– Reach for Change contacted Right to Play globally to discuss the possibility of starting a new operation in Sweden. That was the start of everything, and, since then, we have been able to scale up together with Reach for Change and benefit from their knowledge and support, says Anna Lindh, Head of Operations for Right to Play Sweden.

PART OF THE PROGRAM has been ongoing follow-up to measure the effect on the target group. For some of the entrepreneurs, this has meant that they have reevaluated initial assumptions and changed their methods. In 2019, external researchers conducted an evaluation that showed that the programs have led to statistically significant improvements for the target group in mental well-being, language skills, and social belonging. According to research, these factors are crucial for a successful integration in society.

– Reach for Change has encouraged us and challenged us to rethink our work and take new approaches in order to finally arrive at a method for how we work with youth, says

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I remember when they said GO! I felt that now I have to keep what was promised – and exceed it.

Sofia Appelgren Erkan,
founder of Mitt Liv

”

Natassia Fry, founder of Kompis Sverige, an organization that helps newly arrived youth make friends with Swedish youth. She also points to the value of being connected with other social entrepreneurs who work with the same target group.

– The exchange of experiences with the other entrepreneurs has been important, the network has always been a source of energy and new perspectives.

Like many of the other organizations, Kompis Sverige has begun to scale their program on a national level. Within their participation in the program, they have expanded their work for unaccompanied minors to eight municipalities across Sweden.

By 2019, a total of 2,000 unaccompanied minors and newly arrived youth had been reached by the organizations in the Innovation for Integration program. All of the entrepreneurs state that the support from Reach for Change played an important part in their growth, and two thirds say that it has been a determining factor.



Ensuring young people's place in democracy

YOUTH 2030 MOVEMENT

Agenda 2030, the UN's sustainable development goals, must be met and there is no time to waste if we do not want to risk the well-being of future generations. Youth 2030 Movement is committed to the notion that children and youth are crucial actors in formulating and leading the world into a sustainable future. With innovative methods and support from the Convention on the Rights of the Child, now also Swedish law, the organization creates opportunities for youth to participate in democratic development.

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I carried a great frustration; it mostly came from having lots of ideas and thoughts about how things should be, but no one did anything about it. My engagement in civil society had taught me to go from idea to action.

Hamza Mostafa,
Youth 2030 Movement board member

YOUTH 2030 MOVEMENT

Youth 2030 Movement is a movement of young leaders, child rights advocates, and democracy activists who work to strengthen young people's place in democracy. The objective of the movement is that democracy must be better at making use of young people's engagement, that young people themselves should feel that their opinions matter, and that young people should have the same opportunities to influence regardless of where they come from or which group in society they belong to.



THE CONVENTION ON THE Rights of the Child and the place for young people in democracy. On January 1st, 2020, the Convention on the Rights of the Child became law in Sweden, which means a significant adaptation of politics and society in Sweden. The law ensures that the rights of the child are strengthened through four core principles: all children have the same rights and value; the best interest of the child should be taken into consideration in all decisions that impact children; all children have the right to life and development; and all children have the right to express their opinion and have their view respected. The Convention requires that children have a place in democracy. But in Sweden, every other young person does not feel like a participant in society. Fewer than three in ten young people state that they have somewhat good or very good opportunities to present their opinions to the municipal decision-makers. Young people are not equally represented in organizations and entities with decision-making power and it becomes increasingly more difficult to recruit and organize young people in Sweden. At the

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We need to redistribute power so that young people get more influence in areas where we are the target group. Too often, processes and decisions about young people take place without hearing even the voice of one single young person. It is easy to feel diminished and lose faith that society and the adult world want to include us in a serious way. The summit is done BY, FOR, and WITH young people.

same time, a lack of a child rights and youth perspective among many decision-makers means that children's perspectives are not taken into consideration when decisions are made.

– Adults, as a group, have discriminated against children and young people politically, financially, and systematically. This is called the age-based power structure, and it has created a democratic deficit and exclusion of young people. Children and youth are all their own individuals and rights-holders. In order for children and youth to have power over their own lives, adults need to relinquish power and work actively to include children and youth, says Marlene Claesson, Secretary General for Youth 2030 Movement.

YOUTH 2030 MOVEMENT is an organization that focuses on the voices, perspectives, and leadership of children and young people. This means, among other things, that young people are on the board of the organization.

– I carried a great frustration; it mostly came from having lots of ideas and thoughts about how things should be, but no one did anything about it. My engagement in civil society



had taught me to go from idea to action, says Hamza Mostafa, Youth 2030 Movement board.

– In order for children and youth to be able to make their voices heard on a structural level, Youth 2030 Movement supports the independent organization of young people, and helps adults to become allies in the fight for the rights of children and youth, says Marlene.

YOUTH 2030 MOVEMENT HAS ALSO brought to light how the situation for children varies across the country. The Swedish Agency for Youth and Civil Society (MUCF) notes that barely half, 46%, of youth in Sweden feel that they are included, and around half, 52%, feel that they are needed in the Swedish society. The numbers are lower among youth in rural communities and socio-economically vulnerable communities (MUCF Report “Fokus 18 – Vilka ska med? Ungas sociala inkludering i Sverige”, 2018).

Marlene describes the organization's huge potential to make an impact.

– We exist for nearly half of all youth who do not think they are important for society, and even more youth who do not feel in-

cluded in society. In order for democracy to work, we need to make use of the power that is found among youth. And in order to make sustainable decisions, we need to take into consideration the living conditions of future generations. Youth 2030 Movement is a movement based on our conviction that the participation and influence of young people can change our entire democracy.

THE ORGANIZATION ALSO organizes summits between young people and people in power. At the summit, the roles are reversed compared to a traditional summit. The meeting is completely led by young people – and the people in power have to get used to listening instead of speaking, for a change.

– We need to redistribute power so that young people get more influence in areas where we are the target group. Too often, processes and decisions about young people take place without hearing even the voice of one single young person. It is easy to feel diminished and lose faith that society and the adult world want to include us in a serious way. The summit is done BY, FOR, and WITH young

people, says Kajsa Ahlström, one of six young people on the summit's executive team.

Youth 2030 Movement has put together reform propositions to strengthen the rights of children and youth locally, the rights of children and youth nationally, and the rights of especially vulnerable children and youth. That is how the organization provides a strong contribution to the implementation of the new legislation on the Convention on the Rights of the Child and will play a role in sustainable development.

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We exist for nearly half of all youth who do not think they are important for society, and even more youth who do not feel included in society.



Vigorous action against the sexual exploitation of children

CHILD 10

When the C10 Awards took place in Malmö in January 2020, it was the sixth time that ten courageous leaders from Sweden and across the globe were rewarded for their work for some of the most vulnerable children in the world. Everything started with an eye-opening book.



CHILD 10

Child 10 was founded 2014 to support organizations in Sweden and across the world that fight against the organized sexual exploitation of children. Every year, they identify ten brave and inspiring leaders who fight for the most vulnerable children. Over the course of 48 hours, they meet in Sweden to exchange experiences, develop strategies, and work to prevent the organized sexual exploitation of children. The ten awardees are also given financial support of 10,000 USD.



IT STARTED AT SOME POINT IN EARLY 2013, Sophie Stenbeck, the chair of Stenbecks Stiftelse, recalls. Sara and I were having dinner when I saw that look in her eyes.

She had seen the look before, when Sara Damber came onboard as the COO of the foundation. That time, it was the start of what would later become Reach for Change.

– This time, Sara was fired up after having read a book about the situation of children who fall victim to human trafficking. I had myself just returned from a conference on the same topic. We quickly arrived at... What can we do?

After a couple of Skype calls and discussions with experts in the field, the idea was born for a high-level meeting, the Child 10 summit – or C10. The name is inspired by the international summits like the G8. But the leaders who gather for the C10 are not ministers and heads of state, but activists, child rights champions, and social entrepreneurs.

Through C10, they have a chance to take a step back from the heavy and often risky fight that is their daily life, and meet to

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I want the foundation to operate as a link between, on the one hand, the people who work every day on the field against human trafficking, and, on the other hand, those who enact legislation and make political decisions.
 ”

Jacob Flärdh, Secretary General Child 10

exchange experiences with others who face similar challenges.

In order to raise the issue of child trafficking and the pioneering work that is done to combat it, the summit is combined with an award gala. The ten awardees are also given financial support of 10,000 US dollars.

SINCE THE FIRST TIME the C10 Awards were held in 2014, 60 child rights activists from Asia, Africa, Europe, Latin America, and North America have received the award. However, all awardees have not been able to attend the summit in person. Several have been denied visas and others have had to stay at home for security reasons or to attend to urgent situations in the field.

One example is Oby Ezekwisi, the founder of #bringbackourgirls who was awarded in 2014 for her fight to free young girls who had been kidnapped by Boko Haram. But a dramatic development of events with new kidnappings in Nigeria forced her to change her plans last minute. She participated via Skype instead.



Photo: Arash Pir Hossainian, APH Production

THE SPECIFIC THEME for the C10 summit has varied over the years, but the trafficking of children has been the common thread. When C10 was held in Malmö in January 2020, the focus was on the human trafficking in countries around the Mediterranean and along the refugee routes to Europe.

– In 2009, I went to Asia to understand more about the realities behind the organized sexual exploitation of children. The darkness I saw in the eyes of the girls I met there has stayed with me ever since, says Sara Damber. She continues:

– The sad thing is that today you don't have to travel far to see that darkness. In preparation for the C10 summit 2020, I travel a lot across Europe. The same vulnerabilities that I saw in the girls in Cambodia, I could now see in girls in Athens and Naples. Children who had fled from horrifying conditions in their home countries and been forced into the hands of human traffickers because Europe doesn't want to or can't take care of them.

ANOTHER NEW DEVELOPMENT FOR CHILD 10 is that the program has run as its own foundation since 2019. Jacob Flärdh, Secretary General for the new foundation, says that this opens up opportunities to become an even stronger and more active voice for the most vulnerable children.

– I want the foundation to operate as a link between, on the one hand, the people who work every day in the field against human trafficking, and, on the other hand, those who enact legislation and make political decisions, says Jacob. He believes that C10 has an important role to play in the debate about the reception of refugees in Europe.

– We need to talk about how the current situation in Europe, with closed borders and the inability to reach agreements between countries, plays right in the hands of the human traffickers. It is about all children having the right to feel safe, and that we all have a shared responsibility to combat the trade of children.



Björne

Luminitza is 22 years old and came to Sweden from Romania. She followed her adoptive mother who begs in Sweden, but she is ashamed of doing it. She has gone back and forth to Sweden for three years, and sometimes lives at the Convictus women's shelter when she is here. Luminitza has had a job at Crossroads before, and dreamt about becoming a psychologist, but now she doesn't know anymore. She wants to help people, all people. The only thing on her mind is to get a new job, to feel free and independent.

Social work in transformation

MEDVIND - TAILWIND

“Hi politicians and decision-makers, we have a chance to create tailwind for everyone.” That was the call to action issued to newly elected politicians by the five organizations that make up Medvind (Tailwind). It was a call to action for the right of all children and youth to be a part of society, for homeless people's right to health, and for poor people's human rights.

“

I just want
to try to get
a better life.

”



MEDVIND - TAILWIND

Medvind is a project run by the Inter Business Initiative and financed by Stenbecks Stiftelse where five Swedish organizations who have long experience of social sector work receive support for organizational development. The goal is to support the organizations' work with their target groups. Medvind does this by creating space for strategic and organizational development. Medvind also conducts communication efforts to spread the knowledge developed by the organizations.



1

CONVICTUS, MUSKETÖRERNA i Rågsved, Projekt Rågsved, Räddningsmissionen and Umeå Stadsmission collectively meet thousands of people every week across the country to ensure their most basic needs of a meal, a place to sleep, and a social context are met. Their work has a long tradition in Sweden, and they carry invaluable knowledge about the situation facing some of the most vulnerable people in our country. They manage to reach out, when institutions such as the social services, the social insurance agency, the public employment service, the prison service, and the primary care services have failed.

But in a rapidly changing world, where markets are created in the meeting point between the different sectors and where digitalization is shifting the context, a gap has emerged for organizations that work in traditional social fields. They are facing a generational shift, both in their leadership and among donors, an aging staff pool, the introduction of digital work processes, new target groups as a result of changes in the demography, and stricter demands on communication and reporting.

They are facing a transformation. Organiza-

1. Björne is homeless. He has lived a life with criminality and drugs since his youth. Now he lives in the apartment of his deceased brother, but risks losing it since his name is not on the lease. He is currently in early retirement and has been able to rise up with support from Musketörerna i Rågsved despite of everything he has experienced. A while back, Björne was diagnosed with ADHD. This shows that it is not the addiction that is the root cause, but the ADHD. He has self-medicated his whole life in an attempt to manage his daily life. It's a fight he lives with every day. Björne is a volunteer and helps others to rise up and stand straight for themselves and for society. He tries to stay away from his old friends as much as possible. He is a bunny-sitter for his stepdaughter who is in remand prison. The bunny rabbit brings joy

to his life even if he thinks it's the most boring pet in the world.

2–3. Mariana and Reijo have been together for many years and have experienced a lot together. They have lived outside of society for all their adult lives, marked by addiction, criminality, and homelessness. They now live in the home of Reijo's mother who treats Mariana like her own daughter. Mariana has been in and out of rehab throughout her life, several times per year. She has diabetes and ADHD, and they keep getting stuck in their old tracks. But she wants to get help. It is difficult because Reijo is not in that place right now. He wanted to get help earlier, but after rejections from treatment homes, that door is now closed. Reijo has worked a total of one year in his life and has been in early retirement since he was 18 years old.

tional transformation can be both painful and difficult, and it is crucial and necessary to maintain the enormous value that the organizations are creating for their target groups and, by extension, all of society.

In order to give support in this process – and to build a deeper understanding of what transformation means in the social sector – the Inter Business Initiative runs the platform Medvind, with financial support from Stenbecks Stiftelse. The purpose is to build capacity to meet the new demands that an organization faces today, to find new ways to finance social sector work, and new ways to communicate and measure the positive effects on society.

SHARED INSIGHTS. The organizations that operate in the social field often work closely with local communities and in close contact with the target groups. Despite there being local differences in their areas of operation, there are shared insights about what is needed on the local and national political agenda for Sweden to become a country for all of us who live here. The Medvind organizations want to see a political platform for:

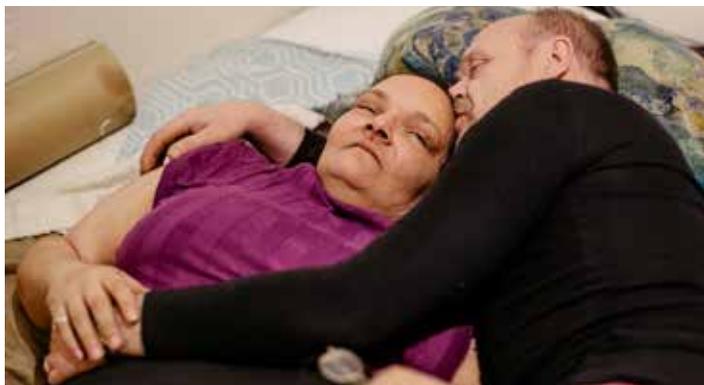
1. ENSURING THE RIGHT OF ALL CHILDREN



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4



3



5

AND YOUNG PEOPLE to participate in society. According to a State Public Report 2017, there are 131,500 young people between 15 and 29 years of age in Sweden who neither work nor study. The risk of them ending up in a situation of long-term societal exclusion increases with every day that passes. 60–70% of those who did not work or study in one year, remained in the same situation the following year. More than half were still in the same situation three years later. The risk is especially significant for young people who live in socio-economically disadvantaged areas. But the whole picture is more nuanced, as these youths also include those in the care of the state, those with disabilities, those new to the country, and those who have attended special education high schools. Medvind also wants to highlight the children of vulnerable EU-migrants who are not permitted to go to school in certain municipalities in Sweden.

2. DEFEND THE RIGHT TO HEALTH FOR HOMELESS PEOPLE. According to the National Board of Health and Welfare, there were

approximately 33,000 people living in homelessness in Sweden in 2017. The homeless in Sweden are a mixed group where just over half are men, but the number of women is increasing. Many of them are the parents of underage children, and many have been homeless for over a year. For a third of the women, a factor contributing to their homelessness was violence in a close relationship. Mental illness and problems of addiction are common, both as a consequence of a tough life where self-medication can feel like a necessity, as well as a contributing factor to homelessness. These are individuals who need a lot of care and health services. Despite the need, it often becomes more difficult for them to receive the health and wellness services that they are entitled to. The mobile health teams have reduced in number, more and more health services require digital ID verification, which this group rarely has, and stricter rules around ID-cards make it impossible for them to pick up a prescription at the pharmacy.

4. Marius is from Romania and attends high school in Angered. He lives in the house of a woman in the archipelago. He came to Sweden in 2007 and played music in the streets with his father. The next year, he started school, but was then deported in 2012. He bribed the border police and came back to Gothenburg alone. Now he will graduate high school and hopes to go far in life.

5. Maj-Britt is 70 years old and is a very lonely retiree. She started visiting Umeå Stadsmission (then Öppen Gemenskap) in 2004. At that time, she didn't think it was for everyone, but has since gone there almost every day. Maj-Britt worked in large kitchens at hospitals for 34 years, and as a hotel maid for 4 years. She struggles to make friends and has lived alone for almost 40 years.

THE ORGANIZATIONS OF MEDVIND
Convictus
Musketörerna i Rågsved
Projekt Rågsved
Räddningsmissionen
Umeå Stadsmission



Photo: Elin Berge

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3. ENSURE THE HUMAN RIGHTS of poor people. The Ministry of Health and Social Affairs estimates that approximately 5,000 vulnerable EU-migrants live in Sweden. They are looking for a livelihood and to escape the poverty in their home country in hope of a better future. 70–100 children accompany their parents to Sweden each year. The discrimination follows them to Sweden, where the majority of the regional health authorities have told state reporters that they are restrictive in providing health care to these EU-migrants even though they are entitled to it. Poverty in and of itself creates stigmas and societal exclusion. Another reality we see in Sweden today is that we have retirees who struggle to make ends meet despite

having worked hard throughout their lives. The elderly cannot afford to participate in a social community. A lonely life. A societal exclusion caused by poverty.

For the organizations that meet the individuals who live with the greatest vulnerabilities and exclusion, it is crucial to strengthen their own capacity and share their knowledge with others. The act of taking a more public role as experts in issues around exclusion was identified as a success factor by the research that has accompanied Medvind. This research was published in Applied Science and Innovation Research in 2019. This is why communication activities is an important part of the support from the Medvind platform.

6. Tobbe is 41 years old and had a rough childhood in the archipelago of Stockholm. He is an alcoholic, he is rootless, and he is restless. Tobbe has two sides. He can perform his duties at work, and some employers perceive him as put-together, but they have also seen him hanging around in the town square with a beer. For a period, he saw himself as a drifter. He believed he was actively choosing a life in exclusion. He has now met a girlfriend and is working to get better. He knows what he wants, to start a family, and he dreams of becoming a farrier, a blacksmith for horseshoes. Tobbe loves animals.

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Success factors

The impact of Stenbecks Stiftelse is the result of hundreds of people's combined hard work, warm support, and passion for a better world. Passionate activists, researchers, business leaders, young people, experts, and school staff, are only some of the many who have contributed to the change. They have contributed with their knowledge and their perspectives. Through dialogues with them, we have identified some success factors.

Ten years of change

For the past ten years, Stenbecks Stiftelse has been a uniting force for people who wish to contribute to a better society in different ways. Social entrepreneurs, grassroots initiatives, established civil society organizations, and business leaders have all come together behind the foundation's vision of a better Sweden for everyone.

Ten years of magical memories

It has been ten years of goal-oriented work towards a better Sweden for children, youth, and the most vulnerable. It has been ten years filled with magical moments that will be remembered throughout our lives. One of the people who has shared a magical memory from their time of support from Stenbecks Stiftelse is Sandra Kinnaman from The Good Talents.

She has, over the course of five years, built an organization that helps young people reach their full potential and contribute their own talents.

– We run a leadership and social entrepreneurship program in areas with huge untapped potential but high unemployment. The participants create their own project and business ideas that address local challenges. The youth who participate in The Good Talents become local role models and receive the tools they need to develop their ideas and take charge over their own lives, Sandra tells us.

– One of my best memories from this time is when we got the chance to run a pilot program with unaccompanied minors in Bromölla. It is a small municipality where many of the newly arrived youth had no contact with those who

already lived there. We arranged a meeting at a place of work where adults came and talked about their jobs. It was great to be able to create new opportunities for people to meet and for the youth to see new possibilities, Sandra continues.

Hundreds of doors opened

Stenbecks Stiftelse has intentionally created different types of support to make it possible for grassroots initiatives, social entrepreneurs, and established organizations to move forward. In 2012, the Foundation made a special investment in grassroots initiatives across Sweden and awarded the Stenbeck Stipend to 101 initiatives. The stipend of 50,000 SEK became the starting point of something much bigger for many of the recipients.

– When I got the Stenbeck Stipend, I was able to create a prototype of the game scenario that I had in my head. It became a crucial part for my ability to apply for more funding and to realize my idea, says Rosie Linder, the founder of Peppy Pals. Her game teaches children emotional intelligence and is a tool to initiate important conversations between children and adults.

When Stenbecks Stiftelse took on the task of spreading the concept of social entrepreneur-

ship in Sweden, it was a completely unknown concept. Step by step, the foundation created the partnerships needed to build a Swedish movement for social entrepreneurship. The global organization Ashoka became an important thought partner in this process.

– The support from Stenbecks Stiftelse made a huge difference, says Maja Frankel who, at the time, was head of Ashoka in the Nordics.

Even the more traditional organizations that Stenbecks Stiftelse has supported share their experience of how contact with the foundation played a crucial role.

– When the board of Stenbecks Stiftelse came to us in Rågsved and we were able to share what we are working towards on a deeper level, it became clear that there is a mutual trust between us and the foundation. They really want us to succeed in our mission and they understand the immensely complex challenges we work with, says Michaela Sjögren, who founded Musketörerna i Rågsved and Projekt Rågsved, two organizations that support people living in societal exclusion.

Opening doors for the individuals, organizations, and innovations that truly make a difference will remain a priority as Stenbecks

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We have provided a place to live for over 500 young people who had otherwise been homeless.

Matilda Brinck-Larsen, Agape

Stiftelse enters the next decade of working for change.

Thousands of wishes get a chance to come true

Stenbecks Stiftelse has chosen to tackle some of the most difficult issues of our time. The work taking place within the framework of Child 10, an organization that was founded with the support of Stenbecks Stiftelse, rewards initiatives that help children in extreme vulnerability. One of those rewarded is Matilda Brinck-Larsen, who founded the organization Agape. In her work managing social resources in the city of Gothenburg, she saw how many young people were uprooted from their context and disqualified from municipal support only to return to the hands of the Migration Board. Pushed on the run in Sweden, again. That was the moment when Matilda initiated action and mobilized civil society to ensure that young people who were now out on the streets had somewhere to eat, shower, change clothes, do their homework, and, maybe, sleep.

– We have provided a place to live for over 500 young people who had otherwise been homeless. Maybe even more. Our programs work with 800 youth. But there are also many unregistered cases, and it would have been even more from other municipalities who haven't been able to meet the great need, says Matilda.

– It is difficult now as we face big challenges, but I have concrete examples of how we have

been able to make a great difference. One example is a boy who was undocumented when he was found by Agape. Since then, he has obtained a housing lease, graduated high school, and landed a permanent job. He says he wouldn't have been able to manage if it hadn't been for us, she continues.

Stenbecks Stiftelse enters the next decade of operations with the goal to continue to spread hope and create conditions for the most vulnerable to have the opportunities all people deserve.

Stenbecks Stiftelse has affected the lives of many people. The foundation has also received invaluable support and achieved its success thanks to a number of active stakeholders. That is why we have conducted an interview study to learn from the people around the foundation: the primary stakeholders. Based on a list of 300 people named in board materials, interview requests were sent out and 52 responded to the request within the time frame. Represented among them are recipients of funds, business leaders, and the people who worked at the foundation.

Success factors

An effective way to develop organizations and businesses is to build on what is already strong.

The success factors that emerged in the interviews with Stenbecks Stiftelse's stakeholders have contributed to the impact the foundation has made over the past decade. They also say something about what the possibilities are in the future. In this work, we have started from a list of 300 people named in board material. The foundation's highest priority stakeholder groups are represented here.

Of these, 52 stakeholders responded to the interview request. This generated rich material that highlights the foundation's activities from different perspectives. In this way, we have been able to identify success factors in the work.



Building a culture for large-scale change

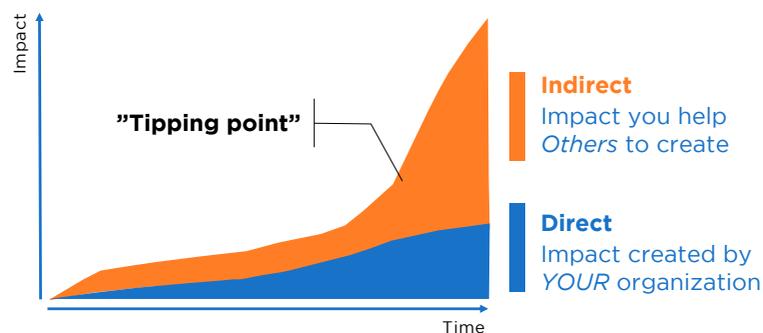
CREATING LARGE-SCALE change with new innovative methods is not the same as growing your own organization. The impact that Stenbecks Stiftelse has made takes place in an ecosystem of several different actors. The organization Ashoka has developed a model that describes how an organization's influence increases over time and called this the direct influence. However, the greatest potential for change lies in the impact Stenbecks Stiftelse helps others create. It is this indirect impact that leads to a "tipping point" and real system change.

One of the largest organizations working on social entrepreneurship globally is Ashoka. They established themselves in Sweden with support

from Stenbecks Stiftelse. Stenbecks Stiftelse's contribution made it possible for Ashoka to hire a communicator and create awareness of social entrepreneurship. Maja Frankel was Head of Ashoka Scandinavia at the time.

– What I am most proud of, is to have contributed to the fact that in Sweden we have opened our eyes to social entrepreneurship as a relevant tool for societal change. We gathered all the actors in the field and now even the government has adopted an innovation strategy for social entrepreneurship, says Maja.

Indirect impact = WHERE THE IMPACT HAPPENS!



THE STUDY LOOKED AT which character strengths the various stakeholders use to contribute to the foundation's work and found courage to be the most central strength. Recipients, the team, and partners have all demonstrated courage in various ways. They have accepted that there are risks and have worked with endurance and purpose. Courage has been a central success factor in the foundation's work because there has always been an active risk awareness. Courage is a strength that is easy to overuse, but then it turns into foolhardiness. Throwing oneself into something unknown can definitely be what is required in certain situations, but it is not what builds large-scale and significant impact. The type of courage shown among the stakeholders is rather a calculated risk-taking.

In order to succeed in taking steps towards high goals, it has been crucial to be able to visualize the objective and to imagine obstacles along the way and plan for how to overcome them. Research shows that purely positive fantasies about the future can easily counteract success because it allows the individual to avoid thinking about the risks. When a person who has devoted all their energy to fantasizing about success meets reality, they are simply not prepared to deal with all the obstacles along the way.

Courage means approaching important goals with open eyes. It is about being aware of risks but not letting yourself be controlled by them.

When the foundation enters the next decade, it will be better equipped to make good trade-offs of risks thanks to the experiences it has gained.

Stenbecks Stiftelse supports initiatives that work to solve current societal challenges. The foundation has contributed to the Innovation for Integration initiative, which supports work for unaccompanied children; the Medvind project, which helps traditional organizations through a transformation process; and Child 10, which works against trafficking, to name a few examples. The projects have different characters, but a common feature is that they are based on knowledge, courage, and well-calculated risk. Charlotte Salford sat on the foundation's board during the years 2016 to 2019, and has a solid background in development work. She has over 20 years of experience working with developing markets, working at the Ministry of Foreign Affairs and the European Bank for Reconstruction and Development (EBRD). She now works for FAD, which is a specialized UN body whose aim is to fight rural poverty in developing countries.

– We have been hands-on on the board and going out to meet the target group. It gives us knowledge that we take with us into the strategic work. We constantly evaluate the effect of what we do to ensure that we work effectively towards our vision.



**Curage and
well-calculated
risk**



Generosity – thought leadership

**“ Creating knowledge without sharing is elitism.
Sharing knowledge without creating is marketing.
Creating knowledge for the purpose of sharing
is thought leadership. ”**

– Adam Grant

A GENEROUS WAY of working with ideas and knowledge leads to success in organizations and can have a positive effect on larger contexts. Stenbecks Stiftelse itself has invested heavily in knowledge development and has invested in social entrepreneurs and initiatives with expertise in their field. By seeking new learnings and generously sharing them with others, the foundation has positioned itself as a thought leader.

Researcher Adam Grant has made a global career studying how generous behaviors lead to success. He describes that people can be donors, takers, or matchmakers. These types cannot be identified based on how much money they donate to charity or how much they demand in salary from their employers. It is a matter of attitudes towards other people. If you are a taker, you help others for a strategic benefit – and you gain from it. If you are a donor, you will help even if you do not gain anything from it. A matchmaker strives to make every situation balance out. Extensive studies show that it is the donors who achieve the greatest success and make the greatest positive impact.

Stenbecks Stiftelse has begun to establish itself as a thought leader in

Sweden and can continue that work by being guided by the values that define a generous actor.

Anton Håkansson is the founder of DayCape, a visual calendar for daily planning and learning that makes it easier for children with autism to thrive and develop in school. As a social entrepreneur, he has received several awards. For years, he has worked closely with children and teachers to develop and offer tools that promote children's learning and development. Anton emphasizes how the support he received from Stenbecks Stiftelse via Reach for Change has taken place in a generous spirit that has made him grow in several ways.

– Reach for Change has made it possible for me to run DayCape. I have received much more than financial support. There have been people who have coached me and cheered me on – that is important to emphasize. A wonderful organization with people who want social projects to progress; it is something I appreciate. I see Reach for Change's incubator as an education where I developed as a person and an entrepreneur.

SWEDEN IS A country with an extremely well-developed welfare system. Working with social issues and vulnerable groups always means intensive collaboration with societal actors. Many of the initiatives that the foundation has supported over the years reach their target groups through, for example, schools, social services, and substance abuse care. Using remarkable collaboration skills, they can work together to fill the gaps in the safety nets. In work where children are the target group, virtually all activities involve some connection to the school. In countries where fewer children have access to education or where school systems are built in more recent times, it often looks different. There, the organizations work directly with the children.

The well-developed system in Sweden means that there are several intermediaries between the foundation and their target group. These added layers place demands on the organization to stay updated on what the target group sees as the most important issues. Over the years,

the foundation has worked with several different methods to involve the target groups and sought their feedback on overall strategies.

The foundation has recruited staff with the skills and robust experience of involving children and other groups that rarely get their voices heard. This gives the organization a solid foundation to stand on when they work to tackle the great societal challenges in Sweden.

Marlene Claesson has led business development and idea generation in various roles. She now takes on the role of Secretary General of the Youth 2030 Movement.

– To make children and young people's voices heard has been a top priority from the beginning. My passion is to create conditions for people with different experiences and perspectives to meet to jointly change society for the better. My driving force is the struggle for an inclusive society, a society where everyone gets and has a place.



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Marlene Claesson, Secretary General
of Youth 2030 Movement

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Companies play a crucial role

MIA BRUNELL LIVFORS

“It is not feasible to simply hand over responsibility to the public actors. Companies have a large and important role to play in society’s development. We all have to be involved and contribute.”

MIA BRUNELL LIVFORS HAS been named Sweden’s most powerful woman in business by Veckans Affärer and has played a significant role for several of Sweden’s most important companies. In her role as CEO of Kinnevik, she also contributed to Reach for Change, where she sat on the board.

Reach for Change was one of the early actors in Sweden that activated a movement of social entrepreneurship. When the organization held its first event, where social entrepreneurs got to pitch their ideas to the board, there was great interest and people travelled to it from all over the country.

– There were so many great ideas that it was difficult to choose. I was struck by the passion and desire to make a difference among those who presented their solutions. They were people who were really passionate about their cause and willing to invest everything to achieve their goals, says Mia.

In the expansive phase that the movement for social entrepreneurship was in, there were many parts that needed to fall into place. Reach for Change was a new organization that, with support from Stenbecks Stiftelse, grew rapidly. In this

dynamic and changing reality, the support of the board was important.

– The Board set up a structure for how it could work so that the organization Reach for Change, could grow. We worked closely with the entrepreneurs and our support was not only financial; it was, above all, a great commitment. From the various companies in the Kinnevik Group, we recruited mentors who could help the social entrepreneurs overcome challenges and make an even greater difference for their target groups. I feel great joy over of how many people wanted to pitch in and support. It has also given me a lot as a person and I think I have been able to contribute with curiosity and perseverance in this work, Mia continues.

For the future, she describes how personal involvement in societal issues will continue to be important for positive development.

– It is not feasible to simply hand over responsibility to the public actors. Companies have a large and important role to play in the development of society. We must all be involved and contribute, and that is an obvious part of my role as CEO of Axel Johnson. ●

Mia Brunell Livfors started working for the Modern Times Group (MTG) and Kinnevik in 1992, including as CFO of MTG 2001–2006 and CEO of Kinnevik 2006–2014. In June 2015, she took over as CEO of Axel Johnson AB. She holds several board assignments, including Chairman of Axel Johnson International, Axfood, Dustin Group AB, KICKS and Ähléns. She is also a member of the board at Martin & Servera, Stena AB and Efva Attling Stockholm AB.





The social entrepreneur who gave us a new legislation

IDA ÖSTENSSON

Ida Östensson founded the Make Equal Foundation in 2010. The organization works with solution-focused gender equality work. In 2013, she was the co-founder of the FATTA movement, which fights against sexual violence and for consent in practice and legislation. This year, Ida took over as Head of Communication and influence at the Child 10 foundation.

IDA ÖSTENSSON WAS ONE OF THE FIRST SOCIAL entrepreneurs selected to the Reach for Change incubator. Since then, she has built a national movement for equality, trained organizations and companies in how to create inclusive environments, and played a crucial role in the legislative change that gives victims of sexual offenses stronger protection, the so-called consent law. This year, she steps into a new role as Head of Communication and influence at the Child10 foundation.

Ida Östensson had seen examples of discrimination, harassment and girls' vulnerability in a number of different situations, but the last straw, which became the starting point for the push that led to a legislative change, was an acquittal in a rape case.

- In the so-called "bottle rape" in Umeå, the perpetrators were acquitted because the court stated that the victim had not resisted in the right way. Her trying to keep her legs together was interpreted by the court as a sign of shyness.

The question needed to be raised of

what the person who wants sexual contact is responsible for. It was not mentioned anywhere that consent was required for it to be counted as sex. Together with Madeleine Leijonhufvud, Professor Emeritus of Criminal Law, Ida delved into how rape law was applied.

- We saw that it would take an enormous amount of work to create change and the goal was consent in the law and in practice. Anything other than a yes is a no. To me, it felt like the work was not going fast enough, but I have since been told that this is one of the fastest legislative changes that has been pushed through in this way. Ida states that there were mainly three factors that made the campaign so successful.

- We acted at the right time. Several very skewed acquittals had provoked people. We addressed it the right way and came up with the right demands. People felt surprised that consent was not already the starting point of the law.

IDA ÖSTENSSON WAS SELECTED FOR THE REACH FOR CHANGE incubator as early as 2010, and



Photo: Anna Hugosson

built up the organization Make Equal. The campaign that led to the change in the law was initially a campaign run by Make Equal and Femtastic, but when it grew as much as it did, Ida chose to turn the campaign into its own organization. Today, Fatta is a non-profit association that organizes thousands of people.

- Having Reach for Change's support in building an organization made a big difference. This gave me space to work in a focused way and put in the time needed to make the shifts. We made sure to build up our own income in the Make Equal organization and that gave us great freedom. We were an independent actor who could push the issues forward.

Ida says that there is now a need to educate the judiciary and that the work of the police also needs to be organized in a way that makes work with sexual crimes effective.

- Sexual offenses are given low priority. One solution is to make sure that there are separate units within the police to ensure that they are handled quickly. The police and judicial system need training so that they know how to apply the law.

AFTER A DECADE WITH MAKE EQUAL, Ida has now transitioned her involvement in the organization to remain only as the chairperson of the board. She joins Child 10 as the head of communication.

- In the fall of 2019, the Consent Act was used to convict a sex-buyer for the first time. It was a young woman who was the victim and the man in question had written in an online review "probably trafficking" and, therefore, he could be convicted. After reading the verdict, I started reading more about human trafficking and decided that I want to use my knowledge of advocacy work. It is not possible to completely rely on the judiciary and politics. We need a strong civil society for it to work. ●



Limitless dreams and sky-high expectations

JÄRVASKOLAN

Järsvaskolan's goal is to give every student knowledge and role models that make them ready to dream big. Since the school opened its doors in 2016, the school has made it possible for students to perform at the highest level, students who otherwise would not have succeeded.

The key has been that management based the work on the real needs of the target group and set high expectations. Here, there is room for limitless dreams, sky-high expectations, and a strong community.



“

What we have built is a scalable model for working with education in socio-economically vulnerable areas.

Helya Riazat, Principal of Järvaskolan

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SWEDEN IS OFTEN acknowledged in international contexts for how well we have succeeded in building a welfare system that benefits everyone. We value justice and a progressive policy. At the same time, statistics show that not all children and young people in Sweden have the same opportunities to receive an education and reach their full potential.

– Children who are racialized suffer and do not reach the school results they could achieve, says Helya Riazat, Principal at Järvaskolan. Together with Amir Sajadi and Milad Mohammadi, she is behind the high-profile initiative that has, in just a few years, changed the conditions for the 230 students enrolled at Järvaskolan. Helya says that the three founders are all refugee children from Iran and had their own experiences of not coming into their own in the Swedish school system. By engaging in dialogue with civil society, listening to the target group, and making home visits to families, the trio built strong relationships and a good knowledge base.

– In this area, 50% of students are not eligible for high school when they graduate ninth grade. It causes poverty and fortifies class differences. We [the founders] did a class journey and it has made us aware of structures that many in this country do not see, says Helya.

– It is often said that parents who have immigrated to Sweden are not involved in their children's schooling and that they do not show up at meetings. It is a picture that is not true here. We have found a structure to ensure that they are involved, and we make information available to them in a way that works. What we have built is a scalable model for working with education in socio-economically vulnerable areas, Helya continues.

The Järva model is based on the idea that children should not have to inherit their educational background. By setting up the teaching and support structures around the schoolwork itself, so that it becomes possible for all students to perform on equal terms, the conditions change.

JÄRVASKOLAN IS KEEN to have high expectations of every student. It helps them reach their full potential. Helya says that many



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The Järva model is based on the idea that children should not have to inherit their educational background.
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Helya Riazat, Principal of Järvaskolan

students with an immigrant background are arbitrarily given grades in Swedish as a second language. Many of these students master the language so well that they would benefit much more from a grade in Swedish.

There are 230 students at Järvaskolan and it is a high priority that each of them should feel seen. At the school, students have strong relationships with several adults. The class teachers, are of course, central, but all students know all the teachers and other staff members at the school. The chef is called amo, which means uncle in Arabic, by everyone at school. At the reception desk, there is the communicator Luul Salad Muusa, who speaks

Swedish, Arabic and Somali. She has regular contact with both parents and students.

– I work actively with family contacts. I call parents and make sure they understand the information from the school. In several countries, the school system is structured in a way that means that parents do not have to have as much transparency, but here it is very important that they are involved. I can also contribute with my understanding of different cultural contexts. I am Somali, grew up in Saudi Arabia, and now live here in Sweden. It facilitates the dialogue with the homes, says Luul.

Järvaskolan is keen to have high expectations of every student. It helps them reach their full potential.

STUDENTS ALSO HIGHLIGHT SOCIAL RELATIONSHIPS as a central part of what makes the school work so well.

– It is pleasant here and there is no segregation. We live in a segregated world, but here it is different. The teachers are like our friends, says Yaren Gönül Karabulut, 15 years old.

There is a personal relationship between adults and students, high staffing in the classrooms, and good relationships with the homes. Both the teachers and the principal sit and work among the students.

– We have low staff turnover and two teachers in each classroom. We make home

visits and are available for the children and parents. The values at the school are so well rooted in the students that they react if the teachers do not follow them. The National Agency for Education has described us as an example school when it comes to order and security, says Helya.

JÄRVASKOLAN ALSO OFFERS 2.5 hours of homework help every day so that everyone can get support to reach their goals. On Sundays, there are extra math sessions that the students come to because they like how they develop there. Järvaskolan also offers coaches from the business community.

– We had a workshop with people who work in different places. This makes it easier to understand what different professions mean. I want to train as a civil engineer, says Khadija Salim, 15 years old.

A central component in everything that is done in Järvaskolan is that it is all based on opportunities. Teachers see their role as affirming students' interests so that they develop in line with their own unique strengths. The unique methods and approaches make Järvaskolan more than a school. The Järva model is a model that can be disseminated and used by more people who work for education in socio-economically vulnerable areas.

JÄRVASKOLAN

Järvaskolan is an initiative that aims to develop an effective, scalable, and replicable model for primary schools in socio-economically disadvantaged areas in Sweden, with an initial focus on the suburbs of Stockholm. It is an independent middle school that works with entrepreneurship as a tool for building strong and independent students. They work closely with parents, entrepreneurs, musicians, and researchers to support students to achieve their dreams.



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