

FERD
SOSIALE ENTREPRENØRER



Impact

Report

2021-2022



WE ARE PROUD TO PUBLISH OUR 11TH SOCIAL IMPACT REPORT.

Ever since our foundation in 2009, we have encouraged the social entrepreneurs we invest in to measure their social impact. Not so that we could ‘bask in the glory’ of what they achieve, but so that we can see the measurable positive change created by the solutions we invest in, for the people they are intended for.

Measuring change

Both the social entrepreneurs and our team have gradually become better at measuring social impact. We actively utilize methodological tools within Impact Measurement and Management (IMM) and are humbled that we still have much to learn. For example, we have always been concerned with measuring at the outcome level, which means that we measure the extent to which there has been actual change, not just the number of people you have worked with, or the activities you have offered. However, measuring at the outcome level is challenging, because it involves establishing proper baselines and measuring changes over time. But, through a process of continuous improvement, we continue to develop these techniques together with our companies.

The impact data presented in this report is unique to each company. The companies in our portfolio all work towards different societal challenges and with different target groups. They will therefore not be able to

use the same indicators. Our companies are also in different phases of maturity, where some have been part of our ‘family’ for a long time, while others are newcomers. Some have grown significantly and achieved more advanced reporting, such as Unicus. Others are almost completely new to our portfolio and have just embarked on their IMM journey, such as Lifetools and Mindmore.

Our philosophy is that we must align the level of measurement with the development phase of each company, and we are concerned that the impact data collected should provide important decision making support for each company. There is therefore less aggregation of data at the portfolio level, since there are few common denominators between the companies.

Our results

In addition to highlighting the important social impact created by the companies in our portfolio, we will show how we work with impact in the various stages of our investment process. We also present the principles and methodologies we use. Our Director, Katinka Greve Leiner, shares her thoughts on how Ferd Social Entrepreneurs and the impact field have developed in the 13 years she has been in the business. We hope you will find the report interesting.

Happy reading!

YES, WE NEED SOCIAL ENTREPRENEURS!



Photo: Oda Hveem

Ferd has been working with social entrepreneurs for more than 15 years, and I am still convinced that Norway needs their insight, courage and innovative products and services.

We have met many everyday heroes who spend their lives establishing and building companies that help solve social challenges. Often, it's about inclusion. As a society, we cannot afford exclusion and it's destructive for the people impacted by it. I therefore believe that strengthening companies that reduce exclusion — by investing money and expertise to help them develop sustainable businesses — is a very sound investment.

Drivers of innovation

Working with social entrepreneurs is rewarding. At the same time, we have become increasingly frustrated with the effort required to provide innovative services and solutions to the public sector. There is a lot of talk about innovative procurement, but very little happens. In the meantime, these small, vulnerable companies must seek funding from private enthusiasts, foundations and investors who see and value the social results. It is quite surreal to observe how certain individuals regard these businesses as an undesirable privatisation of welfare services or as a ruse for siphoning money from state coffers. Instead, we should be focusing on what these businesses create in terms of social impact.

Companies operating in the private sector have an easier time. We can only hope that our welfare state will understand, sooner rather than later, that we cannot combat societal challenges without a public sector that is open to innovation, also from outside. Wise organisations buy plenty of innovation because time is what they have least of.

New financing tools

Despite the challenges, we see that many social entrepreneurs succeed. More and more of the social solutions incorporate new technology to reach more people. On the investor side, several new groups have emerged, especially in foundations and family-owned companies. Ferd is by nature a long-term and patient investor, but we are also impatient, because we see that social entrepreneurs can create more social impact. That's why we need new, effective financing instruments that tie investments directly to the social dividend. As a social investor, Ferd Social Entrepreneurs is constantly testing new ways of combining social impact with business. Our society needs more social solutions which are financially viable without permanent funding from grants and donations.

International potential

Ferd Social Entrepreneurs invests primarily in solutions in Norway and the Nordic region and seeks to upscale 'our' entrepreneurs and their social impact to an international level. This year, for the first time, we have seen one of our portfolio companies grow into a solid international company with a proven track record of social performance.

Unicus was established as an IT consulting company as early as 2009, hiring only IT staff with autism spectrum diagnosis. The company has expanded with branches in Sweden, Finland, the Netherlands, and Poland. During the summer of 2023, they are merging with auticon in Germany — a company with the same profile as Unicus, but with operations in other geographies. We have also had minority ownership in auticon since 2017 and see the advantage of auticon and Unicus joining forces to create a social player of significant strength. We are proud to have contributed actively to the development of the company and will continue to do so together with the other shareholders.

In the future, we hope that more social entrepreneurs will succeed both here at home and in scaling to other markets. However, we believe that more investors and public sector clients can draw inspiration from what we have discovered: that investing in, and developing social impacts, adds value and is immensely rewarding.

Ferd owner and chairman of the board of Ferd Social Entrepreneurs

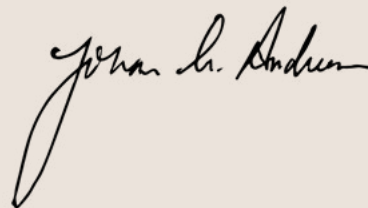


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CHAPTER 1



Ferd Social Entrepreneurs

*The picture is taken from the portfolio company Generasjon M
Photo: Sveinung Bråthen*

THE QUEST FOR SOCIAL IMPACT



Photo: Oda Hveem

KATINKA GREVE LEINER, DIRECTOR OF FERD SOCIAL ENTREPRENEURS

When Ferd Social Entrepreneurs was established in 2009, there were few social entrepreneurs and even fewer mature social impact companies. Our role was mainly to provide grants, support the entrepreneurs in their development and offer the support of our network. Since then, the knowledge, number of social entrepreneurs, ecosystem players and investors have all increased significantly – a very positive development!

New financial tools

As impact companies mature, more companies are willing to try out new financial tools. Today, we use the full range of investment instruments, from pure grants, where

nothing is expected in return, to investments with ROI expectations like more traditional investments.

We are constantly working to find better ways to finance our companies, and the core of what we do is connecting funding to social impact, so-called impact-linked financing. This means that we tailor our financing to the needs of each company and at the same time link our terms to social results.

What exactly is 'impact'?

In this report, we use the term 'impact' in reference to be making a difference. More and more people are using this term in Norway and internationally. Companies

and investors alike refer to themselves as impact companies or impact investors. Basically, this is a good thing, because the world needs many more people to be committed to making a positive difference with their activities.

However, the term does not say anything about whether a company or investor creates real, deep, and long-lasting improvement for the individual or society. We believe that the impact created through companies and investments should be intentional, measured, and reported. This would help to highlight the differences and similarities between various impact groups and make navigation easier for companies and investors alike. We use Impact Measurement and Management (IMM) as a methodology for ourselves and our companies. By demonstrating how we and the companies work with this in practice, we hope to inspire more people to measure impact.

What is a good investment?

As a social investor, we invest in companies that may require some time to develop. However, we are often met with expectations that we will invest for rapid growth. Such a model is not always appropriate for companies working with vulnerable groups and that are governed by social results and often working in interaction with the public sector. For example, they can't just push an app to market, but must also measure that the app leads to a positive change for its users. Social impact companies are not only


concerned with spreading their product to the market – they work to create the greatest possible tangible change for their beneficiaries.

These may be more demanding investments, but this niche needs investors who are determined and courageous. In other words, this is not a sector for rapid exits. However, with a long-term perspective and good portfolio management, you can obtain a rewarding combination of social impact and financial return.

Measurement – a growing subject

Impact Measurement and Management as a methodology and discipline is developing at record speed. The same is true for the impact field with the number and diversity of social entrepreneurs. Ferd Social Entrepreneurs has also changed a lot during these 13 years. Along the way, we have strengthened the team with several skilled business developers and today we have a team with leading expertise in social measurement and investment strategies to maximise social impact. I am very proud of the companies in our portfolio and our team. This report offers you the opportunity to become better acquainted with our companies, our team at Ferd Social Entrepreneurs, and how we work.





About Ferd and Ferd Social Entrepreneurs

Ferd is a family-owned investment company with a vision of creating enduring value and leaving clear footprints.

Sustainability considerations are a natural part of our vision and will influence how Ferd develops as a company, owner, and investor.

We continuously work to integrate sustainability in an increasingly holistic way into the company's overall operations. In short, creating enduring value and leaving clear footprints is about generating returns along more dimensions than the financial one. It is about creating and developing companies, owner groups, organisations and changes that contribute to the development of society and individuals.

Two business areas with an impact mandate

Two of Ferd's five business areas have explicit impact mandates. This means that they invest with the intention of creating a positive, measurable social or environmental impact, along with a financial return. These business areas also play an important

role vis-à-vis the rest of the company by strengthening the focus on impact across the portfolio. The other business areas also provide expertise, inspiration, and networks where relevant.

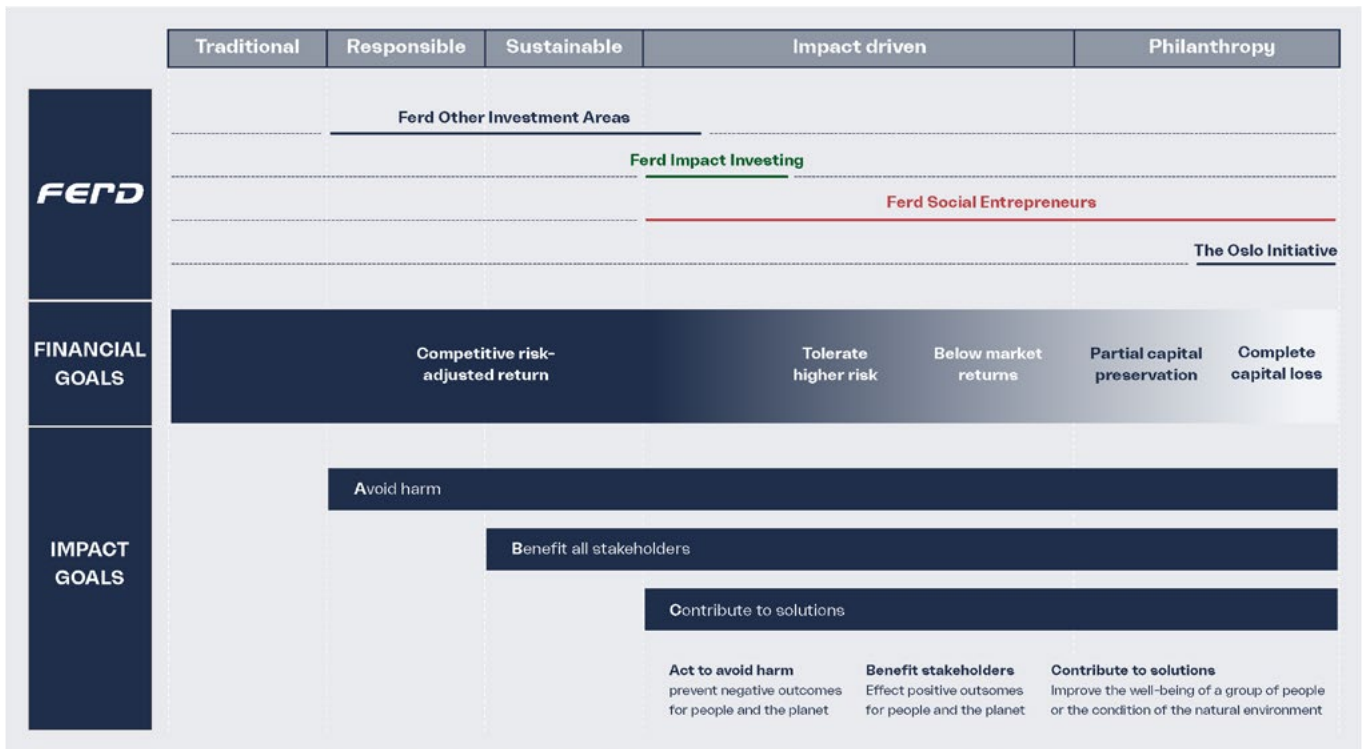
Ferd Social Entrepreneurs was established in 2009 to create social impact. We invest in companies that create new solutions to social problems, and we also work more broadly to strengthen their markets.

Ferd Impact Investing was established in 2019 to create climate and environmental impact. They invest in companies that create positive impact within energy transition, sustainable cities, and oceans.

Ferd's business areas have different impact, risk, and return expectations. The next page shows where Ferd's various business areas place themselves on the investment spectrum from traditional investments to impact investments.

About Ferd and Ferd Social Entrepreneurs

The business areas of Ferd have different impact, risk, and return expectations. The overview below shows where the various business areas of Ferd position themselves on an investment spectrum from traditional investments to impact investments.



Kilder: The Rise Of Impact: Five Steps Towards An Inclusive And Sustainable Economy, UK National Advisory Board On Impact Investing, 2017, Impact Management Project, EVPA

About Ferd Social Entrepreneurs

Ferd Social Entrepreneurs aims to create measurable social results by investing in social entrepreneurs and strengthening their markets.

We select one to two innovative companies each year that solve a demanding social challenge and contribute to a more inclusive society.

We are looking for scaling-ready companies with documentable social impact as well as early-stage companies with innovative solutions. The companies are supported by our dedicated employees and through our network and solid financial base.

Our team finds talented and promising companies, and we invest time and money in their development over several years. In addition, we use our financial and structural knowledge to establish new forms of cooperation and agreements that contributes to the establishment and testing of new solutions with better social impact.

Ferd is an investment company that has a long-standing track record in generating good financial results. This is also important for social entrepreneurs, to ensure that their social results are solid and durable and can reach more and more people. These innovative small companies need stable revenues to cover their operating costs as well as development and sales of their solutions. We give companies financial 'breathing room' for the crucial early years and ensure that social impact is at the heart of their business model so that they can reach as many people as possible.

As an 'impact first' investor, Ferd Social Entrepreneurs supports the development of innovative solutions to social challenges and can take risks that others in the market cannot or will not take, to maximise their social impact.



WE WORK SPECIFICALLY WITHIN THE AREAS OF SCHOOL DROPOUT, WORK INCLUSION, THE ELDERLY / DEMENTIA, AND NEURODIVERSITY.

We invest in social enterprises where the social impact:

- is in line with our definition of impact, see page 20
- contributes to a more inclusive society
- is related to the core business
- is based on a sustainable and scalable business model
- has a distinct element of innovation
- is visionary with potential for good storytelling
- is created by a strong and trustworthy entrepreneurial and complementary team
- and where the FSE team has an additionality

Our principles and processes are in line with the following guidelines:

- EVPA Charter of Investors for Impact
- The Principles of Social Value
- IMP's Impact Management Norms
- The UN Sustainable Development Goals

Our impact definition is:

- measurable
- positive
- significant and
- additional, with a
- net effect
- on a prioritized issue
- created intentionally for a vulnerable group and/or the planet
- and lasts for a relevant period of time

Milestones

Ferd Social Entrepreneurs has been a leading player in the social impact field for several years. Here are some selected milestones for the field and our journey:

- 2023:** We have partnered with, and invested directly in, more than 40 social entrepreneurs, funds, and impact contracts in total
- 2022:** We established our focus areas: school attendance, work, the elderly/dementia, and neurodiversity
- 2020:** Impact StartUp Norway was established as a separate organisation
- 2018:** The first Norwegian Social Outcome Contract with FSE as investor
- 2017:** We established the accelerator Impact StartUp Norway
- 2016:** We made our first equity investment in a social entrepreneur (Unicus)
- 2015:** UN Sustainable Development Goals established
- 2014:** Impact Management Project (IMP) established
- 2010:** We published our first impact report
- 2010:** We became a member of the European Venture Philanthropy Association (EVPA)
- 2009:** Ferd Social Entrepreneurs was formally established
- 2009:** Global Impact Investing Network (GIIN) established
- 2007:** European Venture Philanthropy Association (EVPA) established
- 2007:** Johan H. Andresen finds and supports his first social entrepreneur in Norway

Our focus areas



School dropout: Preventing school dropout and reducing exclusion.

Atlas kompetanse, Forskerfabrikken, iMAL, Ludenso



Neurodiversity: Improving the life situations of people with various neurodiversity diagnoses.

auticon, Autism Impact Fund, Lifetools, Unicus



Work: Increasing inclusion for people falling outside the labour market for various reasons.

Gammel Nok, Generasjon M, Medarbeiderne, Den Sociale Kapitalfond



Elderly / dementia: Improving the life situation of the elderly and especially people with dementia. We are particularly looking for companies that combine technological innovation and human relations and care

Mindmore, Motitech, No Isolation

Several of the companies can be placed in more than one focus area because the problem areas overlap.

Our investment process and impact approach

We have a standardised investment process consisting of several constant activities and assessment points. Many of these are specifically related to impact.

The phases in our investment process

SCREENING

EVALUATION

DUE
DILIGENCE

CLOSING

THE PORTFOLIO
PERIOD

EXIT

SCREENING AND EVALUATION

We screen and evaluate companies in accordance with our investment criteria, focus areas and impact definitions. Ferd Social Entrepreneurs uses a clear definition of impact that guides everything we do, and which corresponds to Impact Frontier's (formerly Impact Management Project)'s five dimensions of impact (see the definition on the left). The idea that impact should be created deliberately and in a manner that is measurable, is also consistent with the Global Impact Investing Network's (GIIN) definition of impact investing.

In practice, this definition means that when evaluating companies, we include those whose primary driving force is creating impact, while we exclude companies that do not have a clearly disadvantaged target group.

DUE DILIGENCE

(COMPANY REVIEW)

For those companies who pass the evaluation phase, we carry out a more thorough due diligence review which always includes impact, commercial, financial, and legal reviews, as well as an assessment of the organisation and team. If necessary, other investigations are also carried out, such as a technical review.

The process is carried out step by step, and the order and depth of the various elements are assessed according to the degree of risk and importance in each individual case.

Assessment and deep dives into impact are always the first step in this process, meaning that if the company does not satisfy our expectations for impact creation, we will not progress with the other due diligence elements. In an impact due diligence, we make a clear impact assessment according to our definition. Here we define target groups, hypothesise theory of change, and assess achieved social results. We usually talk directly to the beneficiaries where possible, to assess whether they experience positive change. We often find support in research and conduct meetings with relevant professionals.

An important part of the process also includes an assessment of our additionality as an investor, i.e., how crucial our capital and contribution will be for the achievement of the company's impact goals.

CLOSING

As a rule, all our financing agreements are linked to impact, so the company has an additional incentive to work to achieve the desired impact. This is not necessarily because companies need such a financial incentive, but they need to be confident in our position as investors if they face dilemmas where short-term financial profits are weighed against achieving social impact. Together with the company in question, we also create an ownership agenda with clear impact and financial goals.

THE PORTFOLIO PERIOD

During the portfolio period, i.e., the period in which we are invested in the company and actively collaborate, we employ several tools to promote the social impact. We are almost always involved with and support companies in developing their Impact Measurement and Management system. This involves in-depth analyses that provide measurable indicators by which companies measure and manage. In this work, we use recognised methodologies from Social Value UK, IMP and EVPA, among others. See model to the left.

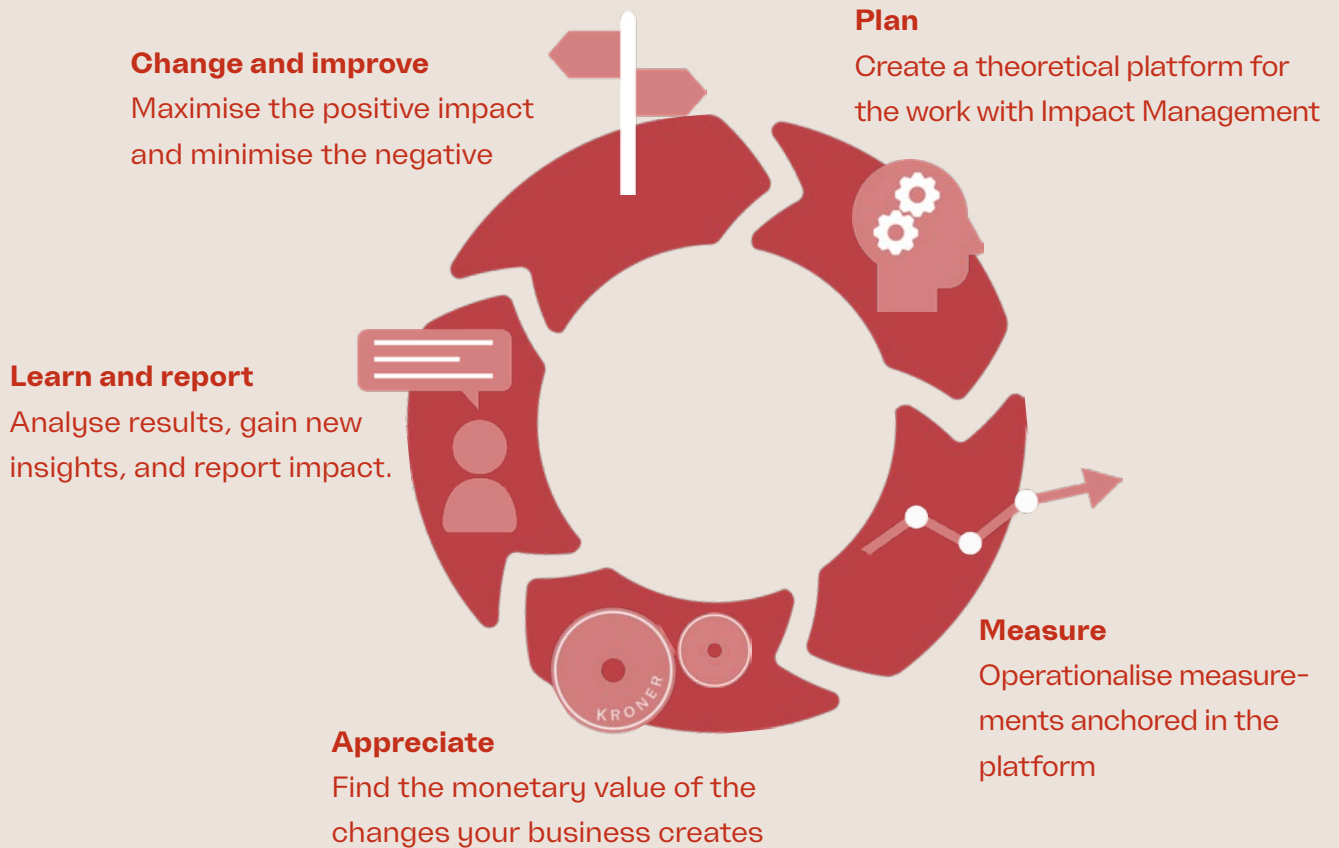
During the investment period, our portfolio companies always undertake a strategy process. Here we use a tailor-made and unique strategy process that combines impact, financial and market assessments in an integrated process, developed in collaboration with McKinsey.

EXIT

When we make an exit from a company, it is important to ensure that the impact endures. This is particularly important in our equity investments.

Sources:

IMP: Five Dimensions of Impact | Impact Frontiers
GIIN: What You Need to Know about Impact Investing | The GIIN



A key part of the work in the active portfolio period is to help companies establish their own system for measuring and managing social impact. The figure shows the process we follow, inspired by methodologies from other key players in the field.

About the team

Ferd Social Entrepreneurs has seven full time employees, four of whom work directly as business developers and primarily with the companies in our portfolio. The team has solid investment expertise and has gained extensive experience with companies that are governed by social as well as financial results.

Katinka Greve Leiner • Director, Ferd Social Entrepreneurs



KATINKA

Katinka works to support and strengthen the team and promote our social entrepreneurs. She was employed in 2009 to establish social entrepreneurs as a separate business area at Ferd, in close dialogue with owner Johan H. Andresen. Katinka came from Innovation Norway as Director of Strategy and Communication and responsible for the entrepreneurship initiative. She is a board member of Den Sociale Kapitalfond (DK) and NTNU TTO and holds a civil engineering master's degree in electrical Power Engineering from NTNU.

Espen Daae • Investment Chief, Social Investments



ESPEN

Espen has been with us since 2015 and is Investment Chief, responsible for Social Investments. This includes following up our equity and fund investments, as well as being a board member of our portfolio companies Unicus, auticon and Gammel Nok. Espen is also a member of the Advisory Board of SKF Invest and chairman of the Association for Impact Investments, NorNAB. He has an investment background from the UK and Norway and holds a Master of Engineering from the UK, is a Chartered Financial Analyst, and holds an MBA from INSEAD in France.

Henritte Skretteberg • Development Manager, Social Impact

HENRIETTE

Henriette has also worked with us since 2015 and is currently Development Manager for Social Investments. In this role, she is responsible for our development as a social investor and of creating new markets and investment opportunities. She was instrumental in establishing our subsidiary, Impact Startup Norway, of which she is now Chairwoman. Over the past year, Henriette has established the Oslo Initiative at Ferd, a location-based initiative in Oslo's most vulnerable areas. Henriette is educated as a Kaospilot (literally 'Chaos Pilot') with a bachelor's degree in Creativity, Innovation and Business Development, and trained as a conflict mediator.

Mari Huuhka Killingmo • Investment Professional, Social impact

MARI

Mari has been part of our team since 2020 and is responsible for our deal flow. She is also responsible for the area Financing for Impact and is a business developer for several of our companies. Mari has an investment background as Investment Director at CapMan Buyout and Senior Adviser in the Ownership Department in the Ministry of Trade, Industry and Fisheries. She holds a Master of Science in Financial Economics and a CEMS master's in international management.

Astrid Laake Paaske • Investment Professional, Social impact

ASTRID

Astrid joined our team in 2017 and is responsible for Impact Measurement and Management. She has led several processes to prepare our investments and has been instrumental in further developing the social impact measurement methodology for our team and the companies we work with. Astrid is also a skilled and experienced business developer for several of our companies. She has a background as a consultant in PwC Deals and has a master's in finance from NHH.

Trym Andreas Nagelstad • Investment Professional, Social impact



TRYM

Trym joined us in 2017 as a business developer and is now also our Financial Manager. This includes developing and optimising companies' corporate governance and business processes to ensure that their economies are healthy and stable. He also works with implementing and managing impact management processes for the best possible social results. Trym has degrees in Economics and Finance from the USA and is now completing a two-year Executive MBA in Financial Management and Leadership.

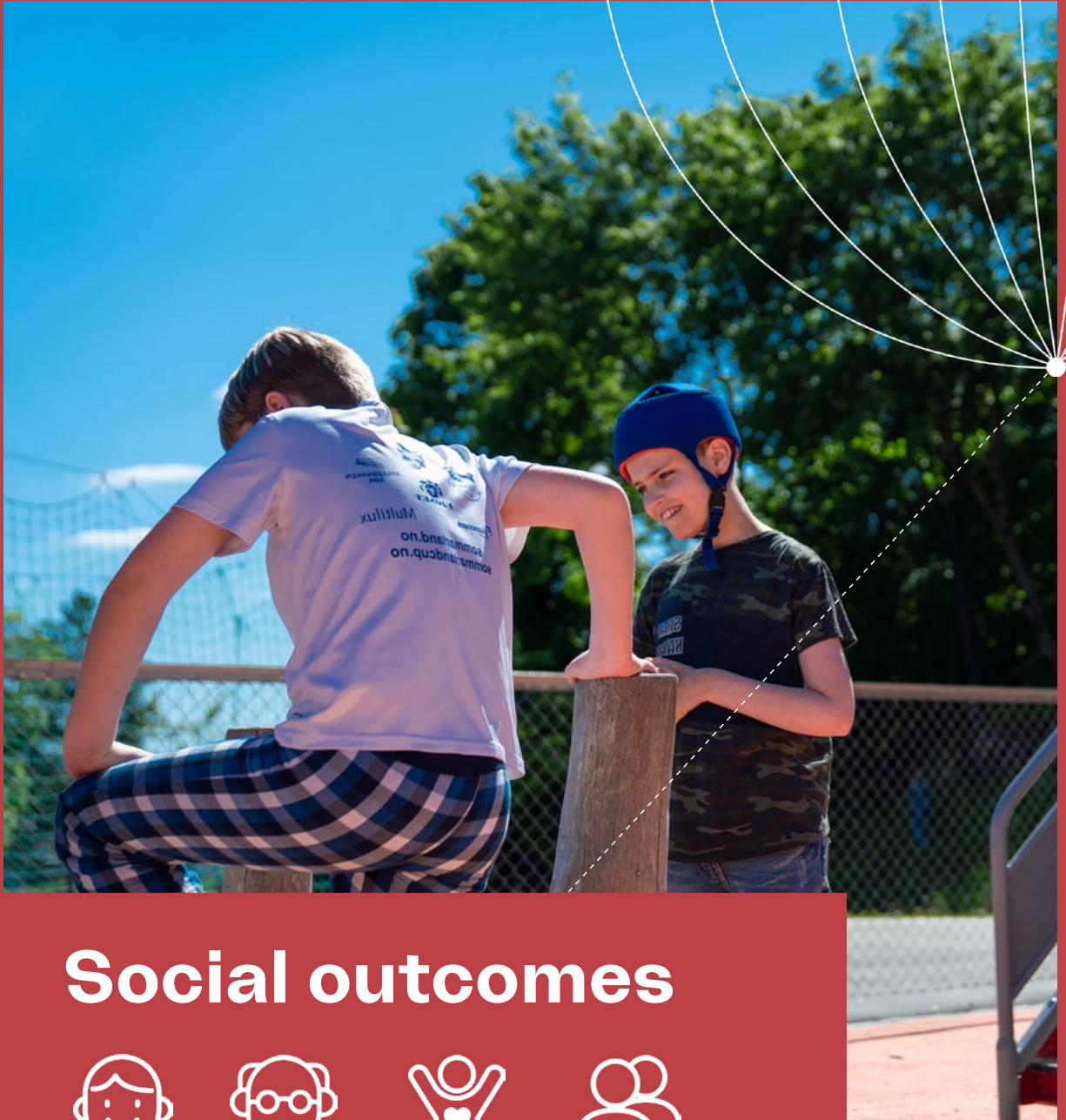
Frida Vik • Investment Professional, Social impact



FRIDA

Frida has worked as a trainee at Ferd for two years, and over the past year her position has been divided between Ferd Social Entrepreneurs and Ferd Real Estate. She has been project manager for our annual conference and the establishment of NorNAB, in addition to assisting in investment processes. Frida now works full time as a business developer together with her more experienced colleagues. She holds a master's degree in Innovation and Entrepreneurship and specialises in evaluating sustainable business models from an impact investment perspective.

CHAPTER 2



Social outcomes



SCHOOL
DROPOUT



ELDERLY/
DEMENTIA



NEURO-
DIVERSITY



WORK

*The picture is taken from the portfolio company Lifetools
Photo: Simen Falck*

Our contribution

We underline that the positive results have been generated by the portfolio companies themselves.

How much we work with each of the companies varies from case to case. In general, we have an active role and work closely with entrepreneurs in all our grant companies and most of our equity investments. In some companies, we have minor and more passive roles, such as in No Isolation and Forskerfabrikken, and investment advisory board roles supporting fund investments in Den Sociale Kapitalfond Invest I K/S and the Autism Impact Fund I.

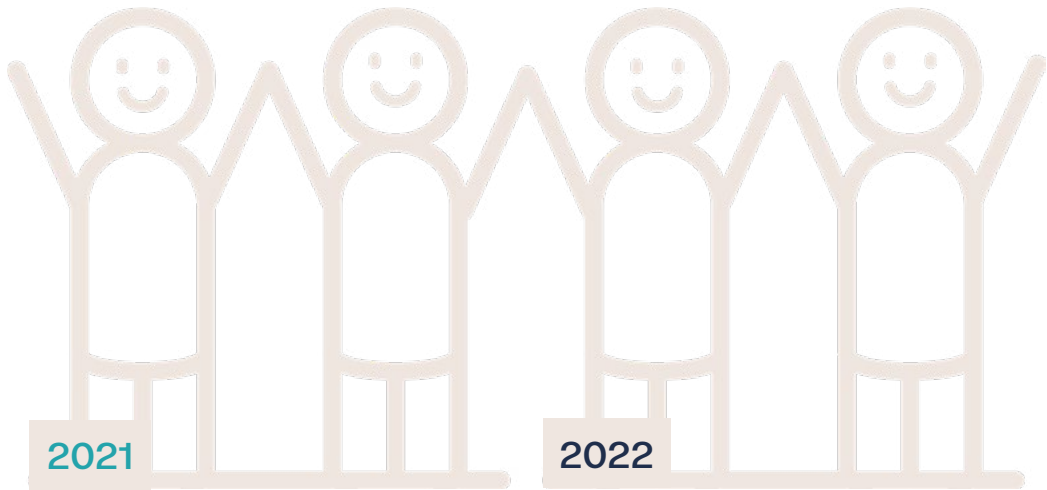
Internal and external resources

The positive results have been generated by the portfolio companies themselves, although our capital and efforts have played a crucial role in many of them. For the companies in which we have a more passive role, our contribution has naturally been smaller.

In this year's report, we have included all of the companies in our portfolio. Each of them has achieved good social results that we want to highlight, although our role has been less instrumental for some companies.

In 2022, our business developers contributed more than 3,000 hours of work to the companies, and we also funded approximately 700 hours of expert advisory work through consultants working directly with companies in the portfolio. This includes sales, impact management, financial management and communication. Our key pro bono partners McKinsey, Schjødt, Sopra Steria and Zynk have also donated more than 600 hours to our companies in 2022.

We publish an impact report every two years. In 2021, we added two new companies to our portfolio, Lifetools and Ludenso, and they are included in our report for the first time this year. Atlas Kompetanse and Medarbejderne joined our alumni portfolio as of 2022, but we have chosen to include them with figures for both years even though our role has been relatively minor in these companies over the past year.



2300 hours

Hours worked with the companies in the portfolio



3000 hours

Hours worked with the companies in the portfolio



1000 hours

Hours funded with external consultants



700 hours

Hours funded with external consultants



150 hours

Additional support via pro bono partner



600 hours

Additional support via pro bono partner



Overall portfolio performance

The companies in our portfolio are very different and work towards different target groups. The common denominator is that they create a positive impact for their beneficiaries.

In 2022, the portfolio had a positive impact for over 70,000 people. We work especially within the focus areas work inclusion, neurodiversity, school attendance and the elderly/dementia.

In 2022, companies in the work inclusion field have provided work to over 1170 people who, for various reasons, have ended up outside the labour market. Of these 1170 people, just over 500 are also included in neurodiversity segment (employees of Unicus and auticon). The companies in the portfolio that work to combat school drop-out had a positive impact on more than 40,000 people in 2022, while the companies targeting the elderly had a positive impact on more than 30,000 people.

Great impact on people's lives

The companies in the portfolio are different and work towards different target groups. The common denominator is that they create a positive impact for their beneficiaries. Some of the companies reach relatively

few people, but with profound and wide-ranging impact. We have chosen to call this 'life-changing impact'. Other companies reach many, but not quite as deeply or comprehensively, and we have chosen to call this 'life-enhancing impact'. Broken down into these two areas of measurement, the portfolio had life-changing impact for over 21,000 people in 2022 and life-enhancing impact for over 50,000 people.

Measuring real change

The companies in our portfolio work with different societal challenges and target groups, and it is challenging to find good indicators that are common to all. Therefore, we do not aggregate more of the figures than those summarised here. We believe that the impact is much more than just numbers, and we work continuously to ensure that the companies also measure real change. It is therefore more relevant to discuss each company in detail, as we have chosen to do in Chapter 3 of this report.

72 700

Number of people the companies in our portfolio have had a **positive impact** on in 2022



51 550 people
Life-enhancing impact



21 150 people
Life-changing impact

Effect distributed by focus areas:



40 100 people
School dropout



30 550 people
Elderly / dementia



1 330 people
Neurodiversity



1 170 people
Work

Since the total portfolio of companies varies year by year, annual figures are not directly comparable. We therefore only present figures for 2022 at the overall level of the portfolio, and the numbers are rounded up. The Autism Impact Fund I is not included in the figures. Unicus and auticon are included in the figures for both neurodiversity and work inclusion.

CHAPTER 3



Meet our companies

In this year's report, we have included all the companies in our portfolio. Each one has achieved good social results that we want to highlight, although our role has been less decisive for some of them.



**SEEING STRUCTURE
WHERE OTHERS SEE CHAOS**



Photo: Oda Hveem

Unicus is a consulting firm that offers IT services within data analysis, software development, testing, quality assurance, data science and RPA (Robotic Process Automation). The company differs from other players in that it exclusively employs consultants on the autism spectrum.

www.unicus.com

SOCIETAL CHALLENGE

Autism is characterised as a neuropsychological developmental disorder (autism spectrum disorder, or ASD). Although the figures may vary, it is estimated that the unemployment rate among people on the autism spectrum is 70 – 80 %. At the same time, ASD has several positive characteristics that are sought-after qualities in working life, such as attention to detail, accuracy, structure, pattern recognition and a systematic approach. Finding the right job is one of the hardest barriers for people with ASD, especially for younger people.

SOLUTION

Unicus connects the positive qualities of its employees with solid IT knowledge and creates a competitive advantage. They offer IT services in data analytics, software development, testing, quality assurance and data science.

Through job coaching and work experience, Unicus helps people with ASD build long-term successful careers. This has a positive effect on the individuals' mental health and their ability to build independent lives. Being able to be an active participant and contributor to society also improves self-esteem.

UNICUS CONSULTANT:

For several years, one of Unicus' current employees applied repeatedly for IT developer jobs without success. Eventually, both NAV and his friends began to question whether he should consider something else, even though he had been programming since he was six years old, holds a degree in computer science and has experience from several jobs in programming. Even so, he was unable to get a job. He spent a total of five years out of work before joining Unicus in late summer 2022. That autumn he became a permanent employee.

"It's incredible to be back at work, being able to discuss my subject and feel that my ideas and suggestions are listened to, and get recognition for the work I do," he says.



2021



117
Number of consultants on
the autism spectrum
(as of 31st December)



1,9x
Increased employability



70 %
Increase in revenue



4 countries

2022



150
Number of consultants on
the autism spectrum
(as of 31st December)



1,8x
Increased employability



75 %
Increase in revenue



**4 countries +
1 in establishment**

QUALITY OF LIFE AND MENTAL HEALTH

15 % Increase in quality of life

17 % Increase in quality of life

20 % Improved mental health

18 % Improved mental health

*See the appendix for a detailed explanation
of how the figures were obtained.*

SCALABLE BUSINESS MODEL

We began our cooperation with Unicus at the beginning of 2010, and today, we are the majority owner. The company has developed well with the establishment of eight offices in four countries, and it is currently establishing an office in Poland. There is a clear link between creating jobs and social impact for people experiencing exclusion, and consequently to creating value for customers and employers. The business model has proven scalable, and the company has built long-term partnerships with international players. Ever since its inception, Unicus has been conscious of measuring and managing its social impact, and in 2022 has taken further steps in the professionalisation of its impact reporting.

In 2018, we also invested in a German company, auticon, which is like Unicus but has operations in other countries. We have seen synergies between the companies for a long time and have explored and supported merger dialogue. It was therefore gratifying that the merger became a reality in the spring of 2023.

Mari Huuhka Killingmo
Senior Business Developer

“Unicus has a clear link between creating jobs and social impact for people who are experiencing exclusion and creating value for customers and employers.”

ABOUT THE SOCIAL RESULTS

Unicus is growing rapidly and had 150 employees with ASD at the end of 2022, an increase from 117 in 2021. A total of 20 consultants left the company during the year to seek employment elsewhere or to take further education. Despite this strong development, the social results also remain at a stable high level. A reduction in employability can be explained by the fact that there are many new employees who come from exclusion, but also that more experienced consultants have left. The response rate in the company’s baseline measurement is 90 %, and it is reassuring that the indicators are generally stable even in a period of significant growth with many new employees.

Unicus has made its impact management system available on its website, to inspire and benefit others.





EMPLOYEES WITH 'THAT LITTLE EXTRA'

auticon

Photo: David Reeve

auticon is an international IT service provider that employs people on the autism spectrum as IT consultants. They are like Unicus that is also in our portfolio, and we see clear synergies between the companies and have been exploring the potential for collaboration. In June 2023 auticon and Unicus signed a merger agreement, and the transaction was completed in August 2023.

SOCIETAL CHALLENGE

It is challenging for people with an autism spectrum disorder (ASD) to find work. Although figures may vary, it is estimated that the unemployment rate is over 70 – 80 %, and a higher level of education does not increase the likelihood of getting a job. Finding the right job is one of the biggest barriers for people with ASD, especially for younger people.

SOLUTION

auticon is an international IT service provider that employs people with ASD as IT consultants. Through job coaching and work experience, they are helped to build successful and long-term careers. This helps change lives, because it directly affects mental health and the ability to build independent lives. Being an active participant and contributor to society also improves self-esteem.

- *auticon wins the UK Social Enterprise Awards 2022*
- *auticon is ranked No. 9 in Newsweek's Most Loved Workplaces 2022 ranking.*

AUTICON CONSULTANT:



“Before joining auticon, I had been unemployed for over 15 months. By the time they took me in, I was being treated for depression for the third time. I have now worked there for three and a half years. It’s the power of a social enterprise.”

— Chris Lever, an auticon consultant in the United Kingdom

CONSULTANT EXPERIENCES (2022)



92 %

Feel supported at work



91 %

Feel valued for who they are



79 %

Feel more confident



85 %

Say they enjoy the work they do



83 %

Report improved well-being



87 %

Experience an improved quality of life since joining auticon



305

Number of IT consultants on the autism spectrum 2022



81 %

Agree that the work they do in auticon matches their skills.



241

Number of IT consultants on the autism spectrum 2021

See the appendix for a detailed explanation of how the figures were obtained.

CUSTOMER EXPERIENCES (2022)

68 %

Of our customers say their perception of autism has changed

85 %

Agree that their team feels more confident working with persons with ASD

93 %

of our clients said that auticon consultants made valuable professional contributions to their projects:

Greater accuracy, alternative perspective/ideas, innovative approach, increased efficiency.

86 %

of our clients believe that working with auticon consultants has had a positive impact on the culture of their team:

Clearer communication, better teamwork, increased empathy, increased sense of meaning.

EMPLOYED OVER 300 PEOPLE ON THE AUTISM SPECTRUM

We have extensive experience from working with various companies that provide work for people on the autism spectrum. auticon employs over 300 people with ASD and is established with 19 offices in nine countries. The company has a robust business model and a global customer base. Eighty-five percent of their workforce has ASD.

In addition to IT consultancy services, the company has two new business areas in development: Neurodiversity Consulting will help clients become good employers for people at risk of exclusion due to ASD, and develops specialised software solutions to support other business areas. We invested in the company in 2018 via a joint acquisition of the company Mindspark Inc. in the US and have since invested further to become the second largest owner. In the summer of 2023, auticon merged with Unicus, which is also in our portfolio. As an investor we have played an important role in facilitating this, and for us, it is a milestone to have been part of building a multinational company where the main motivation is to provide employment for people with ASD to improve their life situation.

Espen Daae
Investment Chief, Social Investments

“It is a milestone for us to have been part of building a multinational company where the main motivation is to provide employment for people with ASD and improve their living situation.”

ABOUT THE SOCIAL RESULTS

In 2022, auticon’s goal was to hire 104 new consultants with ASD, but in fact they hired 113. In 2021, they hired 87 new consultants. One of auticon’s goals each year is to increase the number of people with ASD they manage to guide through a successful recruitment process. A successful recruitment experience helps build confidence and awareness on how to behave in hiring processes, improving the chances of subsequently getting a job elsewhere.

Auticon measures the impact on their employees and the customers using their services, and the surveys show that both groups report very positive experiences. It has been exciting and instructive to follow how the team at auticon has worked to strengthen their impact measurement and control processes over the past year.

Read more in auticon’s own impact report located on their website.





Generasjon **M**

Foto: Sveinung Bråthen

Generasjon M helps young people enter the workforce while helping to reduce loneliness and inactivity among the elderly.

www.generasjonm.no

SOCIETAL CHALLENGE

Many young people want to work, but may find it difficult to find work in a tough labour market. On the other hand, many elderly people miss more activity, socialising and meaningful days at weekends when there are fewer activities in nursing homes and assisted living facilities.

SOLUTION

Generasjon M helps young people enter the labour market while helping to reduce loneliness and inactivity among the elderly. They do this by employing young people in the age group 14-20 years as 'M-friends'. The M-friends carry out activities for the elderly, individually and in groups, in nursing homes and in assisted living facilities.

AN M-FRIEND SAYS:

What makes intergenerational meetings meaningful, do you think?

“Intergenerational meetings are so important because you can find a balance. You can come to an agreement and understand why it was the way it was in the past. It’s also nice that we can show that seniors and young people can have fun together.”

- Zaid, aged 17, 2022



2021

2022



170 M-friends
Number of young people employed



251 M-friends
Number of young people employed

10 156

20 486

Number of intergenerational meetings:

EMPLOYEES AT THE VISITOR SITES BELIEVE:

Proportion of elderly who show that they have fun when M-friends visit

94 % 96 %

Proportion of elderly who show/say that visits from young people are meaningful

86 % 93 %

M-FRIENDS SAY:

Since I started as an M-friend, my everyday life has become more meaningful

92 % 96 %

My job as an M-friend has helped me become more confident in myself

88 % 92 %

See the appendix for a detailed explanation of how the figures were obtained.

PAVING THE WAY WITH A NEW MODEL

We invested in Generasjon M because the company delivers a social impact to two key target groups: elderly and adolescents between 14-20 years. They deliver a system-changing service to the public sector, and receive grants from us for having a predictable economy in their efforts to increase their customer base.

The CEO of Generasjon M, Anne Stine Hole, is a skilled leader who is able to measure and report the social impact. These results are now used as indicators in agreements with municipalities, making the customer confident that the social impact will be delivered when they purchase the service. If there is no social effect, the customer is free to terminate the contract. We therefore believe that Generasjon M is an important investment with a double bottom line. In addition, they have the potential to influence procurement criteria in the public sector when it comes to procurement and cooperation with social entrepreneurs.

Trym Nagelstad, *Business Developer*



ABOUT THE SOCIAL RESULTS

Generasjon M has proven social results dating back to 2016. These results have shown that elderly patients in nursing homes experience great social value from receiving visits from M-friends, while M-friends gain valuable work experience, responsibility, trust and intergenerational meetings.

Throughout 2022, Generasjon M had 150 part-time youth at any given time creating intergenerational meetings in nursing homes. During the year, a total of 251 young people were employed in 29 nursing homes. That is equivalent to a 33 % increase in the number of M friends in work and a 33 % increase in the number of nursing homes visited compared to 2021.

During the COVID-19 pandemic, the company faced challenges as it was dependent on access to nursing homes. Despite this, the company made good use of its time, delivered what it could, and adapted its business model. The result is that they are now stronger organisationally and business-wise than before the pandemic. With their new business model, social results have become more important than ever. All agreements entered into with municipalities are based on social results with clear goals for further delivery. It's gratifying to see that all the key metrics in the social results exceed 90 %.

“Generasjon M represents an important investment with a double bottom line.”



**EVERYONE HAS THE RIGHT
TO BE UNDERSTOOD**

Lifetools

Photo: Simen Falck

Lifetool's digital tools help highly vulnerable people without verbal language understand and be understood.

www.knowme.no

SOCIETAL CHALLENGE

Over 6,000 Norwegians have major communication challenges because they lack verbal language and only communicate with gestures, sounds and facial expressions. Many of them have no or little cognitive capability for learning to use established communication solutions already existent on the market.

SOLUTION

Lifetools has therefore developed the digital communication tool KnowMe, which helps this group to be seen and understood. The core of KnowMe is the filming and interpretation of non-verbal communication such as body language, facial expressions and sounds put into context. The digital solution ensures that important information is not lost during the transition to new life arenas such as between kindergarten and school, or when the child gets new helpers.



DAD KARL SAYS:

Amalie is 16 years old, multi-disabled and cannot talk, walk or eat by herself. Before Amalie was due to start at Holmestrand Upper Secondary School, her new key contacts at the school were given access to her profile in KnowMe.

“I think maybe Amalie felt they already knew her when she began at school because the conditions were familiar and there was much of the same equipment and aids. She was treated equally.”

– Father Karl Øystein Rasmussen.



2021

2022



228

People who have had the opportunity to be understood



292

People who have had the opportunity to be understood



342

Parents experienced less concern for their children



438

Parents experienced less concern for their children



518

Number of expression cards



727

Number of expression cards



Number of diary entries

AUXILIARIES (2021)

AVERAGE SCORE (2022)



70 %

Proportion of helpers who feel they know the person better



4,4

Feel that they have become more aware of the person's way of communicating (on a scale of 1-5)



60 %

Proportion of helpers who feel that the person is becoming more active in their own everyday life



4,4

Feel that it is easier to plan, structure and carry out activities with the person (on a scale of 1-5)

See the appendix for a detailed explanation of how the figures were obtained.

RISK INVESTING WITH HIGH IMPACT POTENTIAL

We entered into a long-term investment partnership with Lifetools in 2022. It gave us an opportunity to help a company that is oriented towards a target group that does not have a voice and therefore falls outside many other investors' focus areas and mandates.

We are impressed by how much they have achieved as a pioneer in their field, and how they work hard to build the company and ensure further growth.

Since 2022, the company has had a positive learning journey to measure its social impact, but still has some way to go achieve its target of establishing a systematic and uniform measurement system. At the same time, we see that their digital product, KnowMe, gives the children a better everyday life, security for their parents and an efficient working day for the helpers.

Astrid Laake Paaske
Senior business developer



ABOUT THE SOCIAL RESULTS

KnowMe has experienced steady growth in the number of new licences. The fact that the tool is used over time is significant for the social effect, and the company therefore sells licences that extend over three years (previously five years). Licence renewal is a strong indication that the tool is perceived as useful. It was therefore gratifying that all of the company's licences due for renewal in 2022 were renewed. A large number of diary entries and expression cards have also been created in both 2021 and 2022, which also testifies to the active use and usefulness of the tool.

In 2021, Lifetools conducted a survey that showed that KnowMe creates positive social impact as intended. Well over 60 % of the respondents believe that they get to know each other better and that the person gets the opportunity to become more active in their own everyday life as a result of KnowMe. The figures for 2022 also showed that the tool helps with awareness of how the person communicates and facilitates better structure and activity in the person's everyday life.

“We are impressed by what Lifetools has achieved as a pioneer in their field.”



JUST THE RIGHT AGE

Photo: Oda Hveem



Gammel Nok helps seniors find work and remain longer in the workforce by delivering staffing solutions and practical services to the private and public sectors.

www.gammelnok.no

SOCIETAL CHALLENGE

Many people over the age of 50 involuntarily fall outside the labour market, a situation that is unsustainable for the welfare system, as well as a waste of human resources needed in society. Research also shows that it is not good for one's health to retire early. Many people feel that they lose their identity as individuals and professionals when they leave the labour market, leading to loneliness and poorer health – both mental and physical.

SOLUTION

Gammel Nok helps seniors, with the capacity and desire to work, find employment by offering three different staffing solutions:

- 1. Staffing:** Employment of 50+ resources for positions in private and public business.
- 2. Practical assistance:** Seniors help other seniors with practical tasks.
- 3. Care:** Flexible solutions for older healthcare workers who do not want to work full-time but still have a lot to contribute to the healthcare sector.

'GAMMEL NOK' EMPLOYEE:

In 2020, a 55-year-old woman was struggling to find a job after living abroad for several years. She contacted Gammel Nok after receiving a recommendation from a friend who worked with them.

At first, she was given an assignment as a lunch host, but when the customer moved away, the assignment ceased. One of our other clients needed a caring and enterprising person to ensure that everyone at the office felt well looked after. This gave her the opportunity to apply all her practical experience from moving and settling abroad. The employee enjoys her job and is very happy to have re-entered the labour market.





2021



303
People employed



22 %
Number of employees
over 70 years



96 900
Total hours worked

2022



307
People employed

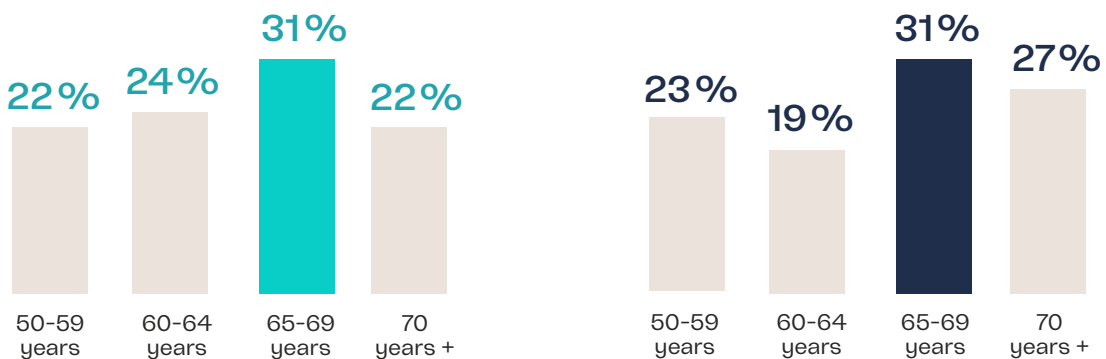


27 %
Number of employees
over 70 years



119 600
Total hours worked

GAMMEL NOK EMPLOYEES BY AGE



See the appendix for a detailed explanation of how the figures were obtained.

OLDER DOES NOT MEAN “TOO OLD” ABOUT THE SOCIAL RESULTS

In 1950 there were seven people employed per pensioner in Norway, while in 2050 we cannot expect there to be more than two. With the average life expectancy in Norway now at 85 years, we have a large group of seniors with potential and significant competence. The need for health personnel, especially nurses, will increase in the years to come, and we also know that future care for the elderly will to a greater extent take place in the home. This means that more of the assistance will take place there, both in the form of practical assistance and care services.

The increase in the elderly population puts increased pressure on the health system. At the same time, the pensioners of the future are the healthiest and best educated elderly population we have ever had, and the average Norwegian 60-year-old is highly resourceful. Gammel Nok is uniquely positioned to ensure that more competent and motivated seniors become part of the solution to the care needs of the elderly population. We became a shareholder in 2017 and have been instrumental in building a robust impact management platform. The Gammel Nok business model and strategy are now rigged to ensure both social and financial results.

Espen Daae
Investment Chief, Social Investments

Gammel Nok continues to show excellent growth. The number of seniors who have received paid work is relatively stable at just over 300 people, but the number of hours is increasing – meaning that each senior is working more.

Over the past year, the company has invested considerable time and resources to establishing a well-functioning measurement system that also includes measurements of actual changes in the individual (outcome level). This will be implemented in 2023 and provides the opportunity to document that the seniors given a job through Gammel Nok experience a positive effect in their everyday life and life situation.

Insights from this work has shown that the majority of seniors aged 50-62 primarily want permanent employment, while the older age groups want a greater degree of flexibility. For many, their job is often just as important as a social arena and as a financial source of income, and the company has therefore focused on maintaining a high proportion of more senior employees in its workforce. It is therefore positive that almost all hours delivered in the care sector (approximately 34,000 hours) were delivered by pensioners above the age of 62. The proportion of over-70s has also increased from 22 % in 2021 to 27 % in 2022.

“Gammel Nok is uniquely positioned to ensure that more competent and motivated seniors become part of the solution to the aging population.”



**HAVE YOU EVER SEEN
A HEART IN 3D?**



Photo: Johanne Nyborg

Ludenso is an educational technology company that brings learning materials to life with Augmented Reality (AR), to provide increased engagement and a more customised learning journey for the individual.

www.ludenso.com

SOCIETAL CHALLENGE

Too many young people drop out of school, and one reason for this might be that courses are too textbook-heavy and theoretical, so that more people struggle to keep up with the teaching. To ensure motivational teaching for the pupils, it is important to consider new learning methods and tools. Some pupils learn primarily visually, i.e. through pictures and visual impressions, and not through reading text.

SOLUTION

Ludenso uses Augmented Reality (AR) to make learning more fun and inspiring. International research shows that AR-enriched learning has a particularly positive effect on students with dyslexia, ADHD, autism, dyscalculia and cognitive challenges, and has a good effect on attendance and joy of learning.



MASTER'S STUDENT:

"I really believe Ludenso's technology has potential for students with reading and writing difficulties. I think there are a lot of students who are misunderstood. Teachers regard them as 'weak,' and think they seem withdrawn and aren't paying attention. They become blind to these students' potential. But in fact, they're highly intelligent and have a deeper understanding. These students need learning to be fun, and not be dry and boring. They need something to stimulate their creativity and intelligence."

– Master's student Marlene Hasle after her first encounter with AR books in the classroom of an elementary school.



2022



39 666

Number of learning experiences experienced in Ludenso Explore/ AR Aschehoug



9,3

Average number of learning experiences per student achieved through Ludenso Explore / AR Aschehoug



8 747

Number of students reached through Ludenso Explore / AR Aschehoug / Ludenso Create

See the appendix for a detailed explanation of how the figures were obtained.

CHANGING THE WAY WE LEARN

Ludenso has developed a platform for Augmented Reality (AR) of books for secondary schools and sixth forms/high schools (VGS). Poor attendance and high dropout rates at VGS level are a major societal challenge, and the company works to ensure that more students experience the teaching as more educational, exciting and understandable – and therefore complete their courses.

The company's technology has been developed and tested through several research projects, including collaboration with the University of Oslo and the University of Stavanger, as well as a new project with the Norwegian Computing Centre that will end in the summer of 2023. The Research Council of Norway, the Norwegian Directorate for Education and Training and the special educational support service Statped have also contributed to the development of Ludenso's services. School attendance is a focus area we are highly committed to, and in 2022 we issued a convertible impact loan to Ludenso. We believe that innovation and new technology in the schooling and education sector is an exciting way to adapt the learning journey for individual students.

Trym Nagelstad, *Business Developer*

“ We believe that integrating innovation and emerging technology into education offers a compelling approach to tailoring each student's learning journey.”

ABOUT THE SOCIAL RESULTS

In 2022, Ludenso has provided thousands of children with learning experiences through Ludenso Explore, Ludenso Create and AR Aschehoug. The students have registered a total of 39,666 LETS (Learning experiences triggered) throughout the year with Ludenso Explore and AR Aschehoug.

In addition, students have created thousands of 3D models in Ludenso Create. This is the first year measuring social outcomes, and work is underway in 2023 to see what changes are happening to students who receive this type of learning experience.





**A HEALTH CHECK
FOR THE BRAIN**

mindmore

Mindmore works for better brain health by offering digital tests of cognitive functions.

www.mindmore.com

SOCIETAL CHALLENGE

Our cognitive functions change over time and are affected by depression, stress, ADHD, fatigue syndrome and dementia, and many other factors. However, the brain is rarely tested when you visit your doctor, because traditional methods are very time-consuming.

SOLUTION

Mindmore measures important cognitive functions such as memory, short-term memory, word comprehension, concentration, reaction time, mental pace and problem-solving skills. The company has combined 23 proven evidence-based tests of cognitive function into one digital application. A sound knowledge of a patient's cognitive state and development helps doctors, psychologists and other health personnel to do a better and more effective job of helping them.

A HEALTH SECRETARY:

“One particular patient had become unemployed as a result of many health problems. She had undergone various health service examinations related to cognitive challenges, but had never received a diagnosis. She was therefore referred to various health service providers without receiving relevant treatment. After a long period of sick leave, she lost her right to health insurance and had to receive financial support from social services.

In 2022, she conducted one of Mindmore's tests, after which it became apparent that she had severely impaired functional abilities. She finally received sick pay from the Swedish social insurance scheme, which led to an improvement in the patient's quality of life.”

— A health secretary in Sweden



2021



988

Number of patients helped



249

Number of patients who have received help through primary health care



7,5 / 10

Adds clinical value (mean score)



1

Number of languages in the Mindmore platform



908

Number of tests

The number of tests in the specialist, primary and occupational health services excluding tests in connection with study and research.

2022



2 363

Number of patients helped



493

Number of patients who have received help through primary health care



8,8 / 10

Adds clinical value (mean score)



3

Number of languages in the Mindmore platform



2 772

Number of tests



70 %

Clinicians who believe the tests disclose brain health



60 %

Helps the patient gain a better understanding of their illness

PERCENTAGE INCREASE (2022)

439 %

Patients who have received assistance from the specialist health service

94 %

Number of patients who have received help through primary care

64 %

Number of patients who have received assistance through the occupational health service

590 %

Number of patients who have received help through ADHD clinics

See the appendix for a detailed explanation of how the figures were obtained.

NEW TOOL FOR BETTER CHARTING OF DEMENTIA

We invested in Mindmore in 2021 and this is our first direct investment in Sweden. We share their vision that cognitive testing must become accessible to many more people, and we see great potential in the company — both in terms of the social impact, commercial potential and opportunity to expand internationally in the long term. There is also a link to the dementia field, which is something we at Ferd Social Entrepreneurs have been working on over time.

We have invested in Mindmore through a convertible loan. Our team also supports the founder and the company through our business developers, with a particular focus on measuring and managing by social impact (Impact Measurement and Management).

Mari Huuhka Killingmo
Senior Business Developer



ABOUT THE SOCIAL RESULTS

In 2022, Mindmore has worked on its Impact Management Platform and creating its first impact report as part of its annual reporting. The number of patients who have been tested via Mindmore has increased in all segments the company is targeting. From an impact perspective, the company has specifically worked to increase the use of Mindmore, especially in primary care. Testing increased by 94% in this segment.

Mindmore is working to make it more common to conduct tests to make brain health more visible – just as it is normal to have blood tests when you visit the doctor. It is therefore positive that 70% of a sample of clinicians believed that the tests contributed to a better interpretation of symptoms, and that they scored as highly as 8.8 out of 10 when asked whether the tests added clinical value. Another impact goal is to make testing available to groups that currently have low access, e.g., those who live far from the specialist health service or are minority language speakers. At the end of the year, Mindmore tests were available in Swedish, English and Finnish.

“We see great potential in the company, both in terms of the social impact, commercial potential and the opportunity to expand internationally in the long term.”



WORK

**UNIQUE FUND
CREATES JOBS**

den sociale
kapitalfond

Photo: Jeppe Bøje Nielsen

The Social Capital Fund Invest I K/S aims to create jobs for people who are facing social exclusion in Denmark.

www.densocialekapitalfond.dk

SOCIETAL CHALLENGE AND SOLUTION

Den Sociale Kapitalfond Invest I K/S was established by the Danish investment company Den Sociale Kapitalfond in 2017. The fund will contribute to creating social impact, jobs and new opportunities for people living outside Denmark, and will provide both economic and social returns.

The fund has a total of DKK 289 million in investment capital, and the goal is to invest in 10-15 companies over the fund's 10-year lifetime. The model is structured so that the remuneration paid to the fund manager depends on results on both the financial and social bottom line.

Investors include the European Investment Fund (EIF), the Danish Export and Investment Fund, Chr. Augustinus Fabrikker, Trygheds-Gruppen, Novo Nordisk Fonden, Sparekassen Sjælland-Fyn, Hempel Fonden, Færchfonden, Østifterne, Færch & Daughters and Den Sociale Kapitalfond etc.

At the end of 2022, the fund had seven companies in its portfolio: Koatek, Danpal, Profilservice, Auto Mobil, WaterCare, BM Silo and Tolstrup.





3 new companies the fund has invested in in 2022



7 remaining, 2 exits

Number of companies the fund has invested in in total at the end of 2022

2021



116

People from exclusion to work in 2021



134 %

Goal achievement impact target, medium term in 2021



54 %

Achievement of long-term unique impact goals in 2021

2022



155

People from exclusion to work in 2022



126 %

Goal achievement impact target, medium term in 2022



58 %

Achievement of long-term unique impact goals in 2022

See the appendix for a detailed explanation of how the figures were obtained.

SOCIAL IMPACT THROUGH ACTIVE OWNERSHIP

We invested in Den Sociale Kapitalfond Invest I K/S in 2018, and actively participate in Investment Advisory Board. The fund had two successful exits in 2022, Hitsa and Refurb, both of which have delivered strong results both socially and financially. The fund contributes to real work inclusion in business, and shows how an impact investor can help ordinary businesses create significant social impact through active ownership. This is a good match with the way we think at Ferd Social Entrepreneurs.

Espen Daae

Investment Chief, Social Investments



ABOUT THE SOCIAL RESULTS

In 2021, the fund made two investments, in Profil Holding (55 %) and Auto Mobil (39 %), respectively. In 2022, the fund made three investments, with the acquisitions of HES-KOL Watercare ApS (43 %), BM Silo ApS (44 %) and Tolstrup A/S (58 %).

The fund has shown positive overall performance for the portfolio over the past two years. They have set a long-term social impact KPI for each of the portfolio companies for which they measure goal attainment. Overall, the aggregate achievement of unique targets had increased from 54 % in 2021 to 58 % in 2022 – and this despite the addition of three new portfolio companies during the year with unique targets.

The medium-term impact target achieved for the fund was 126 % at the end of 2022, demonstrating that the portfolio as a whole is ahead of medium-term KPI targets. At the end of the reporting period, the current seven portfolio companies had employed a total of 127 people from exclusion – and the comparable total unique long-term target is 199 people. On average, 20 % of employees in the fund portfolio companies are currently or previously vulnerable persons.

“This is real work inclusion in business, and shows how an impact investor can help mainstream businesses create significant social impact through active ownership.”



**PIONEERING
VENTURE FUND**

Photo: Dr. Suzanne Goh, co-founder and CMO of Cortica



The Autism Impact Fund was established in 2021 as the world’s first venture fund for investments in autism-related businesses. The fund invests in scalable businesses that create better opportunities for people with autism spectrum disorders, neurodevelopmental disorders, mental health problems and associated complex and chronic conditions.

SOCIETAL CHALLENGE AND SOLUTION

Autism Spectrum Disorder (ASD) is a complex, lifelong developmental condition usually diagnosed in early childhood. It is estimated that one in 36 children born in the United States has ASD, and that it is the fastest growing developmental disorder.

The fund will contribute to developing companies that can improve lives and opportunities for people with ASD and for their relatives. The AIF will also improve opportunities for this group, no matter where they are on the spectrum. They do this by gathering investors, entrepreneurs, researchers and specialists in professional councils that contribute to the development of the portfolio.

Today's portfolio is composed of companies that target various critical milestones in the lives of people with ASD. The portfolio is designed to match their life journey with the best companies developing technologies and services for early diagnosis, early intervention, proper schooling/education, employment and opportunities to live independent lives. The companies have been chosen to achieve synergies so that the total portfolio is more than the sum of each company.



www.autismimpact.fund

IMPORTANT INVESTMENT PARTNER IN THE FIELD OF AUTISM

Through our investments in Unicus and auticon, we have seen the need for a holistic approach to neurodiversity. AIF is the world's first venture fund designed to be the best investment partner for companies engaged in diagnostics, treatment, follow-up and life skills for people with ASD.

This is a complex landscape with challenges related to both the social and medical aspects. It is therefore exciting to see how the challenges are handled in different markets, from the Nordic welfare states to countries where insurance companies play a far greater role. We learn a lot from following the work of the fund and bring this to our companies working on the same challenges.

Mari Huuhka Killingmo
Senior Business Developer



“AIF is the world's first venture fund designed to be the best investment partner for companies driving innovation in diagnostics, treatment, follow-up and life skills for people with ASD.”

ABOUT THE SOCIAL RESULTS

AIF's impact measures address the challenges faced by people with ASD that prevent them living fully independent lives.

For example, early diagnosis is crucial in shaping the lifelong development trajectory of each individual. Although it is possible to make a diagnosis as early as at 18 months, diagnosis is often delayed, with an average age of diagnosis of 3.6 years worldwide. One of AIF's efficacy goals is therefore to remove system-level barriers that prevent access to testing, so as to reduce the average age of diagnosis. The efficacy goal is also about finding diagnostic tools that can detect ASD earlier.

Another efficacy goal of the AIF is to shift the current binary diagnostic process towards a more individual-oriented process that

recognises autism as a spectrum disorder. Precision medicine has revolutionised the ability to find and classify subtypes of various medical conditions. This makes it possible to match treatment with subtypes and thus improve the results. AIF aims to use the latest in precision medicine to identify distinct types of ASD. Precision diagnosis will make it possible to tailor interventions that address the unique behavioural and biological characteristics of each subtype of autism spectrum disorder.

AIF has invested in 11 different companies over the past two years and has contributed to a number of established impact targets. We co-invested with AIF in Auticon.

AIF WORKS TO ACHIEVE THE FOLLOWING 12 IMPACT GOALS:

- 1 Accelerate the diagnostic process
- 2 Define ASD subtypes with precision
- 3 Identifying quantifiable biomarkers
- 4 Integrate data across patients, providers, and platforms
- 5 Harness the power of AI
- 6 Develop safe treatments for core symptoms
- 7 Relieve symptoms from other diseases that may occur along with autism
- 8 Create quality tools for lifelong learning
- 9 Support people with autism to achieve independence
- 10 Providing a path to financial security
- 11 Democratising access to care
- 12 Fostering innovative partnerships



Axial Therapeutics develops platform technologies targeting microbiome metabolites for the treatment of CNS disorders, cancer, and ASD. AB-2004, which is currently undergoing clinical trials for autism, is an intestinal restrictive agent designed to alleviate common symptoms associated with ASD.

- One clinical trial (ongoing)
- 140 participants in clinical trial



Floreo harnesses the power of virtual reality (VR) to offer a method for teaching social, behavioural, communication, and life skills to individuals with autism and other diagnoses.

- 2,500 individuals have gained access to paediatric medicine in their geographical vicinity
- Three clinical trials (2 completed, 1 ongoing)
- 185 participants in clinical trials



Yamo Pharmaceuticals is a pharmaceutical company that develops drugs for the treatment of core autism symptoms. L1-79 received an FDA Fast Track designation.

- One clinical trial (ongoing)
- 80 participants in clinical trial



Joshin partners with organisations to provide ongoing support for disability and neuro-divergence in the workplace through training, mentoring, and support.

- 23,500 have gained access to the service in their geographical vicinity
- 11 B2B collaborations in health and wellness



SpectrumAi is developing an innovative digital suite of solutions for life-changing ABA therapy that leverages AI-augmented clinical decision-making and automated data capture to drive better outcomes, reduce life-cycle treatment costs and make care more accessible.

- 3000 have gained access to the service in its geographical vicinity



Suggestic is a SaaS company that offers a digital health platform with multiple verticals, including ASD. The platform has a modular approach to managing health and co-occurring disorders with a 'food as medicine' approach.

- 38 B2B collaborations in health and wellness



BioROSA develops a highly accurate blood analysis that can detect ASD in children as young as 18 months of age.

- One clinical trial (ongoing)
- 175 participants in the study



MARAbio is unique in allowing preconception testing for ASD related to maternal antibodies (MARA). The pattern of these maternal antibodies constitutes a powerful biomarker for ASD.

- Six development tests for analytical methods/ POC (4 completed, 2 ongoing)
- More than 2300 samples analysed



auticon is an international IT services provider and a global leader in hiring individuals with autism spectrum disorder.

- 300+ people with ASD employed



Cortica is a technology-driven, holistic care provider that delivers optimised medical and behavioural care for neurological developmental disorders, including ASD. The company is founded and led by neuroscientists. Cortica has a robust clinical development expertise that enables the evaluation of new technologies.

- 22 500 have gained access to paediatric medicine in their geographical vicinity
- Ten new technologies implemented
- 12,700 assessments/interventions for neuroatypical people
- Approx. 83 % reduction in waiting time
- 20 clinical trials (10 completed, 5 ongoing, 5 planned)
- 450 total number of participants in clinical trials
- 27,000 referrals



Healios is an international provider of digital mental health and neurological services that support children, adolescents and their families, with a focus on early diagnosis and digital health services, making it possible to access care regardless of location.

- 40,000 have gained access to paediatric medicine in their geographical vicinity
- Two new technologies implemented
- One clinical study (ongoing)
- 40 participants in clinical trial
- More than 20,000 referrals



THE STUDENT'S EYES, EARS, AND VOICE IN THE CLASSROOM WHEN THEY CAN'T BE THERE IN PERSON

No Isolation

No Isolation works to reduce involuntary loneliness and social isolation by developing unique and adapted digital communication solutions.

www.noisolation.com

SOCIETAL CHALLENGE

Children and young people: In Europe, more than 500,000 children and young people are absent from school for extended periods due to physical or mental illness. The research is crystal clear that school absence due to illness is a problem with major social consequences. The disconnection from friends and classmates has very negative consequences on children's social and emotional lives.

Elderly: Many elderly struggle to keep up with technological developments. In addition, isolation and visiting restrictions due to COVID-19 meant that many elderly people had less freedom of movement than before, and it was difficult to travel to visit family and friends or receive visits in the home.

SOLUTION

The AV1 communication robot becomes the child's eyes, ears and voice in the classroom. The robot makes it possible for children and young people with long-term illness to participate socially and in education through an app on their phone or tablet. In 2020, the robot has been particularly important for more people than before, because students with underlying illnesses have been prevented from physically attending school due to the risk of corona infection.

The communication tool Komp is a one-button computer designed for seniors who cannot master, or for various reasons do not wish to use smartphones, tablets or computers. The solution enables digital contact with family by sending photos, messages and video calls to the machine. Family members have access to the Komp app, which functions as a private social network. Komp only requires the elderly person to turn it on and set the sound level. Everything else is managed by family members in the Komp app.

GUNVOR, 86 YEARS:

Gunvor is 86 years young and lives in northern Sweden, far away from her daughters in Stockholm. She is interested in music and sound resonance, and is particularly interested in other people's voices. Gunvor is not particularly interested in technology, but was given a Komp by her family for Christmas last year.

Now she receives pictures from her grandchildren and children daily, without having to actively do anything, while her grandchildren no longer have to wait a long time for Gunvor to pick up the phone. Gunvor's daughter can send her film from the stables or other activities in her everyday life, because as she says, "life is mostly weekdays".



KOMP

SINCE 2018, OVER 11 MILLION PHOTOS AND MESSAGES HAVE BEEN SENT FROM KOMP APPS TO KOMPS.

2021

2022



59 000

Number of family members, close friends and employees in the care services using the Komp app



67 400

Number of family members, close friends and employees in the care services using the Komp app



8 691

Elderly who have kept in touch with their family members through Komp



11 363

Elderly who have kept in touch with their family members through Komp

AV1

2021

2022



1 790

Number of children and adolescents with long-term illness who were able to take part in their own school life thanks to AV1



2 310

Number of children and adolescents with long-term illness who could take part in school life thanks to AV1



27 020

Number of school days that children and young people have not missed thanks to AV1



34 650

Number of school days that children and young people have not missed thanks to AV1



56 %

of AV1 users say the robot has made it easier to keep up with schoolwork in 2021



48 %

of AV1 users believe the robot has made it easier to stay in touch with classmates in 2021

See the appendix for a detailed explanation of how the figures were obtained.

DIGITAL SOLUTIONS COMBAT LONELINESS

No Isolation delivers great products that combat exclusion and loneliness, and the company saw stronger growth for Komp than for AV1 through the pandemic, when many elderly people were no longer able to receive visits from their relatives and needed a screen to be able to communicate.

In 2017, we invested two million NOK in the company, and since then we have also given them a convertible loan. Capital is used for scaling and growth, with the goal of improving quality of life for both target groups. No Isolation has been an important investment for us, as one of the first companies to develop technology specifically aimed at combating loneliness. They also started to document their social impact from an early stage, and they have more sales channels since they sell their products to both private and public sectors.

Astrid Laake Paaske
Senior Business Developer



ABOUT THE SOCIAL RESULTS

AV1 gives children who are unable to physically attend school the opportunity to participate and connect with schoolmates via a robot. Komp gives seniors and relatives the opportunity to keep in touch through video chat and photos.

In recent years, No Isolation's Komp has experienced good growth in the private market, at the same time as it has been made available as a tool for employees in the care services. The sales volume and the number of people they influence in the target group are growing year by year, and the measurements show positive changes among the elderly and children who are absent from school.

No Isolation has achieved a customer satisfaction score for Komp (Net promoter score, NPS) of 40, which is a good result on a scale from -100 to 100.

“No Isolation has been an important investment for us, as one of the first companies to develop technology specifically aimed at counteracting loneliness.”



SCIENCE IS COOL



FORSKER-
FABRIKKEN

Photo: Frank Holm

Forskerfabrikken works to spread the joy of science and understanding to children across the country, and gives them the opportunity to immerse themselves in these subjects in their own local communities.

www.forskerfabrikken.no

SOCIETAL CHALLENGE

Fewer children and young people choose science subjects at school, a trend that can lead to society failing to solve complex problems or to drive technological innovation. The lack of STEM (science, technology, engineering and maths) competence may also mean that society is not adequately prepared for the challenges posed by technological development and climate change.

SOLUTION

Forskerfabrikken wishes to increase children's awareness of how technology and research affect them, society and nature. They do this by spreading the joy of science and understanding to children all over the country, giving them the opportunity to immerse themselves in these subjects in their own local communities. Since 2002, the company has inspired over half a million children to explore the exciting world of science through science courses, summer schools, educational games and by offering continuing education courses for educators in kindergartens and schools.

ONE PARENT SAYS:



“My child said it was MUCH more fun than learning in school. She has really enjoyed herself all the time and now loves science. Mission accomplished.”

– Parent of participant in summer school



2021

2022

- 6 950**
Unique course participants at
leisure course ink summer school
- 46 %**
Girls attending courses
- 40 %**
Parents without a science
background

- 4 047**
Unique course participants at
leisure course ink summer school
- 45 %**
Girls attending courses
- 34 %**
Parents without a science
background

See the appendix for a detailed explanation of how the figures were obtained.

RECORD 2022

‘Aksjon Recycling’ is a national campaign in which students learn about recycling, uircular economy and how to take care of our planet. In 2022, there was record enrolment for the campaign with 772 classes and 14,625 students. They collected 898 kilograms of metal and performed nearly 30,000 experiments.



FUN LEARNING SCIENCE

In order to meet the challenges of the future, it is important that more people gain a good understanding of STEM subjects, and that we stimulate an interest and enthusiasm for these subjects at an early age. Forskerfabrikken's teaching methods are based on a pedagogical approach that works in tandem with the brain. All activities are practical, and children are invited to experience things that activate their senses and their bodies, increasing learning outcomes and the joy of understanding.

Forskerfabrikken celebrated 20 years in 2022. The company was an early entrant to our portfolio, and has established itself as a professional and important player in science education in Norway. The Forskerfabrikken summer schools are popular all over the country, and thousands of children enjoy the company's creative advent calendar every year. The company has also developed its own brand, Scientist Factory, which sells educational material and brings Forskerfabrikken's unique methodology to a wider audience. The company has also developed Forskerhagen ('The Research Garden'), a digital post-educational programme for kindergarten employees working with children aged 3–6 years.

Espen Daae
Investment Chief, Social Investments

ABOUT THE SOCIAL RESULTS

Forskerfabrikken conducted a significantly higher number of summer schools with higher average participation in 2021 than in 2022. This is because 2021 was an extraordinary year, with municipalities receiving state 'Covid grants' to conduct summer schools. The number of summer schools in 2022 represents a more normal year.

The number of parents without a STEM background was also higher in 2021 than in 2022, with 2022 being a normal year. It is reasonable to assume that the subsidies given to summer schools in 2021 enabled more children to participate. Assuming a likely correlation between parents with STEM backgrounds and higher incomes, it would appear that the pandemic subsidies made summer school available to more low-income families in 2021.

Children often choose the same educational direction as their parents, and traditionally boys have been in the majority in science subjects. However, in recent years, there have been as many girls as boys on the courses, and the numbers are stable in 2021 and 2022 despite large differences in the number of course participants.

Forskerfabrikken has published an external social impact report which can be found on their website.

"Forskerfabrikken has established itself as a professional and important player in science education in Norway."



ABC ... ALL IN!

Photo: Line Wendel



With iMAL's fully digital solution, primary schools gain insights into the literacy skills of children, and with the help of iMAL's assignment tools, the pupils are taught with targeted working methods and individually adapted tasks.

www.imal.no

SOCIETAL CHALLENGE

A child's first year of school can lay the foundation for many years of mastery or many years of failure. There are many children who struggle with reading, and insights into the literacy of pupils depends on the engagement and level of knowledge in the individual school or municipality.

SOLUTION

iMAL has developed a digital learning tool with associated methodology which can help all pupils succeed with letters, reading and writing from their very first day at school. With the newly launched letter mapping and school leadership module, schools also gain insights into pupils' literacy skills and can implement targeted measures.

A TEACHER SAYS:



“The pupils are very happy when they are able to put words together, something they couldn't do before they started with iMAL. iMAL is very easy to use, both for me and the pupils. The two pupils who have worked mostly with iMAL have learned 10 and 13 letters respectively in TWO WEEKS!”

— teacher, Sweden

NORWAY

Number of schools with
iMAL licences

482 (2021)

516 (2022)



18 869

Number of children
surveyed with iMAL
2022

SWEDEN

Number of schools with
iMAL licences

33 (2021)

99 (2022)



941

Number of children
surveyed with iMAL
2022

2 851

Number of pupils predisposed to reading/
writing difficulties, using iMAL 2021

5 830

Number of pupils predisposed to reading/
writing difficulties, using iMAL 2022

95 %

Proportion of educators who have worked
with children who struggle to read and write
in Norway (2022)

98 %

Proportion of educators who will use iMAL
in their teaching in Norway (2022)

See the appendix for a detailed explanation of how the
figures were obtained.

EFFECTIVE TOOL FOR LETTER LEARNING

iMAL was part of our portfolio in 2020–2022. The company has developed a methodology and digital learning tool that demonstrates excellent results for letter learning for children and is in use in many schools in Norway and Sweden.

The company has experienced steady growth in Norway and is also established in Sweden. In the autumn of 2022, the company launched a digital letter mapping module developed for use in both markets. We hope that the company's steady development will continue, so that they can grow further and give more people access to effective literacy education in the future. The company falls under our School Attendance focus area.

Mari Huuhka Killingmo
Senior Business Developer



ABOUT THE SOCIAL RESULTS

iMAL launched their digital letter mapping in August 2022, and the product has been well received. In the autumn of 2022, approximately 20,000 letter mappings were carried out in Norway and Sweden.

iMAL estimates that as many as 27 % of children struggle to learn letters with normal methods. A total of 16,283 children in Norway used iMAL in 2022, demonstrating solid impact with their platform.

Furthermore, iMAL can also be used on paper, so the real number may be even higher. Another positive aspect is that iMAL has been well received by teachers attending courses, and all plan to use the iMAL pedagogy in their teaching.

“The company has developed a methodology and a digital learning tool that demonstrates excellent results for letter learning for children.”



ELDERLY/
DEMENTIA



MOTITECH

Motitech offers an innovative motivational tool for elderly people and those suffering with dementia to improve health and increase their quality of life.

www.motiview.no

SOCIETAL CHALLENGE

The elderly and people with dementia in nursing homes are not offered sufficient opportunities for physical activity and cognitive stimulation, making it important to adopt new and innovative solutions to prevent injuries, and improve health quality of life.

SOLUTION

Motitech's solution, Motiview, is designed to give an aging population increased quality of life through physical activity, mental stimulation and social connection. Their innovative concept makes it possible to go on virtual bike rides using a global video library. User-adapted ergometric exercise bikes are used in combination with videos of familiar roads and experiences, as well as suitable music or sound. The main user group is elderly people and those suffering from dementia in public and private care homes, day care centres, nursing homes, home care services and rehabilitation.

GLORIA, 82 YEARS OLD:



"Cycling makes me healthier and gives me joy," says Gloria Frøystadvåg (82). Several times a week she goes to Vågedalen Day Care Centre to cycle to films from the Motiview library. After hip surgery, Gloria ended up in rehabilitation and was introduced to the bikes and Motiview. For Gloria, the film library is crucial to her cycling experience.

"There are so many lovely films. It's the be-all and end-all for me. I could never just sit on my bike and stare at the wall. Never!" she proclaims with a big smile.



ROAD WORLDS FOR SENIORS

Number of cyclists



2021

2022



5 155

Cyclists participated in the Road Worlds for Seniors



5 670

Cyclists participated in the Road Worlds for Seniors



31 km

Average number of kilometres cycled per cyclist at the Road Worlds for Seniors



32 km

Average number of kilometres cycled per cyclist at the Road Worlds for Seniors



158 537 km

Total kilometres cycled at the Road Worlds for Seniors



183 889 km

Total kilometres cycled at the Road Worlds for Seniors



620

Number of institutions, spread over eleven countries



614

Number of institutions, spread over eleven countries



90 %

Proportion of licences renewed



85 %

Proportion of licences renewed

See the appendix for a detailed explanation of how the figures were obtained.

RESEARCH IN ENGLAND 2021



enjoyed improved health as a result of Motiview



experienced an increased ability to carry out everyday activities as a result of Motiview



experienced a decrease in anxiety and depression as a result of Motiview

KEY RESEARCH PROJECT IN ENGLAND

Motiview was added to the portfolio of Ferd Social Entrepreneurs in autumn 2018. Through an equity investment, we provided the company with the financial resources needed to accelerate growth and increase scalability. Although they enjoyed good momentum until 2020, the COVID-19 pandemic put the brakes on growth.

Despite this, Motiview has continued to carry out important activities, including a four-year research project that was carried out in 24 different institutions in England. The results showed that using Motiview led to patients enjoying increased mobility, greater independence, higher activity levels and better health. We have been working with the company on Impact Management for the past few years, to ensure data collection and validate the service and social performance.

Trym Nagelstad, *Business Developer*



ABOUT THE SOCIAL RESULTS

In 2021 and 2022, Motitech has completed a major research project and collected figures manually from residents at the institutions. The market for the elderly became much harder during the pandemic, and Motitech's results were negatively affected by the Covid restrictions. Nevertheless, the research project in England yielded good results, which validates the service being delivered, although the quantitative results have been more at a standstill, with a slight decline in the number of renewed licences.

“Impact management is important to ensure good data collection to verify the service and social outcomes.”



**PREVENTING
EXCLUSION**



Photo: Oda Hveem

Atlas Kompetanse helps prevent exclusion among children and young people with minority backgrounds by offering culturally sensitive and multilingual courses to the municipality's child welfare and refugee services, schools and kindergartens.

www.atlaskompetanse.no

SOCIETAL CHALLENGE

Families with complex migration challenges often have little knowledge of Norwegian society, culture and language, and children and young people with minority backgrounds often experience more exclusion than other children in Norway. Atlas Kompetanse sees that young people with multicultural backgrounds under the care of the child welfare service may need help to develop their self-image and personal identity.



SOLUTION

The company provides several services to reduce exclusion among families with multicultural backgrounds. Something all the services have in common is providing culturally sensitive guidance to parents, increasing their understanding of the system and building bridges between families and services. Atlas Kompetanse's unique selling point is their expertise and the fact that the guidance takes place in the family's own mother tongue.

Courses and expertise are key to the company's preventive work, and the company aims to give parents a thorough understanding of the Norwegian educational and welfare system so that they can make informed choices for their children. Atlas Kompetanse also offers family guidance via child welfare services. Here, they work on managing change with families through flexible services with a culturally sensitive approach that also includes an understanding of socioeconomic factors in a child's upbringing.

WHAT PARENTS SAY:

"The fact that our children are growing up between two cultures is challenging. Not because we parents don't acquire knowledge about the new country, but we don't know what growing up in a bicultural setting involves. We grew up in one culture and didn't have to take into account the differing expectations of parents and the surrounding community. The fact that you at Atlas Kompetanse have experience-based competence and knowledge has helped to increase our curiosity about the topic, and we will continue to talk to our teenagers about these topics. Thank you so much for your guidance."

— Newly arrived parents after completing a parental guidance course in May 2022.

FAMILY GUIDANCE

2021



42

Number of children worked with via the child welfare services in 2021



146

Number of children worked with via the child welfare services from 2017-2021



4 029

Number of hours with families



168

Average number of hours per family per year



7

Number of languages used in the guide

2022



38

Number of children worked with via the child welfare in 2022



184

Number of children worked with via the child welfare services from 2017-2022



5 218

Number of hours with families



201

Average number of hours per family per year



7

Number of languages used in the guide

Se appendiks for detaljert forklaring på hvordan tallene er innhentet.

COURSES AND COMPETENCE



219

Number attending courses (adults)



186

Number attending courses (adults)



9

Number of languages used in the course service

INDEPENDENT AND SELF-SUFFICIENT

Atlas Kompetanse became part of our alumni portfolio from 2022, after receiving financial support from us for three years. We are delighted to report that the company is now standing firmly on its own two feet. Also in 2022, the company was awarded a frame agreement with the Child Welfare Services in Oslo Municipality in strong competition with other players, underpinning its important social work and providing a good basis for further growth.

When we first started working with them, we met two entrepreneurs who had resigned from safe municipal jobs to provide services they saw a need for, but were unable to deliver within the confines of the public sector. They knew a lot about culturally sensitive guidance and the needs of children with immigrant backgrounds, but less about running a company. Today we see two entrepreneurs who know a lot about both, and who have managed to engage many good employees and supporters along the way. There is no doubt that the company provides high-quality services that also create important, profound and long-lasting social impact. We are proud to have been able to contribute to the journey.

Astrid Laake Paaske
Senior Business Developer

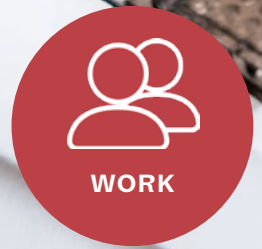
ABOUT THE SOCIAL RESULTS

Atlas Kompetanse is a recognised player in family guidance with considerable expertise and experience. Since 2017, the company has helped over 180 children, with 80 in 2021 and 2022 alone. The company's advisors work closely with the children, spending an average of over 200 hours per family in 2022, making them key supporters for these children and their parents, and with significant positive impact on school attendance and helping families to function better in their everyday lives.

Atlas also offers preventive courses and expertise. This includes courses for newly arrived refugees, where building bridges from the participants' own educational values and Norwegian educational values is central. Atlas is committed to bringing about lasting change and works to help the families understand and incorporate new knowledge.

In 2021 and 2022, the company has held courses for approximately 400 participants, including so-called school-home courses, which aim to increase parental participation in the cooperation between school and home.

“There is no doubt that the company provides high-quality services that also create important, profound and long-lasting social impact.”



GAPS IN YOUR CV?

PERFECT!



Photo: Oda Hveem

M

The organisation called Medarbeiderne provides removals and cleaning services as well as monthly collection of waste from private and corporate companies, so as to provide gainful employment to former drug users. All employees are paid from day one.

www.medarbeiderne.no

SOCIETAL CHALLENGE

People with a history of substance abuse often struggle to find work, and their risk of relapse is high, especially among those who are unemployed, which means that having ties to employment is a key factor in staying drug-free.

SOLUTION

Medarbeiderne offers people with a history of substance abuse meaningful, salaried work, with employees receiving full pay from day one. The company offers a collection service for small electrical waste, glass and metal packaging, deposit bottles and textiles from private addresses and businesses. Through their "Flytt & sjau" service the company also undertakes other services such as waste management and janitorial services for private individuals, real estate companies and businesses. In 2020, they also launched industrial cleaning services for commercial premises, as well as deep cleaning after moving out.

SUCCESS STORIES:

One of Medarbeiderne's employees came to Norway from Poland three years ago with a history of alcohol problems going back many years. She began in Renvask at Medarbeiderne in 2021, and has since gained a central role in the company after demonstrating strong ability for running a commercial enterprise and leading others.

Trond is another employee of Medarbeiderne. He experienced alcohol problems for a number of years, but has now been reformed and sober for 25 years. He is 68 years old, is enjoying personal growth in his duties and is doing a great job of leading the company's sales and marketing work.



2021

2022



24
Number of man-years linked to the target group



28
Number of man-years linked to the target group



41
Number of permanent positions in the target group



35
Number of permanent positions in the target group



14
Number of new employees who have cut ties to benefits and received a full time position



4
Number of new employees who have cut ties to benefits and received a full time position



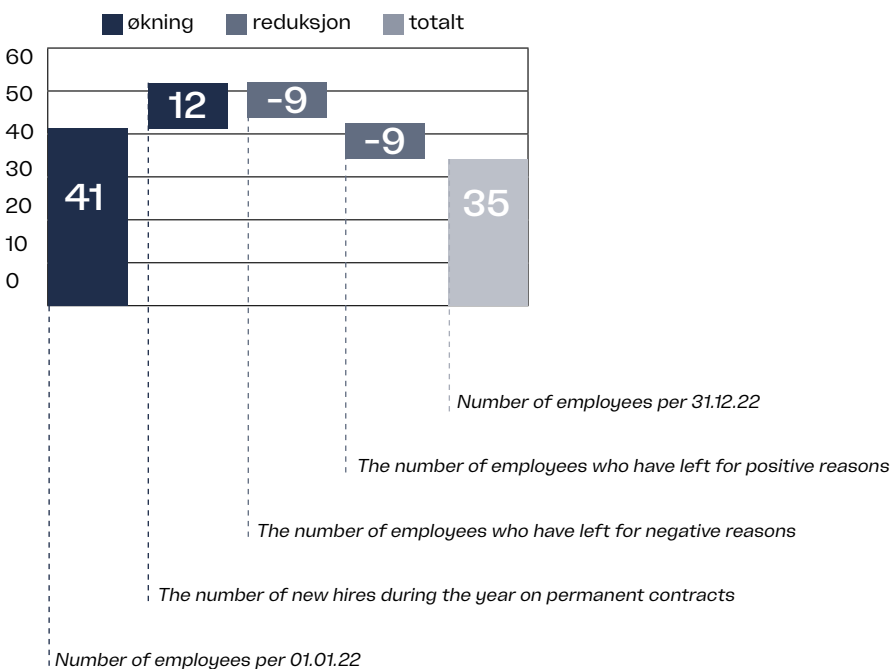
67 %
Average full-time equivalent (FTE) percentage among employees with a history of substance abuse



80 %
Average full-time equivalent (FTE) percentage among employees with a history of substance abuse

See the appendix for a detailed explanation of how the figures were obtained.

ANNUAL FINANCIAL STATEMENTS, EMPLOYEES (2022)



UNIQUE METHOD GIVES RESULTS ABOUT THE SOCIAL RESULTS

Medarbeiderne are passionate about letting people with a history of substance abuse show that they are positive resources who can cope with working in ordinary workplaces. By leapfrogging aftercare and jumping straight into a system of routines, responsibility and trust, they have succeeded in creating many success stories.

The unique method is well described on Medarbeiderne's own website: "An employee is a person who works in Medarbeiderne AS. An employee is not on a programme, they get paid from day one, and they have put their substance abuse behind them. Our employees work as drivers, route runners, removals workers, cleaners, carpenters, salespeople and team leaders." We have supported the company with grants over several years while building a sustainable business with multiple business areas and services. They joined our alumni portfolio in 2021.

Trym Nagelstad,
Business Developer



Over the past two years, Medarbeiderne have experienced an increase in the number of full-time equivalents (FTEs) in the target group from 24 in 2021 to 28 in 2022. The average percentage of worktime for employees with a history of substance abuse has also increased from 67 % in 2021 to 80 % in 2022, a positive development that shows that more employees with a history of substance abuse have been given the opportunity to work more hours, increasing their financial security and stability.

The company has also succeeded in its goal of helping employees to cut their ties to unemployment and state benefits and achieve full time positions. In 2021, the company hired 14 new employees in full time (100 %) positions, and in 2022, four new employees were given full time positions. This is a positive development showing that the target group wants to become more independent of state benefits and achieve financial stability through full-time work. Overall, the figures show positive development for the company when it comes to providing employees with a history of substance abuse with stability and higher FTE percentages. By offering more work, employees gain greater responsibility, more trust, increased financial security, and better quality of life.

"By leapfrogging aftercare and jumping straight into a system of routines, responsibility and trust, they have succeeded in creating many success stories."



In the appendix you can read in more detail about how the various data presented in the report have been obtained or calculated. The data collected by companies represents important management information for them, and they are at different stages in how advanced and how long they have been working on measuring social impact.

Scan this QR code and read in more detail about how the various data presented in the report were obtained and calculated.



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