



# Social Impact 2010

Playing for Change invests in social entrepreneurs  
who help children and youth to a better life



## 2010: THE FIRST YEAR

In the beginning of 2010, Playing for Change was still only a good idea, a project of Hugo Stenbecks Stiftelse's that would soon to launch its very first campaign. But by the end of the year Playing for Change was an, international foundation, funded by Kinnevik – working on two continents, registered to fundraise, engaging volunteers and advocating for children's rights.

In its initial launch Playing for Change received almost 1900 applications and made waves through out all major media outlets in Sweden. The first year the foundation supported ten early stage social entrepreneurs in Sweden, and through them altogether reached over 300 000 children.

Playing for Change's mission is to find and support social entrepreneurs with innovative ideas and methods that can improve the world through play, playfulness, and by removing obstacles to play. Because even though the right to play may seem natural, millions of children are denied this vital aspect of their development. Even in the most depressive environments and hazardous situations, play can be a key to the future, empowering children and young people.



Sara Damber, CEO Playing for Change

A handwritten signature in black ink that reads "Sara Damber". The signature is written in a cursive, flowing style.

**“A modern initiative, build on innovative models, brave ideas and exciting dreams. Playing for Change both starts an important debate and cements the image of a company group that is not only able to interact with the society but is also a part of it – and is willing to continue to be a part of it.”**

*Excerpt from the jury motivation when Playing for Change was awarded the Social Capitalist Award 2010, from leading Swedish business magazine Veckans Affärer.*

## Playing for Change Impact 2010: In short

- No of children reached: 309 985
- No of children in face to face meeting: 20 069
- No of partner volunteers engaged: 65

In Playing for Change the vision of the nonprofit sector meets the professionalism of the business sector. The result is a better world for children and young people - initially in Sweden and now globally.

Playing for Change's method is based on four steps; Call to Action, Search and Selection, Incubator and the Impact Reporting. Learn more in the pages to come.

Senior partners are Kinnevik, Korsnäs, Metro, MTG, Tele2, Millicom and Hugo Stenbecks Stiftelse.



## The Playing for Change Board

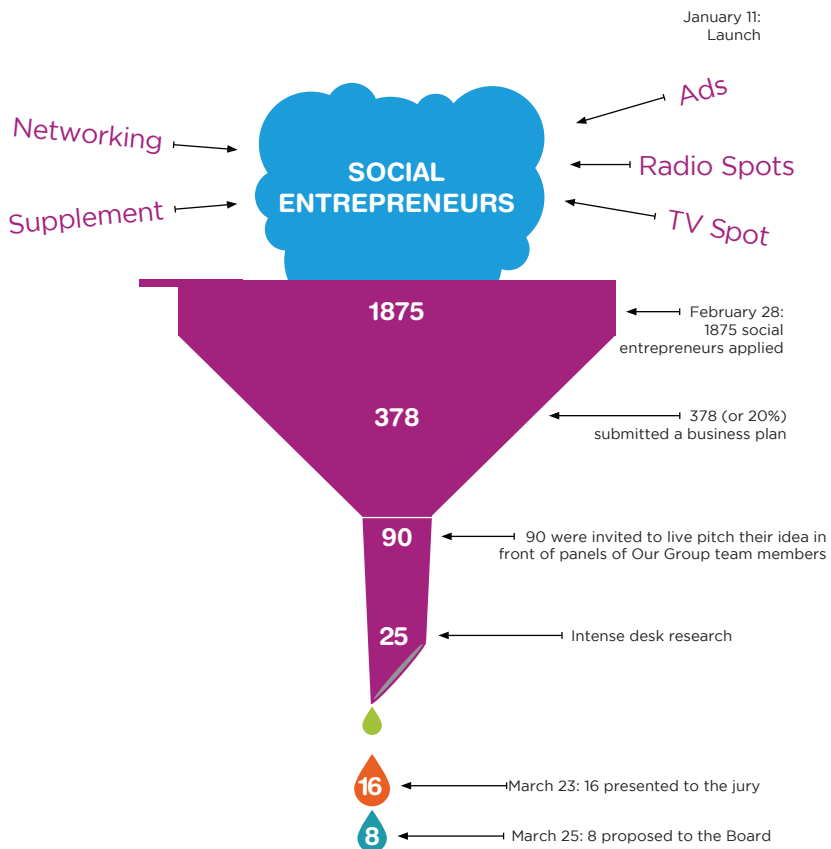
- Chairman **Cristina Stenbeck**, Chairman Investment AB Kinnevik
- Board member **Mia Brunell Livfors**, President & CEO Investment AB Kinnevik
- Board member **Hans-Holger Albrecht**, President & CEO Modern Times Group MTG AB
- Board member **Mats Granryd**, President & CEO Tele2 AB
- Board member **Mikael Granhe**, President & CEO Millicom International Cellular S.A.
- Substitute **Mikael Larsson**, CFO Investment AB Kinnevik

# SEARCH AND SELECTION

On January 11 Playing for Change was launched as a challenge to find the best social entrepreneurs in Sweden, working with children and youth. The candidates were evaluated in a five-step selection process aimed at finding the most creative ideas and the most entrepreneurial person.

1875 applicants submitted an idea that would make the world better for children. Of them, 378 were requested to hand in a business plan to describe their venture in detail. 90 people were interviewed and we did desk research on 25.

The 16 most interesting ideas were presented to our jury panel, which selected ten Playmakers. The jury was composed of experienced business entrepreneurs representing our partners; Mia Brunell Livfors CEO Kinnevik, Mikael Westerberg Director Strategic Planning Korsnäs, Pernilla Oldmark Information Director Tele2, Torsten Edebäck Director Northern Europé Transcom, Sara Damber CEO Playing for Change, Andreas Ohlson CEO Metro Sweden and Mikael Olander CEO CDON.



# Playmakers 2010

A Playmaker is a social entrepreneur, who has passed the selection process of Playing for Change. All Playmakers focus their work on changing the world through play or by removing barriers to play.



## **IDA ÖSTENSSON - CROSSING BOARDERS**

Crossing Boarders is producing an action guide that will be used to open up associations to equal participation. Crossing Boarders will provide a practical guide that opens shut doors, introduces female role models and through robust methods, strengthens young women's confidence and self-esteem. The goal is equal rights to an active leisure.



## **JOHAN WENDT - MATTECENTRUM**

Mattecentrum is a non-profit organization that offers free math tutoring and homework assistance for students in grades 7-9 and high school. All students, regardless of their school, heritage, or level of knowledge, are welcome to the math labs. In ten cities reaching from Lund to Luleå, approximately 150 volunteers run 25 math labs every week. Mattecentrum also offers online assistance.



## **JOHANNA JÄRNHÄLL & ÅSA JÄRNHÄLL OLSSON - FÖRENINGEN BARNKRAFT**

Barnkraft works with advocacy about sexual abuse of children. They've produced an educational guide to support schools, preschools and public enterprise personnel in listening to and helping abused children. The association works to spread courage, so that adults will dare to understand abused children and what they've been through.



## **LAILA LINDBERG - LÄKANDE LEK**

Läkande Lek has developed a pedagogy based in play that gives traumatized refugee children room to develop at their own level. By giving traumatized children the opportunity to work through their experiences within the framework of play, Läkande Lek believes that society will see a long-term decrease in social exclusion and crime.



## **MAGGIE DILLNER & ANNA LÖFGREN - SPECIELLA**

Speciella offers training and coaching for pedagogs who work with autistic children and for parents of autistic children. Speciella uses the play-based method Floortime that focuses on the child's interest. With this method, the goal is to create a trusting relationship with the children and to follow their interests, while at the same time challenging them to stretch the boundaries of their own abilities.



## **MIRIAM LUNDQVIST - LAJVVERKSTADEN**

LARP is used as an active and participatory learning process in schools, where students get the chance to try out different roles. LARP workshops help schools create learning situations that are interactive and exciting. Both inside and outside the classroom.

**NILS HOLM - PÅ RÄTT KÖL**

På rätt köl is a new educational concept for students who are diagnosed with ADD. Based on a solution-focused pedagogy, På rätt köl is a vocational education that stretches over grades 10-12 and combines boat building with theoretical subject studies and life coaching. During the three years of study, students build the boat that will take them on a sailing trip over the Baltic Sea.

**PATRICIA RAWECKA - GRO**

Gro produces toys and games for children aged 2 to 12. Gro's toys and games are what Gro calls "environmentally coaching". They teach kids about the environment in a fun and appealing way. Because of the design even parents who aren't familiar with environmental issues gets help to lay the foundation for their kids' sustainable lifestyle.

**SOLEDAD PIÑERO MISA - RETOY**

Retoy is a library filled with books, toys and room to play. Children and parents can play the day away at Retoy without spending a dime. They can check out toys and take them home and also exchange their old ones. At Retoy, children learn about their rights, about the Convention on the Rights of the Child, and about sustainable development.

**VIKTOR BROBACKE - CAFÉZ**

Caféz is a mobile scene and meeting ground that takes over a part of the public space, like a school or a workplace. The group is a ragbag of characters that, along with the children, explore the concept of playing. Caféz is a method for breaking barriers, inhibitions, social stress and performance anxiety for children.

**Other social entrepreneurs we support:****DORIS HANSEN, PHYLLIS GODWYLL AND GERTRUDE GUAMAH - 2ND CHANCE NIGHT SCHOOL, GHANA**

High school students themselves, these three young change-makers, devote five nights a week to run a free night school for teenaged mothers, who have been forced to drop out of school and work at a quarry site. Right now they have 30 girls in their class, and another 20 have already been mainstreamed back into the regular school system.

**SOFIA APPELGREN - MITT LIV**

Sofia has been elected an Ashoka Fellow in collaboration between Playing for Change and Ashoka Scandinavia. Sofia is tackling the dual challenges of integration and joblessness among immigrant girls in Sweden through sustainable mentoring programs.

**EKUA ANSAH-EHSON - ATTWWAR**

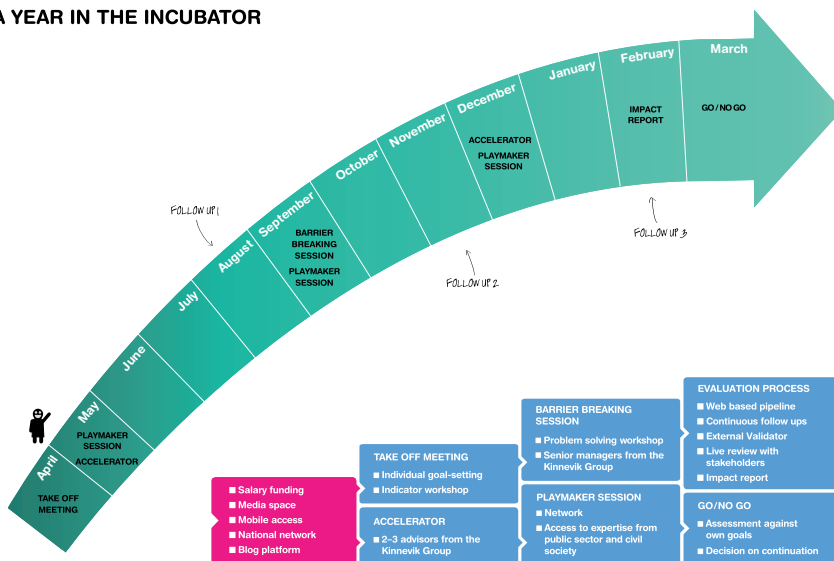
A powerhouse of the child rights advocates in Ghana, Ekua have engaged over 200 000 children in school clubs focusing on the World Children's Prize program. Always using empowerment as the core, her organization offers a variety of programs targeting for example children's right to be registered at birth.

# INCUBATOR

In order to reach as many children and youth as possible, Playing for Change supports social entrepreneurs and help them realize their world-changing ideas. The selected Playmakers are offered the tools and support needed to develop and scale up their venture. They receive salary funding, but also mentoring from experienced businessmen and women. All Playmakers get two or three Advisors from our partners in the Kinnevik group. The access to expertise in business development, marketing, law, and communication helps them start a sustainable venture and grow into their full potential.

We empower early stage entrepreneurs. We invest both funds and other recourses, and the return on this investment will be the growth from great ideas to sustainable operations reaching an ever-increasing number of children and youth. The first year the count was over 300 000 children, in Sweden alone.

## A YEAR IN THE INCUBATOR



”Playing for Change is a mark of quality and it opens doors. I’ve got encouragement, support, knowledge and feedback, which have given me new perspective and new opportunities!”

*Playmaker questionnaire 2010*

**”I realize a dream :) Now the daily operations are running and without the support this would not have been possible in such short time.”**

*Playmaker questionnaire 2010*

The incubator started May 1st 2010 and the program consists of a number of modules, including workshops and network meetings. At the end of the first incubator year the Playmakers evaluates their own work through our Social Impact Process.

### **The Incubator in short**

- No of Playmakers: 10
- No of Advisors: 24 from Kinnevik, Korsnäs, Metro, MTG and Tele2
- No of Problem solvers: 12 from Kinnevik, Korsnäs, Metro, MTG and Tele2
- Activities in the incubator: Take off Meeting, Accelerators, Playmaker Sessions, Barrier Breaking Session and network meetings





# SOCIAL IMPACT

Playing for Change is uncompromisingly dedicated to reach the most powerful impact possible for children and youth. We use a carefully designed method for evaluating social impact, the Impact Report Process. All our Playmakers must describe a methodical, well-reasoned and goal-oriented work process to be able to follow-up and measure the social impact.

## Social Impact in short

- No of children reached: 309 985
- No of children in face to face meeting: 20 069
- No of professionals and adults educated: 1409

## Results 2010 include:

- På rätt köl opened a new secondary school in Umeå for students with ADHD or ADD
- 1200 children have participated in the Caféz play set up for free play
- Barnkraft trained 170 professionals and students on the subject of sexually abused children
- Speciella trained 49 parents and pedagogues in the Floor time method
- 25 pedagogues have been educated in the Läkande lek method that treats traumatized refugee children
- Crossing Borders motivated 550 girls to try a cultural activity they previously hadn't performed
- The free online tutoring videos by Mattecentrum had more than 700,000 views during 2010, and nearly 1500 students visit the math labs regularly
- 1233 students received schooling through educational LARPs by LajvVerkstaden
- Gro sold 15,000 educational puzzles that teach children about environment- and sustainability, of which 12,000 directly to kindergartens

**“What happens if you don't recycle? Then you hurt nature, and we need the nature to survive. So that is important that we have the nature.”**

*Lovisa, 5 years old, Gro's Social Impact Report 2010*

**“This is a great chance for me to cope with school. This is the biggest obstacle I have conquered in my life.”**

*A student, På rätt köl's Social Impact Report 2010*

**“Some children, who usually were reserved, took leading positions. The ones that could empathize in the role they played were the most successful; within the LARP achievements, other than the usual ones, were rewarded.”**

*A teacher, LajvVerkstaden's Social Impact Report 2010*

**“Before På rätt Köl the students had an average 80 percent absence from school. Today the group has an average 80 percent presence.”**

*Nils Holm, På Rätt Köl's Impact Report 2010*

# CALL TO ACTION

## Campaigning

On January 11, 2010 Playing for Change was launched in Sweden with a multi-channel campaign. The aim was to advocate for social entrepreneurship by spreading the word about the Playing for Change challenge.

Challenge stats, January 11 – April 30, 2010:

- 26 010 unique visitors on [www.playingforchange.se](http://www.playingforchange.se)
- More than 8000 page views on the blog [www.metrobloggen.se/playingforchange](http://www.metrobloggen.se/playingforchange)
- 522 unique visitors at the wapsite [wap.tele2.se/p4c](http://wap.tele2.se/p4c)
- 46 press clips, including a well spread opinion piece
- 498 followers on Facebook

Marketing channels:

- Radio advertising every day at Lugna Favoriter, RIX FM, Bandit and Star FM
- Supplement, hand-distributed and plugged in every Metro edition
- Newspaper advertisements in Metro several times per week
- 1.1 million Tele2 invoice attachments
- TV spots aired on TV3, TV6 and TV8
- Banners at e.g. [metro.se](http://metro.se), [viasat.se](http://viasat.se) and [comviq.se](http://comviq.se)
- B2B information through calls, visits to clients and postcards
- Information to all co-workers at Metro, MTG, Tele2, Korsnäs, Kinnevik and Transcom



In December we ran a small ad campaign in Metro leading up to the MTG Christmas Concert in benefit for Playing for Change, held December 8th. The Christmas Concert was broadcasted on channel TV3 December 23rd. 359 000 viewed the show.

# ”My network has multiplied with Playing for Change. To me this is the most valuable asset of the program.”

*Playmaker questionnaire 2010*

## Networking

Through out 2010, Playing for Change advocated and built networks for the Rights of the Child, as well as awareness and capacity building on social entrepreneurship. Apart from campaigning, we held meetings with opinion leaders in all sectors; arranged debates and took part in public dialog and held speeches and lectures.

Some of the forums and actors we collaborated with are Svenska Institutet (The Swedish Institute), CSR Sweden, Tällberg Forum, Almedalen, Sektor 3, Sida (the Swedish international development cooperation agency), Postkodsstiftelsen, Malmö Högskola och KK-stiftelsen. We spoke at The World Trade Day Conference arranged by Stockholm Chamber of Commerce, Ungdomsstyrelsen, Tillväxtdagarna arranged by Swedbank och Sparbankerna and on the International Play Association's conference about children's right to play.

## Advocacy

Playing for Change staff and Playmakers have appeared on and/or initiated:

- Focus on play in news features, both on radio and in SVT (public service channel) and TV4 (Sweden's largest commercial channel) in national television and local stations, morning talk show appearances in TV4, a documentary (public service channel made).
- Meetings with the Minister of Children and the Elderly, and officers at the Ministry of Welfare to highlight the subject sexually abused children.
- Meetings with the Minister for Health and Social Affairs on the right to play for children with autism and refugee children.
- The issue of gender equality in cultural venues to be mentioned 80 times during the year in the media (radio, television, newspapers and websites).



# ANNUAL REPORT 2010

The annual report for the Playing for Change Foundation's activities during 2010  
(organisation ID no. 802426-5590)

## Statement of financial activities

amounts in SEK	Note	Dec 2010
Incoming resources from activities	1	7 160 715
Project costs	2	6 427 754
Administrative expenses		553 247
<b>Income/expenditure from activities</b>		<b>179 714</b>
Gains/losses from financial items		
Other interest income		43
<b>Gains/losses after financial items</b>		<b>179 757</b>
Tax for the year		0
<b>Gains/losses for the year</b>		<b>179 757</b>

## Balance sheet assets

amounts in SEK	Note	Dec 2010
<b>Fixed assets</b>		
Equipment	3	11 171
<b>Total fixed assets</b>		<b>11 171</b>
<b>Current assets</b>		
<b>Current receivables</b>		
Accounts receivable, trade		117 500
Prepaid expenses	4	55 024
Tax for the year		172 524
Bank		155 005
<b>Total current assets</b>		<b>327 530</b>
<b>TOTAL ASSETS</b>		<b>338 700</b>

## Balance sheet, funds and liabilities

amounts in SEK	Note	Dec 2010
<b>Total funds</b>	5	
Foundation funds		100 000
Funds brought forward		179 757
<b>Total funds, sum</b>		<b>279 757</b>
<b>Current liabilities</b>		
Accounts payable, trade		49 783
Other liabilities		9 160
<b>Total current liabilities</b>		<b>58 943</b>
<b>TOTAL FUNDS AND LIABILITIES</b>		<b>338 700</b>

## Supplementary disclosure

### ACCOUNTING AND VALUATION PRINCIPLES

The accounting principles that are applied comply with the Annual Accounts Act and the General Advice produced by the Swedish Accounting Standards Board.

### INCOMING RESOURCES FROM ACTIVITIES

Incoming resources are recognised as the fair value of what has been received. Contributions are normally taken up as incoming resources for the period when the contribution was paid to the organisation. Sale of product or service is reported in accordance with general accounting principles. Incoming resources from activities include contributions received from the Hugo Stenbeck Foundation as well as incoming resources from sale of tickets to the christmas concert.

### EXPENSES FROM ACTIVITIES

Expenses from activities are divided into two areas; project costs and administrative expenses.

### PROJECT COSTS

Project costs include grants to the social entrepreneurs selected by the foundation and also other costs for the incubator activity, direct costs for moulding public opinion regarding children's rights and for social entrepreneurship, as well as costs associated with the joint work with the Foundation's Senior Partners for the development of Corporate Social Responsibility.

### ADMINISTRATIVE EXPENSES

Administrative expenses means the costs that are necessary to be able to administer the foundation; such as office rent, office supplies and consumables, costs for telephone and data communication, audit expenses and accounting services and also trademark costs.

## TANGIBLE ASSETS

Start up of computer that was acquired has taken place. Equipment is reported at cost and with depreciation over the useful life. The economic life of this equipment is estimated to three years.

## RECEIVABLES

Receivables have been valued as the lower of the cost of acquisition and the amount at which they are expected to be received.

## TOTAL FUNDS

Total funds are divided into foundation funds and funds brought forward. Funds of the Foundation comprise funds donated by the founders. Funds brought forward (unappropriated funds) comprise net gains/losses for the year, which thus correspond to the funds available for future projects.

## Notes

	<b>Amounts in SEK</b>
Note 1	
<b>Incoming resources from activities</b>	7 160 715
Contributions from the Hugo Stenbeck Foundation	7 008 000
Sale of tickets to the Christmas concert	152 715
Note 2	
<b>Project costs</b>	<b>6 427 754</b>
Grants paid to social entrepreneurs	3 920 884
Other costs for the incubator activity	548 987
Moulding public opinion	1 127 690
CSR	74 154
Development costs	756 039
Note 3	
<b>Equipment</b>	
<b>Cost of acquisition</b>	
Cost of acquisition, opening balance	0
Purchases for the year	11 490
<b>Accumulated cost of acquisition, closing balance</b>	<b>11 490</b>
<b>Accumulated depreciation</b>	
Depreciation, opening balance	0
Depreciation for the year	319
<b>Accumulated depreciation, closing balance</b>	<b>319</b>

**Book value**

Book value, closing balance 11 171

Note 4 **Prepaid expenses**

Prepaid rent for premises 55 024

Note 5 **Total funds 2010**

	<b>Foundation funds</b>	<b>Funds brought for- ward</b>	<b>Total funds, sum</b>
Amount per year opening	0	0	0
Paid during the year	100 000		100 000
Gains/losses for the year		179 757	179 757
<b>Amount at year end</b>	<b>100 000</b>	<b>179 757</b>	<b>279 757</b>

Stockholm, 20 June 2011

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Cristina Stenbeck  
Chair

.....  
Mia Brunell Livfors

.....  
Hans-Holger Albrecht

.....  
Mats Granryd

.....  
Mikael Granhe

.....  
Sara Damber  
CEO

”With Playing for Change I’ve been going from **idea** to **action**. The modules of the Incubator has given me a structure, a hands-on tool to follow-up and **evaluate** as well as a priceless **support** from the Advisors, from the training and from the network.”

*Ida Östensson, Crossing Borders' Social Impact Report 2010*

