



# SOCIAL IMPACT

AND ANNUAL REPORT 2011





*Participant of one of Safe Child Ghana's safety information in schools, Ghana.*

# Dear friends,

The UN Convention on the Rights of the Child is the most universally adopted international treaty in history. The right to play is stated next to education, protection, a healthy environment and all other basic rights. And while play may seem like the most natural thing, millions of children are being denied this, never experiencing this vital aspect of their development.

The barriers to play can be disease and disability, poverty, war or environmental hazards, to give you just a few examples. In Ghana 600,000 children between the ages of 7 and 16 are forced into child labor. In Russia 700,000 orphans are growing up in institutions or on the streets. In Sweden, in this small country alone, 60,000 children are subjected to bullying in school and one in every four student has been sexually harassed.

These and all of the world's children are our children – our future leaders, co-workers, costumers, friends and families. We need to give them a world in which they can play. Because play is the foundation of everything. Of human development, relations and empathy. Of creativity. Of ideas. Of innovation. Of businesses. Just look to Jan Stenbeck for inspiration.

The Kinnevik Group has the sharpest business entrepreneurs with a focus on growing businesses and making money. So what can they do for the world's children? Well, what they do best: finding the best people for the job and give them the conditions to succeed.

Therefore we invest in social entrepreneurs who strive to make a better life for kids. We believe that the best way to create social change is to find social entrepreneurs who are passionate about improving the lives of children, who has an innovative idea and the drive to make it happen. We support them with salary funding and through an incubation model in which Advisors, from our partner companies, help the social entrepreneurs develop and scale up their operations.

Starting in Sweden in 2010, we have now expanded to Ghana and Russia in our first full operational year. Going into 2012 we look forward to expanding into five more markets in Africa, expanding our network of social entrepreneurs who are changing the world for children everywhere.



Cristina Stenbeck,  
Chair, Playing for Change



Sara Damber,  
CEO, Playing for Change



*The Playing for Change Board: Mia Brunell Livfors, Cristina Stenbeck, Mikael Granhe, Hans-Holger Albrecht and Mats Granryd.*

#### **OUR BOARD**

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

**“To engage in social entrepreneurship and play suits the Kinnevik Group’s business-driven and innovative spirit. With Playing for Change, we will be able to break boundaries, participate in the social arena and create real change for vulnerable children and young people.”**

*Cristina Stenbeck, Chairman of the Playing for Change Board*

**OUR PARTNERS**

Our Global Senior Partners and co-founders of Playing for Change contribute their expertise to create a better and more playful world for children and youth.



Investment AB Kinnevik’s objective is to increase shareholder value, primarily through net asset value growth. The company’s holdings of growth companies are focused around seven comprehensive business sectors; Paper & Packaging, Telecom & Services, Media, Online, Microfinancing and Renewable energy.



Metro is the world’s largest international daily newspaper. Metro’s 56 editions are published in over 100 major cities in more than 20 countries across Europe, North and South America, and Asia.



Modern Times Group (MTG) is an international entertainment broadcasting group with operations that span four continents and include free-TV, pay-TV, radio and content production businesses.

**TELE2**

Tele2’s most important service is mobile telephony complemented by broadband. Ever since Tele2 was founded in 1993, Tele2 have been tough challengers to incumbents and other established providers.



Millicom is a global telecommunications group that operates in 13 emerging markets in Latin America and Africa where the basic telephone service is often inadequate and where rising personal income levels are creating increasing demand for communication services.



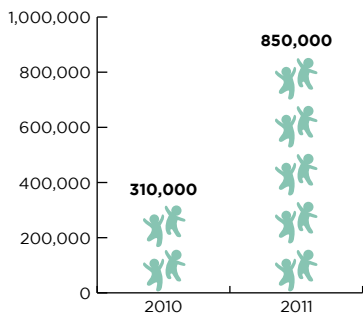
Korsnäs Industrial is currently one of the leading manufacturers of virgin fiber-based packaging materials, primarily for consumer products.



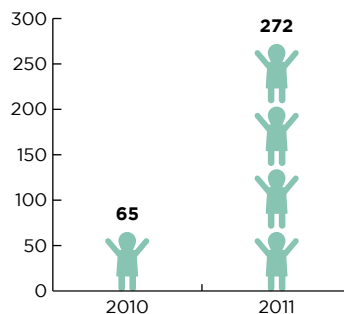
The Hugo Stenbecks Stiftelse is a Swedish based foundation, founded in 1962 by Hugo Stenbeck. The foundation’s mission at the present time is particularly to support social entrepreneurs who strive to solve social problems.

**We’ve empowered 1,150,000 children in three countries so far**

**NUMBER OF CHILDREN SUPPORTED**



**NUMBER OF SUPPORTERS ENGAGED**



**2,400**  
.....  
**OPINION LEADERS ENGAGED 2011**



# Playing for Change

## **Our Vision**

Playing for Change envisions a world where all children can play freely – a healthy, just and thriving society with all barriers to play removed.

## **Our Goal for 2015**

By 2015, our goal is to have removed barriers to play for 20 million children.

The right to play is protected in Article 31 of the UN Convention on the Rights of the Child. The right to play may seem obvious, yet millions of children are denied it and never experiencing this vital aspect of their development.

The barriers to play can be everything from diseases and disabilities to poverty, war, environmental hazards or abuse.

Every one of our Playmakers strives to strengthen children's rights and, they operate within different areas, from safety to nondiscrimination. Through their work



*Participants of ABaCoDe basketball program, Ghana.*

# removes barrier to play

they help actualize the intentions of the Convention on the Rights of the Child. In different ways, they ensure that our children can play freely.

## **How we do it**

- We find the best social entrepreneurs and provide them with the support needed to scale up their innovative social ideas.
- We provide tools to evaluate and frame social impact.
- We build awareness of and advocate for social entrepreneurship as a primary tool in supporting the UN Convention on the Rights of the Child.
- We provide our corporate partners with strategic CSR support aimed to ensure the Children's Rights and Business Principles.

# Outcome of social

## INPUT

- Salary funding.
- 142 hours of effective incubator support for every Playmaker.
- Collaborations with our partners in The Kinnevik Group.

- Activities that create and strengthen networks in the business, public and NGO sectors.
- Incubator support for Playmakers.

- Four marketing campaigns in Sweden and Ghana.

## OUTPUT

- 17 Playmakers were admitted to the Incubator.
- 100% of the anonymous Playmaker questionnaire respondents stated that they received “very good” or “quite good” support in the Incubator.
- 850,000 children in Sweden, Ghana and Russia were supported.
- 272 supporters (partner co-workers) were engaged.
- 87% of Playmakers were in dialogue with policy makers.

- 2,400 opinion leaders were engaged by Playing for Change and Playmakers.

- 413 people applied to be a Playmaker.
- 62,730 unique visitors at [playingforchange.se](http://playingforchange.se).
- 1,855 likes at our Swedish Facebook page.
- 1,008 likes at our Ghanaian Facebook page.
- 464 followers on Twitter.



# investment 2011

## OUTCOME

Playmakers stated they gained skills in:

- strategic planning
- monitoring and evaluation work
- public speaking
- attracting financial resources and/or human resources
- developing a sustainable business

“My business acumen has improved and this has translated into the effective execution of my projects.”

“My new skills: set objectives and goals, and monitor them. Stay focused. Measuring the success. Presenting the

organisation in a brief but interesting manner.”

Advisors stated that they gained:

- inspiration
- insights to a new world
- a stronger network
- career improvement
- a forum through which they can contribute to society

Over time, we believe that Playmakers improve public policy, but we're not yet able to measure this.

Invitations to perform at our partner events like Tällberg Forum and House of Social Entrepreneurship in Almedalen.

One Playmaker states: “Important actors listen when I mention that I'm

supported by Playing for Change and Kinnevik.”

Partnerships with key players in the field like Save the Children, Unicef and Sida.

Raised knowledge of social entrepreneurship (in Sweden)

- October 2009: 18%
- June 2011: 24%
- December 2011: 34%

Stronger recognition of Playing for Change with aided recall (in Sweden)

- June 2011: 9%
- December 2011: 14%

A conference on social entrepreneurship in Stockholm with Sida, Malmö University and Ashoka. Over 400 guests visited the conference and 1,700 followed it live streamed.

After meetings with Members of Parliament in Sweden, MulligaBarn has been invited to speak to the Swedish Parliament on health and obesity prevention efforts.

CRRECENT organised a meeting for selected key stakeholders, such as Department of Social Welfare, Ghana Prisons Service, Senior and Junior Correctional Centres, Girls Correctional Center. To share achievements, lesson learnt, encourage re-bouncing between ex-inmates and their parents.

Mattecentrum approaches politicians to convince them to include alternate methods to the public schools that will bridge the existing knowledge gap. E.g. Bertil Östberg, Cabinet Secretary for Minister for Education.

Barnkraft organized a seminar, hosting the national Children's Ombudsman along with National Criminal Investigation Unit against child pornography and nearly hundred participants.

# Impact of social

Today girls in Sweden have less active leisure than boys and they have lower self-esteem. **Crossing Borders** has developed a practical guide that offer a method for those who want to open up their activities to equal participation.

Crossing Borders have lectured for 242 different organisations and trained 34 in this method 2011. In addition, they have, through their own events given 652 young people access to leisure activities.

**Barnkraft** is committed to early detection of child abuse to spread prevention methods of abuse as well as creating greater awareness in society about sexual abuse of children. They have produced three different educational materials for children different ages in elementary school. They train teachers and other professionals. Barnkraft has strengthened its position as one of the pioneers that is advocating on this important issue.

**LajvVerkstaden** empowers children and young people to believe in themselves and their own ability to take initiatives. They help schools to become better at providing alternative methods for students who find it difficult to learn through listening, reading or watching. 1,275 young people participated in larps organized by LajvVerkstaden during 2011. 71 % of them stated that their initiatives was positively affected by the larp and 68 % reported that they had tested a social role, they usually do not have.

**Gro Play** offers physical and digital toys and games, that teaches children about the environment and sustainability. During 2011 Gro Play reached 276,550 children in total. According to Gro Play's research with parents and pre-school teachers, children that plays with the toys have been inspired to eco-friendly actions.

**Retoy** has enabled learning about the Convention on the Right's of the Child and sustainable consumption for 64,000 children in 2011. Retoy encourages play with eco-friendly toys, and learning about children's rights. Through the toy swapping bazaars, the lab workshops and the pedagogical packets the children learn in a playful way.

Today there are about 200,000 children in Sweden who are suffering from overweight or obesity. This can lead to bullying, exclusion and inactivity but also be life threatening: obesity shortens life expectancy by an average of 13 %. **MulligaBarn.se** offer information and training by health care specialists to parents who have children that are overweight. This is to avoid that these children develop obesity and to make sure that they return to normal weight instead.

During 2011 MulligaBarn.se reached 9,267 parents through seminars and the website.

Educational development in Africa is hampered when youth lack access to diverse well-produced literature relevant to their experiences. **The Golden Baobab Prize**, is an African literary award whose goal is to inspire the creation of African stories to encourage joy of reading and a reading culture. During 2011, they received 170 submissions from 12 different countries in Africa.

# investment 2011

**På rätt köl** is an educational concept that combines boat building with theoretical studies. The aim is to reduce the number of young adults in long-term exclusion, by challenging the traditional school in Sweden who lack tools to motivate young people with ADHD. På rätt köl has contributed to developing the students' ability to solve problems and cooperate. The students' betterment has been notified through stronger confidence and self-esteem. Most importantly they are actually starting to believe that they really can become something in the future.

**Mattecentrum** stimulates the interest in mathematics and promotes the knowledge in mathematics in children. Mattecentrum had approximately 2,200 students during 2011 that regularly studied mathematics with help by volunteers. Approximately 50,000 pupils studying monthly math with the digital tool Matteboken.se. The video lessons have been seen over 1.5 million times. In 2011 the online platform Mathplanet.com were launched in English, tailored to high school mathematics in the United States. Over 100,000 has visited the page.

**Löparakademin** focuses on challenges such as unemployment, lack of education, ill health and exclusion for young people. Löparakademin's running program prepares girls and boys for employment and university studies with long-distance running, motivational speaking and workshops as tools. In 2011, 26 participants took part in the program. All the participants state that they are better in identify and move towards their goals. Several participants have managed to achieve important objectives such as employment and academic performance.

**ABaCoDe-Ghana** is using Basketball as a tool for children to become agents of change in their communities and positive leaders. ABaCoDe have reached approximately 180 children in one year. During the last twelve months, the children have learned to be more responsible and are now able to organize themselves without the help of coaches. This display of empowerment demonstrates their growing leadership skills. Over time, children developed confidence in themselves, trust in their coaches and friendships with their team-mates.

Child trafficking and child labour is rampant in Ghana. Girls are especially vulnerable, often prevented from going to school and subjected to early marriages. **PAORP-VWC** promotes the education of all children. During the first incubator year, they have reached out to a total number of 3,635 children. 75 % of the girls in the scholarship program have stayed in school or continued from primary to secondary education. More than 5,000 community members have received training on issues related to women and children empowerment. 250 children have been learned strategies to use when their rights are threatened.

**Safe Child** promotes safety and reduces injuries among children and youth by training and awareness building. 100,700 children received safety education in their schools or communities by Safe Child during 2011. The number of injured pupils has reduced considerably. They have also educated people through their radio show. They organized six campaigns on safety in 2011 on for example exposed underground electrical cables, shaken baby syndrome and child road safety.

# Meet the 2011 Playmakers



**SOLEDAD PIÑERO MISA - RETOY**

At Retoy children can check out toys and take them home and also exchange their old ones. Here, children can learn

about their rights, about the Convention on the Rights of the Child, and about sustainable development. In 2011, Retoy opened their two first places in Stockholm.



**NILS HOLM - PÅ RÄTT KÖL**

På rätt köl is a new educational concept for students who are diagnosed with ADHD/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.



**IDA ÖSTENSSON - CROSSING BOARDERS**

Crossing Borders has produced an action guide that are used to open up associations to equal participation. It

provides guidance that opens shut doors, introduces female role models and through robust methods, strengthens young women's confidence and self-esteem.



**JOHAN WENDT - MATTECENTRUM**

Mattecentrum is a non-profit organisation that offers free math tutoring and homework assistance for students in grades 7-9

and high school. In 14 cities reaching from Lund to Luleå, volunteers run 37 math labs every week. Mattecentrum also offers online assistance.



**PATRICIA RAWECKA - GRO**

Gro produces toys and games for children aged 2 to 12 that are "environmentally coaching". Because of the design of the toys and

games, even parents who aren't familiar with environmental issues gets help to lay the foundation for their kids' sustainable lifestyle.



**JOHANNA JÄRNHÄLL OCH ÅSA JÄRNHÄLL OLSSON - BARNKRAFT**

Barnkraft works with advocacy and spread of information about sexual

abuse of children. They've produced an educational guide to support schools, pre-schools and public enterprise personnel in listening to and helping abused children.



**MIRIAM LUNDQVIST - LAJV-VERKSTADEN**

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.



**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.



**DEBORAH AHENKORAH - GOLDEN BAOBAB PRIZE**

Golden Baobab Prize has established an annual pan African literary award to encourage African writers to create more good quality stories for children and young adults. The goal is to ensure that children and youth on this continent are assured of a consistent supply of wonderful books that will engage their imaginations.

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**MARIE-EVE LEMIEUX & MOHAMED KHALED - ABACODE**

The idea behind African Ball and Community Development (ABaCoDe) is to give children the opportunity to play basketball in a structured program including life skills training. The main objective of the organisation is to promote education and development of children through the implementation of a basketball league/program.

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**NDONWIE PETER - PAORP-VWC**

PAORP-VWC works in all domains where discrimination against women and children is taking place. To combat this societal ill, the organisation indulges itself in series of research and facts-finding mission to be able to identify and lobby for immediate solutions to all causes of abuses and discrimination militating against children.

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**DAVID LILLO - LÖPAR-AKADEMIN**

Löparakademin is a method of encouraging less fortunate children to boost their self-esteem and guide them in life through the act of running. David, who's path to becoming a lawyer was quite a journey in itself, is now putting all his energy into Löparakademin.

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**MICHAEL BAABU - SAFE CHILD**

Safe Child prevents injury and promotes total safety among children and youth. Safe Child works broad with both education towards children, parents and professionals, but also with behaviour change, research and advocacy.

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**MALIN AGN - MULLIGABARN.SE**

A growing number of 200,000 children in Sweden are currently overweight but only children who are deemed "obese" are provided support. There is a lack of knowledge and support for all those who are at risk to fall into this status. Mulliga barn offer education to parents with overweight children so that they can help their children.

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**SUSAN SABAA - CHILD RESEARCH AND RESOURCE CENTRE (CRRE-CENT)**

Young people who are put into correctional centers usually end up in more crimes when they come out because of the absence of supporting systems for effective re-integration into society. Susan proposes a structured re-integration program for ex inmates.

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**A PLAYMAKER**  
is a social entrepreneur who has passed Playing for Change's tough selection process and been selected to participate in our Incubator. Common to all our Playmakers is that they work to improve the lives of children and youth.



#### **ABaCoDe**

**The problem:** In Ghana, little is done to encourage kids to participate in organized activity. When children cannot occupy their spare time with positive activities, they may engage themselves in dangerous activities that add costs and burdens to the society: such as crime, violence and teenage pregnancy.

**The solution:** ABaCoDe empowers children by engaging them in basketball and offering them life-skill training which leads to a strengthened local capacity. The main target group is youth from 6 to 17 years, living within deprived and marginalized communities of Accra.

**The person:** ABaCoDe was founded by two sports enthusiasts: Marie-Eve Lemieux, a Canadian who, after completing her master degree in International Development, went to establish herself in Ghana and Mohammed Khaled, who is dedicated to share his passion for Basketball.

Report from Ghana:

# Adam found a new family

**AT 14, ADAM ABDULLAH** fled from war-torn Sudan. He walked through the bush for weeks, sometimes passing through villages and towns, hitching rides when he could. After paying what little money he had for people to help him, he finally realized that they were not interested in helping him but rather to take advantage of him. He finally ended up in Nima, a poor area in Ghana's capital city Accra. Here, he found refuge at the local mosque, where he now stays together with fifteen other Sudanese refugees.

Adam is the youngest amongst them but has to struggle as hard. He sleeps outside, fighting off the mosquitoes. He wakes up to the sound of morning prayer every day, and starts to look for jobs that might give him enough money to eat that day.

Adam's story is sad but not unusual. He grew up in Darfur in Sudan and enjoyed his life. He lived with his family and went to school, hoping to become a mechanic. But one morning rebels came to his village. They rode in on horses and burned everything to the ground. They wanted the land for themselves and in effect gave the villagers two choices: run or die. Adam, his three brothers, his mom and dad all fled in different directions. After the fighting stopped, and Adam dared come out of his hiding place in the bush, he was alone. To this day, he does not know if anyone else in his family survived. Adam had been in Ghana for one year when he was looking for jobs and passed by a basketball court. Under the basking sun, Marie-Eve Lemieux and Mohammed Khaled from the organisation AbaCoDe were running a training session for kids in the area. They invited Adam to join them.

It soon became evident that language was a barrier for Adam. He speaks Arabic and in Ghana one speaks English and a wide range of local languages. Imagine trying to survive in a new country, without any family and without means to communicate. AbaCoDe offered Adam basketball lessons but also English classes. The other kids in the group saw how hard it was for Adam to get a job, so until he learnt English they decided to collect money and pay for his food, and medicine when he is sick with malaria.

Now, Adam comes to training everyday unless he is having one of his bad headaches. Luckily, his headaches have nearly ceased since he started eating. He comes earlier than anybody else, and leaves in time for night prayers.

Marie-Eve Lemieux says she believes Adam has found a family with AbaCoDe, because when the UN Refugee organisation finally found housing for him the other day, he refused to go there.

– He said the house was too far from where we train. He was saying no to them because there was 'no basketball there'. However, we had to convince him to take their offer, because living in the streets or at a mosque is not suitable for a 15-year old boy. He will now have the chance to go to school. We promised we will go and visit. The kids all miss him and so do we! I guess what Adam liked the most about us was the feeling of having found a family that was looking out for him, friends that taught him English and that he could play with!

*Marie-Eve Lemieux, Playmaker and co-founder of AbaCoDe Ghana*



*Barrier Breaking Session, Stockholm, 2011. Johanna Järnhäll, Barnkraft, Åsa Järnhäll Olsson, Barnkraft and Jeremy Bryant, Head of Global Logistics, Metro International. The Barrier Breaking Session is a workshop where the Playmakers receive expert advice from senior management within the Kinnevik Group who share their business experience. The aim is to find solutions and ways forward for the Playmaker.*

## **Search and selection; how we find the best social innovations**

We want to create a movement of social change - that's why we shout out loud and search far and wide for ideas we want to invest in. We believe that everyone can make a difference, and we encourage the individual to take action by dreaming up solutions and contacting us. Applying to Playing for Change is taking a real step towards creating change.

Our applicants are carefully guided through a five-step selection process, in which a handful are identified as future Playmakers.





#### **GHANA**

- No. of applicants: 122
- No. of applicants asked to submit a business plan: 64
- No. of applicants interviewed: 17
- No. of applicants presented to the jury panel on March 9 in Accra: 9
- No. of selected Playmakers: 5

#### **SWEDEN**

- No. of applicants: 291
- No. of applicants asked to submit a business plan: 88
- No. of applicants interviewed: 20
- No. presented to the jury panel on April 6 in Stockholm: 5
- No. of selected Playmakers: 2

#### **WHAT WE LOOK FOR:**

- Social impact on children
- System change
- Scalability
- Sustainable business model
- Entrepreneurial leadership skills



*Participant of a math lab with Playmaker Johan Wendt, founder of Mattecetrum.*

# The Incubator, providing tools to support over a million children

The Incubator is a three-year support program for early stage social entrepreneurs in which they receive salary funding and expertise from the business sector. The aim with the Incubator is to make the entrepreneurs' ideas financially sustainable and to make the entrepreneurs ready to change the world for children and youth.

In an anonymous survey the Playmakers offered these reviews of the Incubator:

“Playing for change is a quality mark that works in the context of other clients.”

“It is the salary contribution that offers the greatest opportunity but I have realized that Playing for Change can offer so much more.”

“The incubator period is flexible and yet very effective.”

## The Incubator in short:

- No. of Playmakers: 17
- No. of Advisors: 41, from the Kinnevik Group in Ghana and Sweden
- No. of Problem Solvers: 20, from Kinnevik, Millicom Korsnäs, Metro, MTG and Tele2
- Activities in the Incubator: Take-off Meeting, Accelerators, Playmaker Sessions, Barrier-Breaking Session, Social Impact Reporting, and Network Meetings
- 100% of the respondents of an anonymous Playmaker questionnaire state they received “very good” or “quite good” support in the Incubator

# “Playing for Change offers top notch people.”

*Quote from Playmaker, in anonymous research interview 2011*

A portrait of Nils Holm, a young man with dark hair and a serious expression, wearing a dark, textured cardigan over a light-colored t-shirt. He is wearing a gold chain necklace with a cross pendant. The background is dark and out of focus.

## PÅ RÄTT KÖL

**The problem:** The Swedish school system lacks the proper tools to educate young people with ADHD/ADD, something that often keeps them from completing their education.

**The solution:** På rätt köl is a new educational concept for students who are diagnosed with ADHD. Boat building is combined with theoretical studies and life coaching. Based on a solution-focused pedagogy, På rätt köl is a vocational education that stretches over grades 10-12. During the three years of study, students build the boat that will take them on a sailing trip over the Baltic Sea. But more than this, they build the competence and self-esteem needed to apply for, acquire, and maintain a job.

**The person:** Nils Holm is the founder of På rätt köl. He has a background as an engineer in the construction industry and as a high school teacher focusing on students with ADHD and ADD.

Report from Sweden:

# Smooth sailing for Elias

**A MIX OF FUN** and seriousness is what makes high school program På Rätt Köl a unique platform for students with ADHD who want to take the leap into the labor market. Student Elias Jäde has been here from the get-go, a year and a half ago.

- På Rätt Köl is both an education and a job. We're building a 16 meter steel sail-boat. When we've finished we can graduate and get a boatmaster license if we want to; you get that kind of opportunity often, says Elias.

The plan is for the students to sail their boat across the Baltic Sea, but the students have even bigger dreams.

- The only thing this boat isn't built for is sailing on ice. You can fit 12-14 people on it and you can be out on the open seas for seven days before you have to dock, so we're trying to persuade Nils (Playmaker Nils Holm, the founder of På rätt köl) to let us sail around the world.

To help the students reach their full potential, På Rätt Köl combines theory with practice.

- Learning is easier and more fun when you do things with your hands. We do manual labor for a while and when we take a break, we might study calculus or English.

Many of På Rätt Köl's students haven't felt motivated in the traditional school system. That's why På Rätt Köl works hard to create a sense of community and a positive environment for learning.

- I remember the first day when we gathered in the office. At first, everyone was pretty shy and we sat in silence. But now we're relaxed and joke around a lot. We can be serious, too, though. That's what makes being here fun.

The students in På Rätt Köl come from different backgrounds and with different baggage. While others needed more time, Elias felt comfortable speaking in front of the class from day one.

- I'm a happy-go-lucky guy who loves kidding around, and I care about other people. The people who were the most quiet when they started here are opening up much more now. I feel good when I talk to them and I like being able to help them feel part of the group.

- We all have our ups and downs, though. Before Christmas I had a little dip myself, but now I'm looking forward to working again.

The social entrepreneur who initiated På Rätt Köl is Nils Holm.

- Nils is very serious but funny and relaxed, too. He's good at explaining things. He's really "on" and unique; he's just very much Nils.

Preparing the students for the labor market is an important goal for På Rätt Köl, and Elias is well on his way. While training with På Rätt Köl, he's discovered what his dream job is.

- I want to be a welder. A year ago, when they built the railroad here in town, our teacher Harry told me about a car he'd seen. It had the letters WWW on it, which stands for World Wide Welding team. The people sitting in that jeep looked so cool. Ever since that day, I've thought about driving that car and showing Harry how far I've come. That's my dream.

- When Playing for Change supports På Rätt Köl they're not just helping us who go there - they also help inspire people who see what we're doing. They won't necessarily be inspired to build a boat, but they might get ideas about how to help young people.

# The world we

1 In Sweden, ten police reports a day are filed about children falling victim to sexual abuse. **Barnkraft** aims to prevent child abuse through information and has developed a supportive educational material for school children and professionals.

2 Sweden is one of many countries in which the knowledge of mathematics, science and technology has deteriorated in latter years. By arranging math labs in Sweden and Denmark, and using digital tools in Sweden, Denmark, Norway and the US, **Mattecentrum** promotes the knowledge of and interest in mathematics.

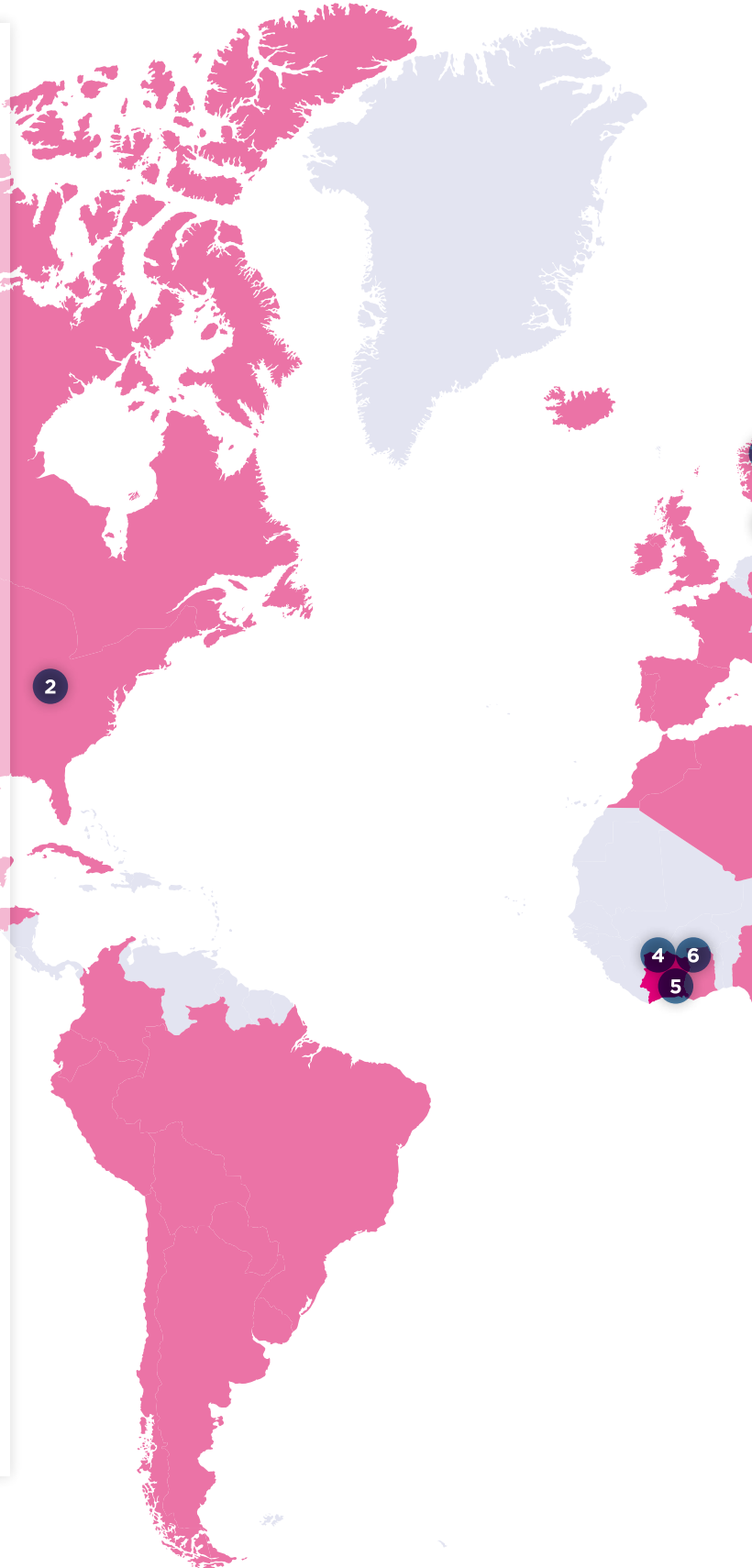
3 80% of Swedish children lack knowledge of the UN Convention on the Rights of the Child. At **Retoy**, 110,000 children have had the opportunity to learn about children's rights and sustainability in 2011.

4 African youth lack access to diverse and well-produced literature that's relevant to their experiences and educational development. **Golden Baobab Prize** is an African literary award that encourages the production of African literature for children and youth.

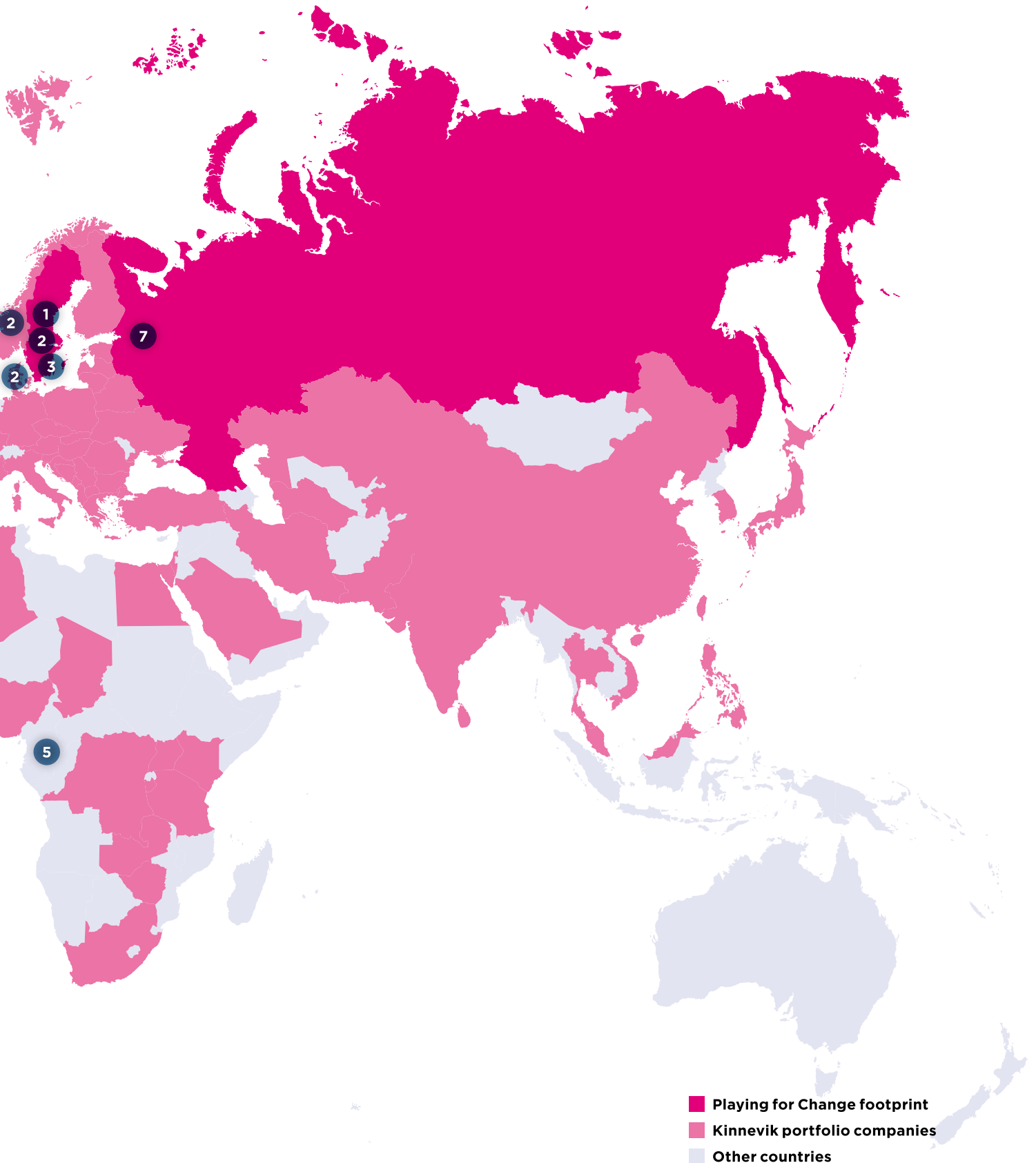
5 Many children in Ghana are unable to attend school. **PAORP-VWC** struggles in Cameroon and the northern regions of Ghana to provide children with an education. PAORP-VWC operates on different social levels and focuses on girls especially.

6 Road accidents are the leading cause of death and disability among 5- to 21-year-olds in Africa today. **Safe Child Ghana** prevents injuries and promotes safety among children and youth. During 2011, 100,000 children have been educated using Safe Child Ghana's play-and-learn method.

7 There are over 700,000 disabled children in Russia. Many of them face daily discrimination or physical barriers to education and participation in both family and community life. **Step Forward** encourages children who usually are restricted to the grounds of their social institutions to take part in society and make their voices heard.



# change



# Advisors accelerates the Playmakers

The Accelerator is a consultative meeting between the Playmaker and their Advisors, aiming to help the Playmaker develop faster. The Advisors are co-workers from one of the companies in the Kinnevik Group. They contribute their knowledge and experience, assisting the social entrepreneur in identifying their business' strengths and developmental opportunities.

- I believe that we can find the best people from the business field and the best people from the social field and when you combine these two, amazing things can happen, says Sara Damber, CEO of Playing for Change.

- It has been helping us a lot to have the perspective from the private sector and from companies like the Kinnevik group. It is a huge difference to have someone who believes in you, taking Retoy from being an idea to open our first physical place, says Playmaker Soledad Piñero Misa and her fellow Playmaker Patricia Rawecka agrees:

- During the year we meet with the advisors, they share their experience, their knowledge and contacts. It's like the best thing ever.

Bianca Backman is the Sales Manager Digital at Metro Sweden and she considers being an Advisor a privilege. She and the other Advisors are given 25 hours a year as a part of their job, to support a Playmaker, but many of them spend even more time on a voluntary basis.

- We work in companies who are very commercial and to work with company who hasn't that mindset and a more non-profit value, is a great experience, Bianca Backman says.

**“An advisor is a sparring partner for the Playmaker who can give his or her perspective on how things can be done. The Playmakers perspective makes me richer in my work.”**

*Johan Johansson, Group Controller, MTG*



*Azhar Damad at Metro International, and Playmaker Soledad Piñero Misa, at the Barrier Breaking Session 2011.*



# More ways of getting involved

Apart from involving the Kinnevik group co-workers as experts and Advisors, Playing for Change also piloted activities for a broader involvement for co-workers. One important aspect of children's rights are access to their parents or caretakers – and many co-workers of the companies are parents or have children in their lives in other ways. To shine a light on employees as family members, Playing for Change arranged two family events in Ghana – one together with Bayport and one with Tigo.

Capacity building among our key stakeholders was also put on the agenda in 2011. Trainings on national level being the key ingredient, involving experts from Ashoka and Stockholm School of Economics, for example.



*Playing for Change arranged a family event for co-workers and their families, together with Bayport in the Legon Botanical Gardens in Accra. Music, games, food was some of the entertainments as well as speeches from example the junior Playmakers Doris Hanson.*



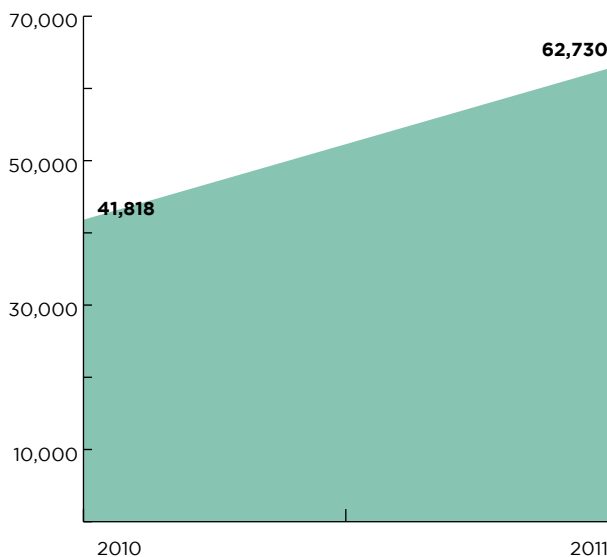
*Six ambassadors from our Global senior partner visited Playing for Change operations in Ghana in December: Lotta Carlsson, MTG, Anna Berggren, MTG, Andreas Thors, Metro, Kia Agerhem, Metro, Mikael Westerberg, Korsnäs and Pernilla Oldmark, Tele2. Here at a visit at one of the schools where the Playmaker Michael Baabu educates children in safety.*

# Call to action - inspire people to change the world

The values we promote and advocate for:

- We believe one voice makes a difference - everyone has the potential to create change, be it big or small.
- We believe in universal respect for children's rights.
- We believe play is the symbol of a good childhood, respect and humanity, and that it creates the possibility of a better future.
- We believe in social entrepreneurship and in the ability of our Playmakers to create lasting, systematic change for children.

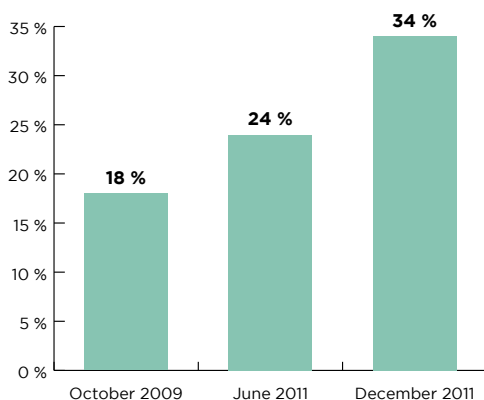
## UNIQUE VISITORS AT WWW.PLAYINGFORCHANGE.SE



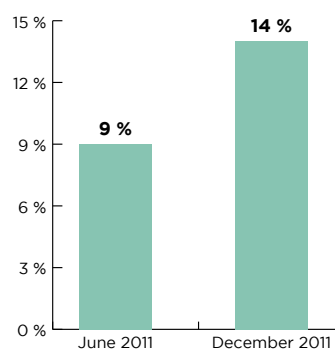
**427,000**  
 .....  
**VIEWED THE**  
**CHRISTMAS**  
**CONCERT** ON TV3 & TV8

## RAISING AWARENESS:

Percentage of people who have heard of the term *social entrepreneurship* (Sweden):



Percentage of people who recognize Playing for Change with aided recall (Sweden):





*A traditional Christmas concert was held for the benefit of Playing for Change on December 14. It was hosted by MTG in cooperation with Metro and Tele2. 478 live tickets were sold and 427,000 people watched the concert on MTG TV.*



*Playing for Change hosted the conference "Social entrepreneurship—a part of the solution" on April 27 in Stockholm with Sida, Mötesplatsen för social innovation och samhällsrenörskap, and Ashoka. Over 400 guests visited the conference and 1,700 followed it on Bambuser.*

## **Campaign Sweden**

### **JANUARY CAMPAIGN**

- TV spots aired on broadcasting channels TV3, TV6, TV8 and TV10, reaching over 1,628,000 unique contacts.
- Metro advertisements reached 1,239,040 unique contacts.
- Radio advertising aired 8,346 times on stations Lugna favoriter, Bandit, Rix, Star and NRJ.
- 1,600,000 million Tele2 invoice attachments about P4C were sent out.

### **NOVEMBER CAMPAIGN**

- Metro advertisements reached 1,728,090 unique contacts.
- Radio advertising aired 6,258 times on stations Lugna favoriter, Bandit, Rix, Star and NRJ.
- 1,600,000 Tele2 invoice attachments about P4C were sent out.
- 1,263 ads showed for two weeks in Stockholm's public transport system.

12 news articles, one debate article, and nine press releases about Playing for Change were produced for the Swedish market in 2011.

## **Campaign Ghana**

### **JANUARY-FEBRUARY AND DECEMBER**

- TV spots aired on broadcasting channel Viasat1.
- Radio advertising aired 124 times on stations Peace FM and Joy FM.
- Five news articles and four press releases about Playing for Change were produced.
- Three features were aired on Viasat1's The One Show.

During the Ghana campaign in late fall, involvement in our social media platforms increased by several hundred percent. The web traffic on the Ghana site hit an all time high with as much as nearly 10,000 views per week. Even the viral marketing reach and the number of people who talked about Playing for Change on Facebook increased by several hundred percent.

# Talking with kids about strategy

Did you know that 48% of the children in Ghana want to start a business when they grow up? And that even more of them want to contribute to a better world? We know, because we've made a point of listening to them.

Tigo Ghana and Playing for Change asked a thousand children all over Ghana to share with us their ideas and their stories of everyday life. Alongside the survey we arranged focus groups and workshops with over fifty children. The aim was to find out how we can better support our future leaders, co-workers and friends. We took the time to listen to the children, to chat with them and to discuss topics that are relevant to their lives and futures, because we believe it's the only way we can truly evaluate our social responsibility. It's the only way we can create strategies that will steer us towards a better future.

The Children's Rights and Business Principles is an initiative from UN Global Compact, Save the Children and Unicef. The initiative functions as a challenge for companies, urging them to take a good look at themselves through the spectacles of children's rights. The four guiding principles in the UN Convention on the Rights of the Child – the best interest of the child, non-discrimination, child participation, and survival and development – are essential in all efforts to create a better life for children. Talking to children rather than about them is the first step towards improvement. 84% of the children in our survey stated that an adult had spoken to them about children's rights in the past year. But 44% still didn't know that the child rights convention protects their rights, and 51% weren't familiar with the African Charter on the Rights and Welfare of the Child.

Focus group discussions showed that not having enough money or food was a concern for many children. The participants also talked about children they know who do drugs and are caught up in crime. Other concerns were teenage pregnancy, road accidents, rape and sexual harassment, domestic violence, theft and robbery, poverty, forced marriages, and discrimination. Sadly, 12% said they don't have an adult to talk to when they need help.

**95 %**

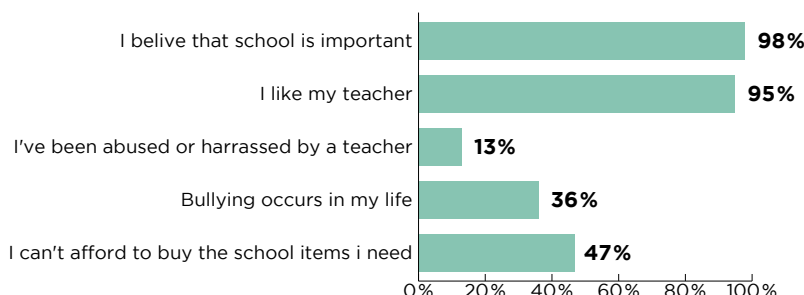
.....  
**CHILDREN WANT  
THEIR SAY  
IN ISSUES  
THAT CONCERN THEM**

**96 %**

.....  
**BUSINESSES THAT EARN A LOT OF  
MONEY SHOULD  
HELP  
TO IMPROVE THE SOCIETY**

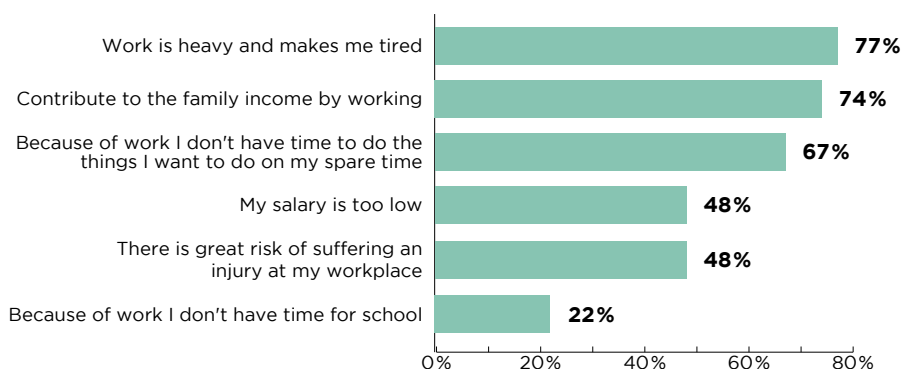
## On School

Almost every child feel that school is important and 86% state that they have fun in school. But at the same time almost half are afraid that they will fail and feel stress.



## On Working

17% of all surveyed children reported that they work. Out of them only 6% work for a business, most jobs being in the informal sector. Even though the children describe problems in the workplace almost everyone, 97%, enjoy their work.



## “Corruption breeds misunderstanding”

“Corruption breeds misunderstanding and generated conflicts.” 15-year Nyashas view on corruption is clear. Still a child, but with a skill, curiosity and interest that puts most adults to shame. She has come from the suburbs into downtown Accra to discuss corporate responsibility. It is about a specific company, the telecom operator Tigo. She and 18 other children have walked round the department in the large colorful house, said hello to people, listened to presentations. Then the discussion begins. There is no doubt that children are both caring and have opinions about companies, their ability and responsibility to contribute to a better world.

“Tigo should come to the communities and educate children on not taking bad advice from adults even if its from their parents,” said 14-year-old Anita, and challenge the Ghanaian tradition that children should be seen and not heard.

And 13-year-old Richmond says that children are the future leaders and they need help and support to become good leaders. Together they circled in several areas that they consider to be especially important for children:

- Job security, protection from violence and discrimination
- Access to good education, and particularly education at all
- Protection from trafficking and prostitution
- The eradication of child labor
- Access to good medical care for the whole family
- Ability to play



**CROSSING BOARDERS**  
**IDA ÖSTENSSON, UMEÅ**

**The problem:** Young girls today often lack self-esteem and a sense of self-worth. They are taught that there are things they cannot do, that are only for boys and men. Girls and boys are often treated differently, and met with different expectations. This shapes the way they view themselves, the world and their future. Too often traditional gender roles are enforced instead of challenged, stereotypes cemented instead of being broken.

**The solution:** Crossing Borders and its founder, Ida Östensson, works to promote equal participation in associations, organisations and businesses. Based on successful experiences from working with gender issues in children's and youth programs such as You Skate Girl, Crossing Borders has developed a model with real impact. Their practical guide opens shut doors and introduces female role models. By using its practical methods users can strengthen girls' confidence and self-esteem. The goal is to achieve equal rights for both girls and boys to participate in their choice of leisure activities.

**The person:** Ida's burning interest in gender issues derives from her own experience from skate culture. Her vision is a world where gender doesn't influence what young people choose to be passionate about. Her own passion is skateboarding. Before starting Crossing Borders, Ida was a driving force in many different social impact-projects for youth in her hometown Umeå, in the north of Sweden.

Report from Sweden:

# Girls crossing boundaries

**OVER THE YEARS** IDA Östenson has met and been inspired by scores of young girls through her outreach activities with skating organisations You Skate Girl and No Limits. This interaction strengthens her resolve and inspires the methods developed by Crossing Boarders.

In turn, the girls touched by Ida and her work, have been strengthened and gained in self-confidence. The other day, Ida received a text from Inga, a girl skater who had taken part in day camps organized by You Skate Girl.

– She wrote: 'I have to say a few words I've been meaning to tell you for a long time. Even since I started with You Skate Girl, ever since that day you came up to me when I was practicing my back flip and didn't dare get in there with all the guys. From then until now, my self confidence has increased by 99,99 percent! It's hard to explain, but you've really inspired me and now I can stand up to all the "cool" guys in class, for example. Thank you!:D'.

Ida is also proud of her diploma from a former intern, Maria.

– She made it herself and gave it to us when her internship ended. It made us really happy! The diploma says: 'You are the most welcoming, warm and inspiring people I know. You are dedicated, funny and kind. You have strong beliefs, you are brave role models, you are, quite simply, Queens!'

One girl who has made a lasting impression on Ida in later years is Vicky.

– She grew up in a small, rural village, says Ida. At 15 she was nearly 2 meters tall, big feet and changed her hair color almost daily. She is also bisexual and had always seem the only girl interested in skateboarding in her village. Growing up Vicky had two passions: Music and skateboarding. She had a band with a group of friends. But when they found out she didn't only like boys, they threw her out of the band, stopped talking to her and started spreading terrible rumors about her.

One day, Vicky called Ida. She cried with frustration and said she wanted to kill herself.

– I was just leaving on a big skateboarding-tour around Sweden and invited Vicky to join us. Suddenly, in that setting, she became the norm. Instead of being questioned and harassed, she wrote autographs, was interviewed by the media and made new skateboarding friends all over Sweden. When she returned home, she built her own skating ramp in her backyard. All the younger skaters, only boys, started coming over. Vicky became their coach and role model. Soon she was invited to coach skating at youth camps all over Sweden.

Vicky finished school with top grades and when she was accepted to the Skateboarding high school in Stockholm, she was happy to finally be able to leave her village.

– As she was preparing to skip town, her old friends got in touch and apologized for treating her so badly. Vicky had found her thing, had grown as a person and had found new friends who accepted her for who she was. Being a mature person, she forgave her old former friends, but said she hoped they'd learned a lesson: Never judge a person just because they don't fit the 'norm'. Today, Vicky does not need us as much as before: she has truly found her way in the world!

# KPI:s 2011: Results and analysis

This is the Playing for Change KPIs for 2011: a description on how the year turned out, illustrated through our results and goal achievements on each KPI.

## **KPI A: SUPPORTING 400,000 CHILDREN**

Every year, we calculate the number of children that our Playmakers and we interact with and support, through our programs and operations. These are children who have been empowered or had their lives changed by us. We've developed a matrix that calculates the number of children that the Playmakers support through their programs, and the Playmakers report their results on a quarterly basis. The measuring process is transparent and we are highly involved in verifying the results.

In 2011, with the help of Playmakers and other entrepreneurs who have received minor support, we have supported 849,074 children.

*KPI exceeded.*

## **KPI B: SUPPORTING CHILDREN IN THREE COUNTRIES ON TWO CONTINENTS**

Playing for Change supports children in Sweden, Ghana and Russia (in Europe and Africa). In Sweden we support children through our Playmakers. In Ghana we support children through our Playmakers, through our minor support to other initiative we identified and also through our own activities as for example the survey with children. Finally in Russia we have supported children through three projects that we have contributed to and enlighten as good examples on working for children's rights.

*KPI met.*

## **KPI C: 15 IDEAS IN THE INCUBATOR**

By year-end, we had 14 ideas in the Incubator: nine in Sweden and five in Ghana. When the Incubator year started we had 15 ideas in the Incubator. One Playmaker in Sweden exited the Incubator after a year and a half, following several discussions with the Playing for Change team. We strive to continuously refine the selection process in order to understand the personal goals of the social entrepreneurs and to better communicate our vision to them.

*KPI not met.*

## **KPI D: 70 % OF PLAYMAKERS RECEIVE APPROPRIATE SUPPORT IN THE INCUBATOR**

100 % of the respondents of our anonymous Playmaker questionnaire state they have received "very good" or "quite good" support in the Incubator.

The questionnaire shows that the Playmakers are generally satisfied with our support. There is, however, room for improvement on our activities – we want the activities to provide even more to this diverse group of people who share the experience of being an early stage social entrepreneur. We are continuously advancing the program to give the best support and get the greatest effect possible.

*KPI exceeded.*

## **KPI E: 60 % OF PLAYMAKERS ARE IN DIALOGUE WITH POLICY MAKERS**

87 % of Playmakers are in dialogue with policy makers. Long-term, we want our Playmakers to improve society as a whole for children. This requires ongoing dialogue and interaction with those who have the greatest influence in society.

*KPI exceeded*

## **KPI F: 200 SUPPORTERS ARE ENGAGED**

A Playing for Change supporter is an engaged co-worker from one of our partner companies. Today, we have 272 supporters in Sweden, Ghana and Russia. Some of the supporters are active in the search and selection process (e.g. in the interview panel or the jury meetings), others are active in the Incubator (e.g. as Advisors or Problem



Solvers). A supporter can also be someone who has wants to be involved in our work and wants information from us. We strive to engage our partner's co-workers because we want to raise the quality of the support we offer our social entrepreneurs, and raise the level of engagement and feeling of pride among the staff. We will keep trying to find specific activities in our processes that will engage more supporters.

*KPI exceeded.*

#### **KPI G: TALKING TO 700 OPINION LEADERS**

Promoting social entrepreneurship as the primary tool to support the UN Convention on the Rights of the Child demands an ongoing dialogue with opinion leaders. We define opinion leaders as politicians, ministers and officers of ministries, municipal governments and councils. Influential and important leaders in the private, nonprofit and public sector also count as opinion leaders. In 2011, Playing for Change and our Playmakers have been in dialogue with 2,411 opinion leaders through 2011.

*KPI exceeded.*

#### **KPI H: AWARENESS POLL ON SWEDISH MARKET HAS BEEN COMPLETED**

The benchmark was completed in June and followed up in December. Awareness is low but rising – 9 % recognized Playing for Change with aided recall in June; in December, the number had risen to 14 %. We will continue to build awareness about our mission, on all markets.

*KPI met.*

#### **KPI I: P4C HAS BEEN WRITTEN INTO THE OVERALL CSR STRATEGY OF THE PARTNERS**

During 2011, the strategic focus of our collaboration with our partners' CSR work shifted towards the upcoming Children's Rights and Business Principles (CRPB). Long-term, this will produce a stronger coherence between Playing for Change and our partners' general CSR work. A decision to focus on preparing strategic and operational implementation of the CRPB in 2012 has been made.

*The KPI intention has shifted.*

#### **KPI J: A STRATEGY FOR MEASURING ENTREPRENEURS' SCALING HAS BEEN TESTED**

A pilot method to measuring scaling has been developed and tested. The pilot is based on four dimensions: number of children supported, turnover, footprint, and human resources. The pilot was not successful, but we will continue to develop this method in 2012. The success of our Incubator will be defined by our ability to support the Playmakers to scale up, so developing an optimal measuring tool is crucial.

*KPI not met.*

#### **KPI K: BOARD DECISION ON COUNTRY #4 HAS BEEN MADE**

The board has decided to expand to five new markets in Africa where we'll be working in collaboration with MIC. New markets to be out-rolled in 2012 are DCR, Chad, Senegal, Tanzania and Rwanda.

*KPI met.*

#### **KPI L: BOARD DECISION ON DISASTER MITIGATION HAS BEEN MADE**

A pilot for 2012 has been accepted. We plan to do the pilot in Ghana during the fall of 2012.

*KPI met.*

#### **KPI M: THE BOARD HAS ACCEPTED THE 2012 BUDGET**

The budget for 2012 has been accepted.

*KPI met.*



## Validator Report

External validation is a way to assure the quality of our report. The external expert examines the contents of this report to ensure that claims regarding results and goal achievement are justified.

*Participant of a live action role play  
arranged by LajvVerkstaden, Sweden*



### **Playing for Change External Evaluation**

It was my pleasure to do an external evaluation of the non-profit organization Playing for Change (P4C). For the evaluation I was submitted P4C's preliminary "Social Impact Report 2011" dated February 15<sup>th</sup>, 2012, along with undated appendices entitled "Playing for Change 5 year goal", "Playing for Change quarterly indicators", "Pathway of Change 2011", and the "Help calculation tool: Number of Children supported and opinion leaders reached".

P4C is a relatively new organization initiated during 2009 and based on supporting social entrepreneurship focused on children and youth. A market based approach to diverse social issues involving initial funding for awarded entrepreneurs linked with business skills training from Kinnevik company experts has been availed in a unique and exciting structure. It should be noted that P4C is predominantly funded by the Kinnevik Group, which may lead to possible challenges in the future.

As the organization is relatively new it is commendable that P4C is determined to develop and report performance indicators in a transparent and legitimate way. It is also natural that the current focus is on showing the number of children potentially impacted, along with the number of entrepreneurs supported and markets expanded to. As the organization gains more longitudinal experience, focus should be turned towards understanding the sustainable social impact on the children reached over time rather than on quantitative growth. The definition of children supported based on the entrepreneur's self-reported "formula" for calculating should for definitional purposes be communicated more clearly in the impact report. P4C should also consider the accuracy and limitations of self-auditing given the fact that the entrepreneurs are resource dependent.

P4C has in a short time developed a number of great processes and structures to support important new social entrepreneurs focusing on improving the lives of our globe's children. I am sure that with time the possibility of assessing the entrepreneurs' sustainable social impact on children will not only be possible but that P4C will develop their methods to meet that most important challenge.

A handwritten signature in blue ink, appearing to read 'L. Lerpold'.

Dr. Lin Lerpold, PhD  
Associate Professor  
Stockholm School of Economics  
Sustainability Research Group

# ANNUAL REPORT 2011

This is the annual report of Playing for Change, organization ID no. 802426-5590.

For a detailed account of the operations and impact of Playing for Change in 2011, please see the Social Impact Report on previous pages of this combined report.

Playing for Change is since 2011 a member of the Swedish Fundraising Control and the holder of a "90 account". The Foundation is thus committed to working in accordance with the ethical guidelines and participates in their review.

## SUPPLEMENTARY DISCLOSURE

The accounting principles that are applied comply with the Annual Accounts Act, the General Advice produced by the Swedish Accounting Standards Board and the governing guidelines for annual reports of the Swedish Fundraising Council, FRIL.

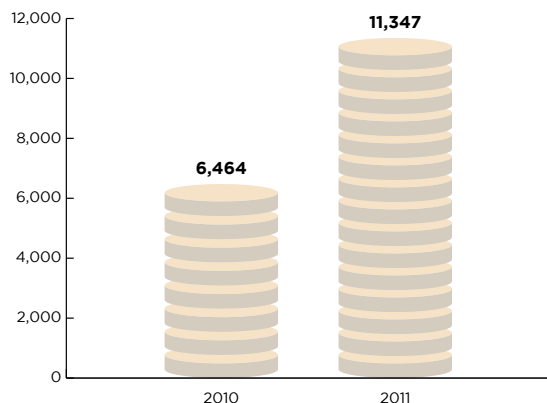
The Foundation's project commitments are reported in the Profit and loss statement, in order to facilitate understanding of the nature and development of the operations, and to facilitate comparability with other similar organizations.

Expenses from activities are divided into two areas; program costs and administrative expenses. Program costs include project commitments in form of contribution to the social entrepreneurs selected by the Foundation, in accordance with the Statutes and mission, and other costs for the incubator activity, direct costs for advocacy regarding children's rights and social entrepreneurship, direct costs to promote the Children's Rights and Business Principles, as well as direct costs of monitoring and evaluating, and relevant portion of common costs.

Administrative expenses mean 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.

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

## INVESTMENT IN OBJECTIVE, TSEK



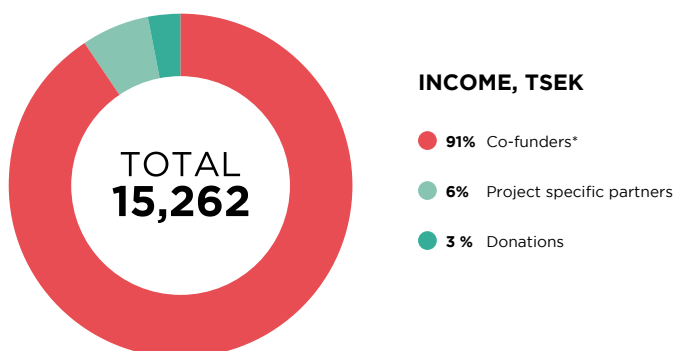
\*The Playing for Change Charter states the objective as support to children through social entrepreneurs and advocacy.

# 17,8

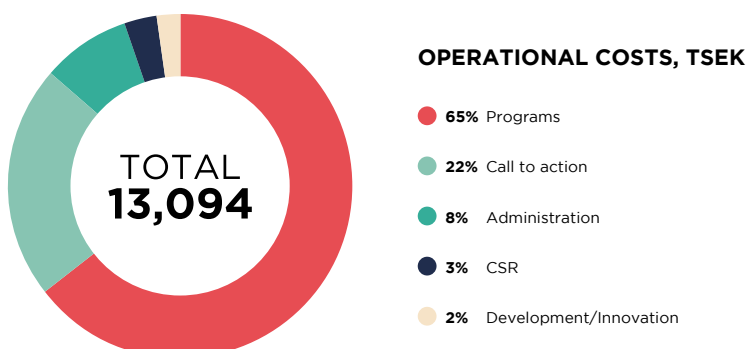
.....  
**TOTAL INVESTMENT  
IN OBJECTIVE  
IN MSEK SINCE 2010**

## Profit and loss statement

Amount in SEK	Note	2011 12 31	2010 12 31
Operating income	1	15,259,367	7,160,715
Other external expenses	2	10,163,605	6,980,682
Personnel costs	3	2,923,098	0
Depreciation of intangible and tangible assets	4	20,573	319
<b>Operating result</b>		<b>2,152,091</b>	<b>179,714</b>
Financial income and expenses			
Other interest income		19,943	43
Interest expense		4,332	0
<b>Result after financial income and expenses</b>		<b>2,167,703</b>	<b>179,757</b>
Tax expense for the period		287,981	0
<b>Result for the period</b>		<b>1,879,722</b>	<b>179,757</b>



\*The co-funders are the Global Senior Partners – Kinnevik, Korsnäs, Metro, Millicom, MTG, Tele2 – and Hugo Stenbecks Stiftelse



## Balance sheet

Amount in SEK	Note	2011 12 31	2010 12 31
<b>ASSETS</b>			
Fixed assets	4		
Intangible fixed assets		1,682	
Tangible fixed assets		74,643	11,171
<b>Total fixed assets</b>		<b>76,324</b>	<b>11,171</b>
<b>Current assets</b>			
<b>Short term receivables</b>			
Accounts receivables		83,475	117,500
Other current receivables		1	0
Prepaid expenses	5	224,126	55,024
		307,602	172,524
Bank		4,302,996	155,005
<b>Total current assets</b>		<b>4,610,599</b>	<b>327,529</b>
<b>TOTAL ASSETS</b>		<b>4,686,923</b>	<b>338,700</b>
<b>FUNDS AND LIABILITY</b>			
<b>Funds</b>	6		
Foundation funds		100,000	100,000
Funds brought forward		179,757	0
Project specific funds		1,300,000	0
Result for the period		1,879,722	179,757
<b>Total funds</b>		<b>3,459,479</b>	<b>279,757</b>
<b>Current liabilities</b>			
Tax liabilities		287,981	
Accounts payables		579,691	49,783
Other current liabilities		159,824	9,160
Accrued expenses and deferred income	7	199,948	0
<b>Total current liabilities</b>		<b>1,227,444</b>	<b>58,943</b>
<b>TOTAL FUNDS AND LIABILITIES</b>		<b>4,686,923</b>	<b>338,700</b>

## Notes

Amount in SEK

<b>NOTE 1: Operating income</b>	<b>2011 12 31</b>	<b>2010 12 31</b>
Contribution from the Hugo Stenbeck Foundation	8,300,000	7,008,000
Income Senior partners	5,550,000	0
Project specific sponsorship	950,000	0
Donations from businesses and the public	175,500	0
Income from ticket sales	274,467	152,715
Other revenue	11,934	0
Currency exchange gain on current receivables	-2,534	0

Project specific sponsorship include contribution from SIDA of 750,000 SEK

<b>TOTAL</b>	<b>15,259,367</b>	<b>7,160,715</b>
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<b>NOTE 2: Other external expenses</b>	<b>2011 12 31</b>	<b>2010 12 31</b>
Other external expenses include the following function divided costs:		
Project costs	9,350,698	6,427,754
Administration	812,907	552,928

<b>TOTAL</b>	<b>10,163,605</b>	<b>6,980,682</b>
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<b>NOTE 3: Personnel costs</b>	<b>2011 12 31</b>	<b>2010 12 31</b>
Average number of employees	5	0
-whereof women	4	0
-whereof men	1	0
Salaries	1,914,863	0
Pension provisions	77,478	0
Social security contributions incl tax on pension provisions	599,158	0

Personnel costs include the following function divided costs:

Project costs	2,655,947	0
Administration	267,150	0

<b>TOTAL</b>	<b>2,923,098</b>	<b>0</b>
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<b>NOTE 4: Fixed assets</b>	<b>2011 12 31</b>	<b>2010 12 31</b>
<b>Cost of aquisition</b>		
Cost of aquisition, opening balance	11,490	0
Purchases for the year	85,726	11,490
<b>Accumulated cost of acquisiton, closing balance</b>	<b>97,216</b>	<b>11,490</b>
<b>Accumulated depreciation</b>		
Depreciation, opening balance	319	0
Depreciation for the year	20,573	319
<b>Accumulated depreciation, closing balance</b>	<b>20,892</b>	<b>319</b>
<b>Book value</b>		
Book value, closing balance	76,324	11,171

**Amount in SEK**

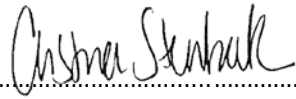
<b>NOTE 5: Prepaid expenses</b>	<b>2011 12 31</b>	<b>2010 12 31</b>
Prepaid rent Ghana	0	55,024
Legal fees associated with trademark registration accrual over 5 years	177,711	
Invoice from Handelsbanken	44,602	
Dicom Datautveckling, IT support January 12	1,813	
	<b>224,126</b>	<b>55,024</b>

<b>NOTE 6: Total funds 2011</b>	<b>Foundation funds</b>	<b>Project specific funds</b>	<b>Funds brought forward</b>	<b>Total funds</b>
Amount at year opening	100,000		179,757	279,757
Paid during the year		1,300,000		1,300,000
Result for the period			1,879,722	1,879,722
<b>Amount at period end</b>	<b>100,000</b>	<b>1,300,000</b>	<b>2,059,479</b>	<b>3,459,479</b>

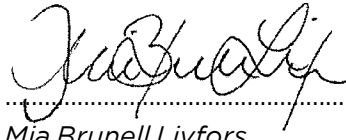
<b>NOTE 7: Accrued expenses and deferred income</b>	<b>2011 12 31</b>	<b>2010 12 31</b>
Accrued holiday pay	99,401	0
Accrued social security contributions	66,751	0
Accrued tax on pension provisions	18,796	0
Accrued audit fee for project "Genombrottet"	15,000	0
<b>TOTAL</b>	<b>199,948</b>	<b>0</b>



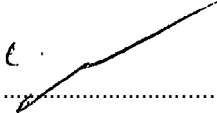
**STOCKHOLM, MARCH 20 2012**



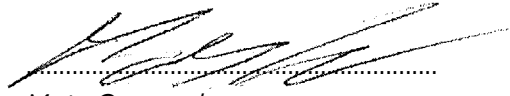
.....  
*Cristina Stenbeck*  
Chair



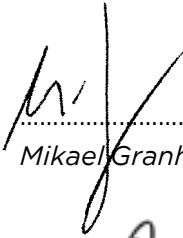
.....  
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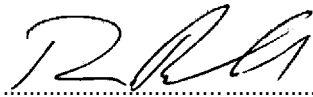


.....  
*Mikael Granhe*



.....  
*Sara Damber*  
President

My audit report was submitted 20 March 2012



.....  
*Thomas Forslund,*  
Authorized Public Accountant,  
Ernst & Young

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Thank you all that have been supporting our work during 2011. Some of you are mentioned below, but many more have been engaged and participated in our activities during the year. All your support are appreciated and valued.

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