

## **New European Bauhaus Roundtable**

**Pitch by Petr Skvaril, Global Partnerships & Programs Director at Impact Hub**

Dear Mrs. President, Mr. Seibert, and Mrs. Reichstein,

Thank you for the kind invitation to participate in the New European Bauhaus Roundtable. I am honoured and thrilled about this opportunity personally, as an EU citizen, as well as professionally - in my role at Impact Hub. In the following paragraphs, I aim to briefly introduce myself, the organization I represent, and outline my potential contribution to the roundtable and perhaps most importantly, Impact Hub's potential contribution to the New European Bauhaus movement.

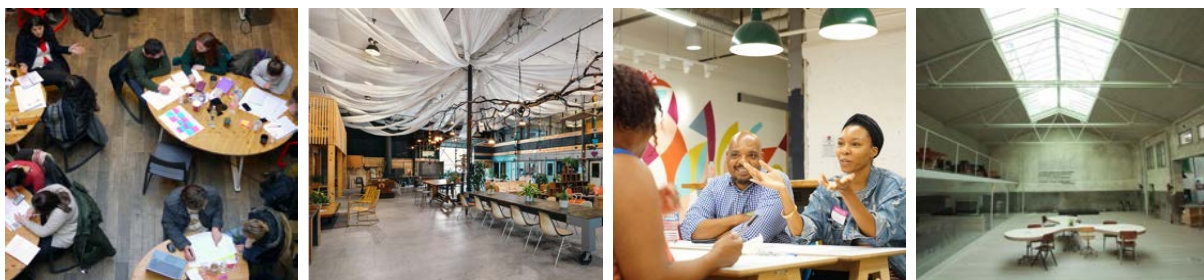
### **Introducing myself**

My journey, that began in a mid-sized Czech town and wound through several European countries and around the world, has been driven by a passion for bringing people and organizations together to drive collaboration and create new value and opportunities - across geographies and sectors. Over the last 7 years, I have been leading the development of strategic partnerships and international programs on behalf of Impact Hub, a leading global network of social entrepreneurs, programs empowering impactful innovation, and spaces designed to be the home base of collaborative communities of change makers.

Before joining Impact Hub, I led a number of innovation initiatives at Vodafone such as telemedicine and Internet of Things, experiencing the power of technology in transforming lives for the better. Previously, I held local, national and global leadership roles at AIESEC, a global organisation supporting leadership development in youth and driving international collaboration towards positive change.

### **Introducing Impact Hub**

Impact Hub is a leading EU-based, global network of communities of more than 16,000 social entrepreneurs and innovators that supports bottom-up innovation through hundreds of incubation, acceleration, and scaling programs every year. Our communities and programs are based in more than 100 physical spaces designed for work, collaboration, networking, events and invaluable serendipitous connections.



Impact Hub's journey started 16 years ago in Europe and quickly spread throughout the world. Today, the social enterprises and projects supported by Impact Hub serve more than 60 million beneficiaries and customers in 60+ countries around the world creating thousands of new jobs each year.

Every local Impact Hub is initiated, developed, and run by a local team of social entrepreneurs and is thus deeply rooted in its local market and community. At the same time, Impact Hub's unique organizational model that is co-owned by local Impact Hubs, has enabled well-coordinated initiatives and programs addressing the UN Sustainable Development Goals across Europe and globally. As a bottom-up global network, Impact Hub has played a unique, value-adding role in driving innovations towards the SDGs:

- Building and growing local citizen communities driving social and environmental innovation
- Developing a locally rooted, globally connected pipeline of impactful innovations that numerous accelerators and investors benefit from
- Connecting bottom-up innovation with corporate and institutional innovation efforts and resources to enable scale
- Delivering infrastructure for international replication and scaling of proven innovations

This role has been enabled through partnerships with leading organizations across sectors such as:

- Public sector: European Commission, BMZ, UNDP, Inter-American Investment Bank and numerous national and city-level public institutions
- Corporate sector: adidas, Cartier, Coca Cola, Go Daddy, Roche, Vodafone, etc.
- Philanthropy and Civil Society: Porticus, World Wide Fund For Nature, Robert Bosch Foundation, European Programme for Integration and Migration

### **Our view of today's challenges and opportunities**

Climate change has been framed by global economists through a market failure for the better part of the last decade ([World Bank, 2011](#)). However, it has taken the near-apocalyptic events of 2020 – the Black Summer bushfires in Australia, the raging wildfires in the US and Siberia, the plague of locusts in Africa, and the Covid-19 global pandemic – resulting in catastrophic socio-economic and environmental losses – for many decision makers to wake up to the fact that climate change truly is the 'greatest and widest-ranging market failure ever seen' ([Lord Nicholas Stern, World Bank Chief Economist 2000-3](#)).

The events of 2020 have made it clear that without ambitious global action, the consequences for people and the planet are likely to be extreme and unprecedented. The European Commission has risen to the challenge and proposed the Green Deal plan to reduce EU greenhouse gas emissions by at least 55% by 2030 (compared to 1990 levels), which would put the EU on a pathway to reaching climate neutrality by 2050.

We recognise that the transition to climate neutrality requires change on an unprecedented scale, challenging assumptions, ways of thinking, working and living that

cannot and should not remain fragmentary, ad-hoc and driven by inertia. This green transition, however, should not come at the cost of those that are most vulnerable, of those men and women who struggle to move into the digital economy. This green transition should not ignore local realities, but on the contrary should be built on local knowledge and local resources, a locally-rooted approach that echoes the EU's subsidiarity principle. And fundamentally, it should not reinvent the proverbial wheel, but rather scale climate solutions that have inclusivity and climate neutrality at their heart.

Impact Hub is committed to working with key stakeholders and contributing to accelerating the transition to a green and inclusive economy by:

- 1) Leading the development of locally-owned, demand-led, inclusive solutions and supporting them on their journey towards impact at scale,
- 2) Supporting community, business and political leaders - who have influence on public opinion, policy and the actual GHG emissions of businesses - in building own skills & networks and effectively implementing green solutions with inclusive footprints in their constituencies, and
- 3) Contributing to and supporting a solution-oriented awareness-raising narrative in the media and the public discourse through an engagement of relevant journalists.

### **Our contribution to the New European Bauhaus Movement**

Many aspects of the New European Bauhaus are very close to Impact Hub's identity and strategy. Impact Hub's mission is *to build locally rooted and globally connected entrepreneurial communities for impact at scale towards a just and sustainable world where business and profit are used in service of people and planet*. Our 2030 strategy focuses on the nexus of climate action, equity & inclusion, and entrepreneurial innovation. We are committed to contributing to the European Green Deal and the Just Transition worldwide by engaging local citizen communities around the world and supporting bottom-up innovation throughout the journey from idea to a tangible product/service and towards impact at scale.

Our day to day work at Impact Hub is all about citizens on the ground taking real, tangible action in a nurturing environment that is connected across Europe and around the world.

Our underlying approaches include the [Art of Hosting](#) methodology - which informs our community building efforts - and the human-centered design approach which informs the way we support the development of new or growth of existing climate solutions.

Our communities are diverse by nature because, just like the New European Bauhaus vision suggests, climate solutions that are to be equitable and inclusive, need to bring together the technical perspectives (scientific, technology, business) as well as social, cultural and aesthetic. Climate solutions that are to be locally relevant and widely adopted need to achieve a real, measurable reduction of GHG emissions while being desirable and affordable for the mainstream.

We bring many of these perspectives together in our communities, innovation processes, and programs: the drive and dedication of entrepreneurs and innovators, the end-user perspective of beneficiaries and customers, technical expertise from seasoned experts, inspiration and aesthetics from artists and designers, and valuable connections, resources and investment from partners and investors.

On the systemic level, for climate innovation to achieve significant scale, transformational policy change will be essential - on global, EU, national as well as municipal levels. Impact Hub has been an active contributor to policy discussions hosted by the OECD, European Forum Alpbach, WEF and others, and has held numerous collaborations with city councils - from Amsterdam and Berlin to Athens and Prague. We bring two important perspectives to these conversations and would also contribute in a similar way to the NEB Roundtable: data about and insights from working with entrepreneurs and innovators on the ground, and numerous examples of effective solutions being implemented which are critical in order to shift the climate narrative from a problem oriented to a solution oriented one.

### **My Contribution to the Roundtable**

Building on the above, I am personally excited about the opportunity to contribute to building a new vision for Europe. We need to move from focusing on problems, complexity and scarcity to a vision that shows a future that is full of possibility, hope and a better, healthier lifestyle. We also need to move from vague, all-encompassing statements to a vision that can be grasped and touched by everyone. Europe has rebuilt and reinvented itself before and it can and will do it again.

Thank you for this opportunity and for considering my and Impact Hub's proposal. We are committed to the goals of the European Green Deal and the New European Bauhaus Project and are keen to also contribute to the roundtable.

A handwritten signature in black ink, consisting of the name 'Petr' followed by a stylized, cursive flourish.

Petr Skvaril