

**You are a  
changemaker  
and you ~~don't~~  
know it**



# imp!act

POWERED BY EUFORIA

You want to make a difference and don't know where to start? You have an idea but lack the confidence or team to implement it? You want to contribute to the solution of an environmental or social challenge? Then our imp!act training is for you! Get together with enthusiastic young people between 18 and 30 years and create inspirational ideas and projects to face global problems locally. After some crazy brainstorming and team building, you find out how to get involved with an existing organization or develop your own social or environmental project and set out to test it right away. You also have the chance to get feedback by renowned experts - all of that within only 3.5 days! Talking alone about the world's problems won't solve them - but collaborating might.

# What happens at imp!act:

## Day 1 — Inspiration:

Meet the changemakers, who have found a way to tackle global challenges in your city or have started their own projects. Then, you will discuss and exchange ideas with all participants.

## Day 3 — Reality check:

With your team, you set out to test your ideas right away, for example by organizing a first short and spontaneous campaign, by interviewing passersby's or by meeting potential partners.

## Day 2 — Release your creativity:

Brainstorm your interests, passions, strengths and transform them into project ideas. Pitch your new ideas, find a team and start realizing the projects right away.

## Day 4 — Make your project take off:

Get feedback by experts and finalize your project. In the afternoon, you will pitch this very project to a jury who will counsel you on how to continue after imp!act - if you wish to do so. Finally, it's time to celebrate all those achievements!

# Born at imp!act

Some examples of projects which were created during imp!act



**@active Asyl** (*imp!act 2015*) fosters integration by providing communication tools. They recycle old laptops and offer free computer courses for refugees who aren't allowed to work or to go to language courses.



**inFact Lifestyle** (*imp!act 2014*) aims to create a healthy and sustainable society. In collaboration with doctors, health coaches, chefs and other experts, they provide workshops, webinars and online information for free.



**juteSache** (*imp!act 2014*) offers an alternative to plastic bags. End customers in retail stores can buy high-quality fabric bags for a small usage fee and a deposit. As soon as they bring back the bags to any participating store, they get their deposit back.



**Bern isst Bern** (*imp!act 2014*) are installing public fridges in various parts of the city of Bern. In these fridges, people can leave left-over food for their neighbours instead of waiting for it to turn bad and throwing it out. The team has recently received a lot of media attention.



**Uglyicious** (*imp!act 2014*) provide baskets of ugly but delicious vegetables for the students at the University of St. Gallen to reduce food waste: 299'000 tons of comestible vegetables and fruits are wasted each year in Switzerland because of their unconformity; with their baskets, uglyicious wants to bring these unused products to the consumers.



**Do It Yourself Geneva** (*imp!act 2014*) organize workshops which allow people to learn and teach others to fix things they would usually throw away (e.g. bikes) or produce objects they would normally have to buy (e.g. soaps or bread). The photos show their first events.



**essento** (*imp!act 2013*) brings insects to the tables. They are developing, producing and marketing food delicacies based on insects. To reach their goal, essento aims to legalize the consumption of insects and raise awareness in the population about the advantages regarding sustainability.



**Local Supervisor** (*imp!act 2013*) created a website that offers alternative ways to pay the entrance fees for a concert. Instead of paying with money, people can for example prepare a dinner for the band. This also has the benefit of creating social interaction between fans and bands.



**EAU!tour du Léman** (*imp!act 2012*) invites young inhabitants of the lake Geneva area to join sailing trips, where they learn about and observe water related environmental issues.

## Who is behind imp!act?

euforia is an independent, youth-driven social innovation enterprise, based in Geneva, Switzerland. It provides youth and likeminded people with the experiences, tools, skills, and right mind-set to bring their ideas to life. Our methodology has received numerous awards from among others Ashoka, UNESCO and the World Economic Forum.



Genève  
Rue des Savoises 15  
CH-1205 Genève

[www.euforia.org/impact](http://www.euforia.org/impact)  
+41 (0) 22 320 90 59



Bern  
Wylerringstr. 36  
CH-3014 Bern