



Let's incubate resilience

# Shine Program

APPLY  
NOW!

In partnership with





“It is what you do in the present that will redeem the past and thereby change the future.”

Paulo Coelho

## Foreword

Entrepreneurship and innovative thinking are essential in the social fields. With them comes a new impetus to provide the stimuli and kick-off local communities need. Companies have an irreplaceable role to play in local ecosystems, as they know how to combine their expertise with the non-profit sector for ideas with a strong vision. Swiss Re supports the next generation of social innovators in Slovakia through the SHINE program since 2021.

I am very glad that in the second round of Shine program in 2022-2023 in Slovakia, we could, together with our partners, drive activities with an impact on e-mobility and bus decarbonization strategies. Shine team worked on scalable business models with risk mitigation matrix for new social innovation - Zero-emission bus simulator developed by tim technology. It is the first digital tool for better collaboration between cities, operators & manufacturers trying to decarbonize public transportation around the world. Thanks to this technology, public transport operators can better predict multiple scenarios of any future operation and get virtual insights into their future bus operations, charging requirements, the TCO (total cost of ownership), carbon footprint, and much more. Secondly, municipalities can create a tailor-made strategy with detailed parameters for a tender, indicating insights into the future costs and social impact. That is an great example how we can join forces and really influence our future eco transport in cities.

Striving for sustainability is a journey. We will continue with our efforts in 2023-2024, looking for ways to support and encourage those who, with passion, in innovative ways, and with an entrepreneurial spirit, are working and contributing towards more resilient and sustainable societies. I encourage all to seize this opportunity. Let us work together.



**Nima Motazed**

Head Global Business Solutions Swiss Re  
Country President Swiss Re Slovakia

# Overview

The Shine program offered by Swiss Re in association with BOOKBRIDGE, a social enterprise, and Pontis Foundation, a leading NGO nurturing social innovators, will support ideas that address challenges in any of the areas of Natural hazard and climate risk management and Access to health through innovation for societal resilience, pertaining to any region in Slovakia. These areas are in addition to Swiss Re ongoing focus area of Net-zero. We will select an aspiring/early stage entrepreneur based on his/her holistic understanding of the social challenge and innovative approach to the solution, among other parameters.

This innovator will then undergo a six-month immersive program during which he/she will collaborate with experts, business coaches, and leaders in Swiss Re to develop a financially feasible and scalable business plan. Following this, the progress of this new social enterprise will be monitored to analyze impact.

We are positive that this experience will not only help the winner realize his/her vision but also help the person grow professionally and personally.



## What Shine offers to social innovators

- Access to skills and expertise of Swiss Re talent for six months
- Sharpened focus and approach to scale business
- Personalised leadership coaching in line with international standards
- Visibility in the local social entrepreneurial ecosystem
- Long-term association with Swiss Re Foundation
- Grant amount of up to EUR 25 000 to realise their vision

# Who should apply?

## Focus areas

Applicants' impact areas must be aligned with one of the Swiss Re Foundation's strategic focus areas:

- Transformation to Net-Zero (renewable energy, afforestation, recycling etc)
- Healthy nutrition
- Access to health
- Climate-smart agriculture
- Disaster risk management

## Innovation

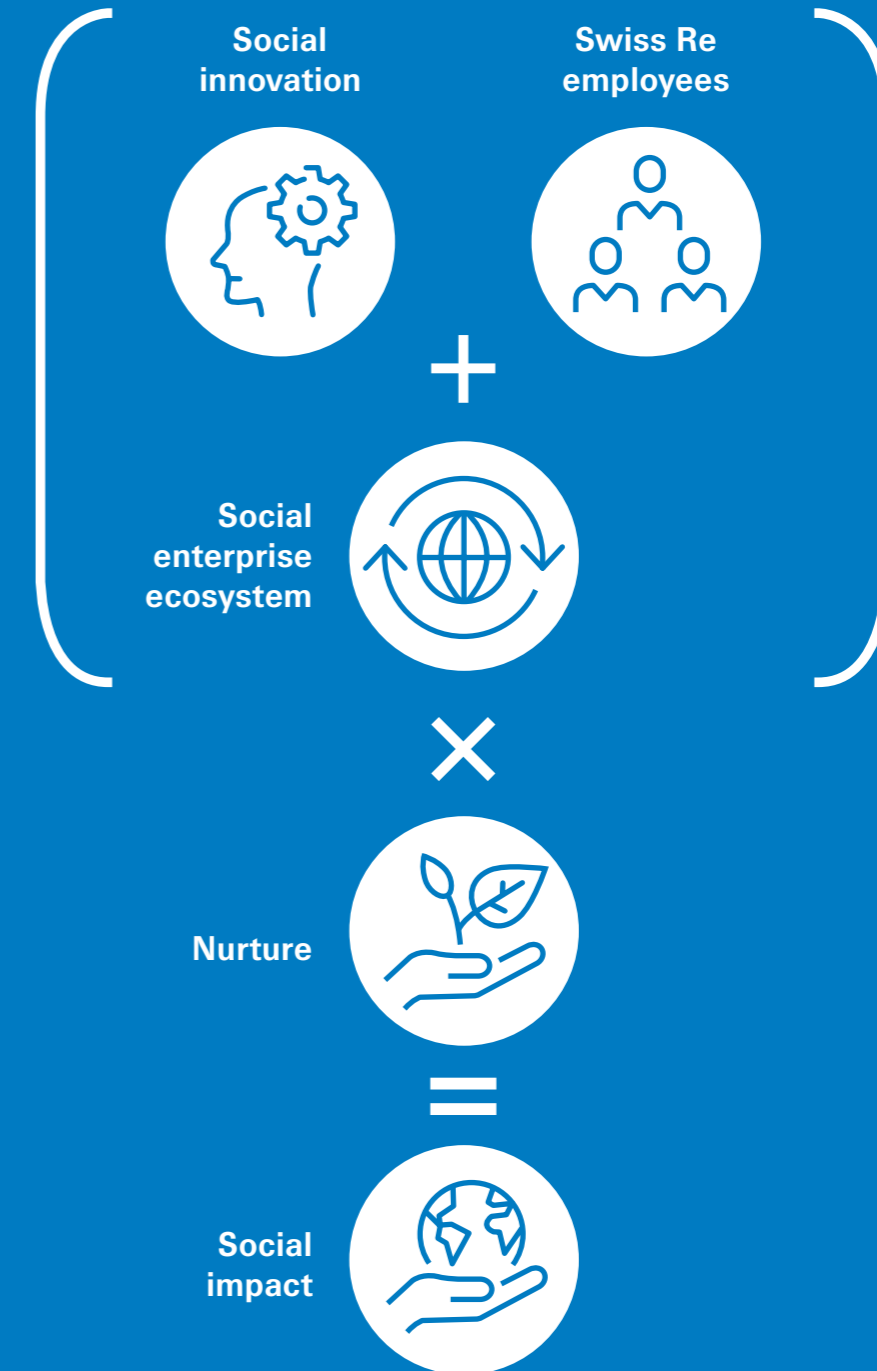
Applicants must display high levels of innovation in their product, service and/or delivery. The solution must be focused and should address a critical social or ecological challenge.

## Maturity

Applicants must be early-stage enterprises that have an established proof of concept for their offering and are looking to accelerate their growth.

## Mission and purpose

Applicants must have a strong social purpose and commitment and an outcome-focused approach to their impact area.

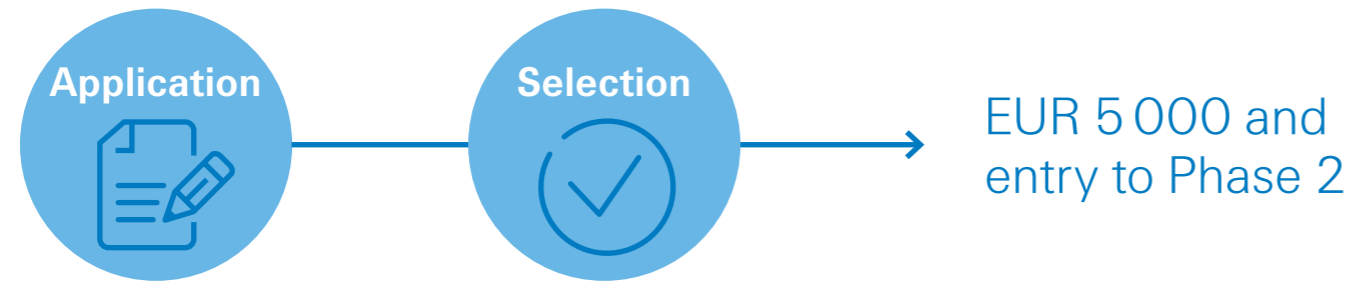


# Program structure

## Phase 1: Social Innovator Award

The submitted applications will be evaluated, and shortlisted entrepreneurs will be interviewed to select a winner who will enter the Action Learning Program along with a cohort of Swiss Re employees.

The winner will also receive the Shine Social Innovator Award including a grant of EUR 5 000.



# Program structure

## Phase 2: Action Learning Program

The social innovator will team up with Swiss Re employees and go through an accredited Action Learning Program facilitated in collaboration with our partner BOOKBRIDGE. During this immersive six-month journey, the innovator along with Swiss Re employees will together define problem areas for the business, engage with target communities, design and test solution prototypes and develop a viable business plan. They will then pitch this plan to the Shine panel of experts with the aim to earn an additional grant of EUR 20 000.

The cohort will be guided throughout this process by professional business and leadership coaches in an open workshop setting.



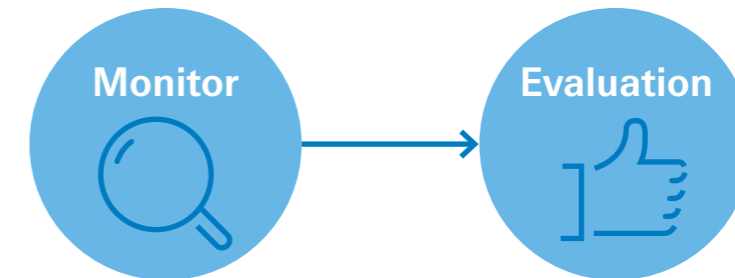
<b>Module 1</b> (3 days) 27 – 29 September 2023	<b>Module 2</b> ( 5 days) 16 – 20 October 2023	<b>Module 3</b> (3 days) 24 – 26 January 2024	<b>Module 4</b> (2 days) 14 – 15 March 2024
<ul style="list-style-type: none"> <li>• Kick-off design sprint</li> <li>• Deep dive into business opportunities and challenges</li> <li>• Find your personal purpose</li> </ul>	<ul style="list-style-type: none"> <li>• Meet and empathize with target communities</li> <li>• Work on business Model, impact chain</li> <li>• Define team’s purpose</li> </ul>	<ul style="list-style-type: none"> <li>• Pitch final business model to the jury</li> <li>• Create implementation plan</li> <li>• Reflect on working of self-organized team</li> </ul>	<ul style="list-style-type: none"> <li>• Establish governance model</li> <li>• Share lessons learnt</li> <li>• Transfer learnings</li> </ul>

- The modules span 13 working days in a (virtual or in-person) workshop setting. Travel (minimal, if required) would be additional.
- Between modules, the team is expected to spend 3–5 hours weekly on virtual teamwork.
- The above structure and dates are indicative and likely to be adapted to the prevailing COVID-19 situation.

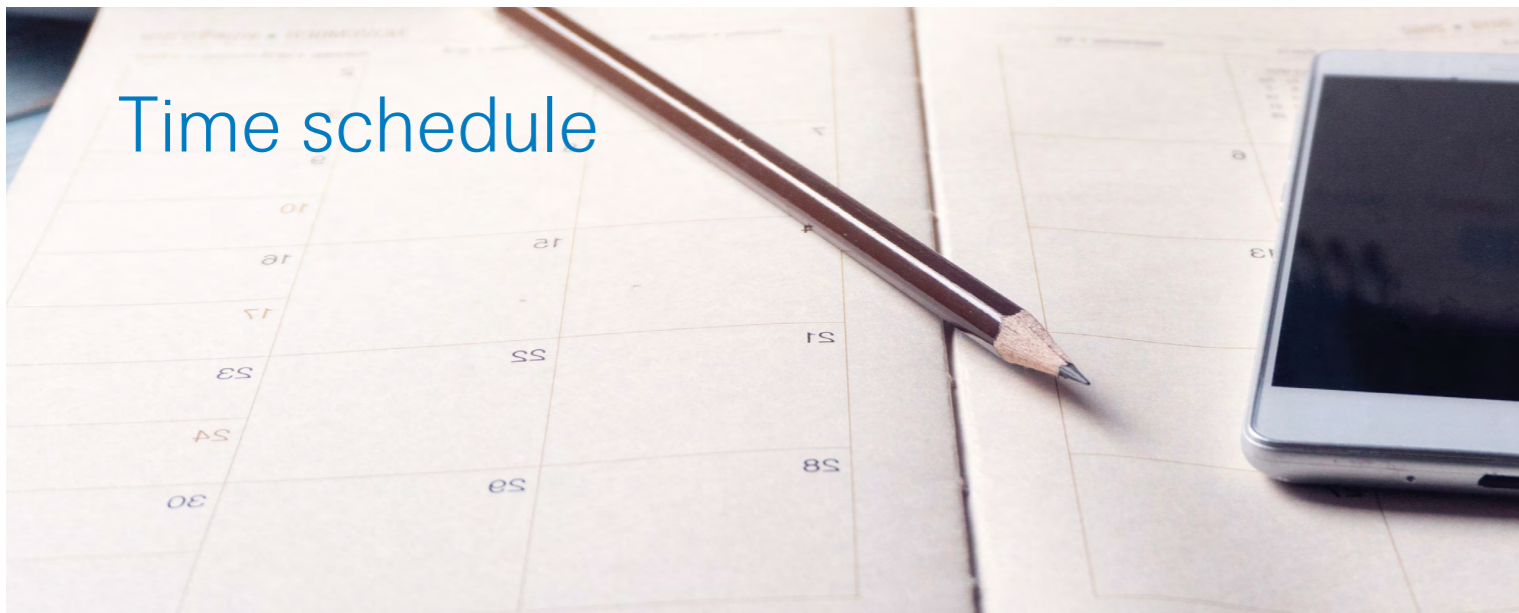
## Phase 3

### Phase 3: Impact monitoring

The Swiss Re Foundation will monitor the progress, impact and sustainability of the social enterprise for a period of two years after the Action Learning Program phase to ensure stability and growth.

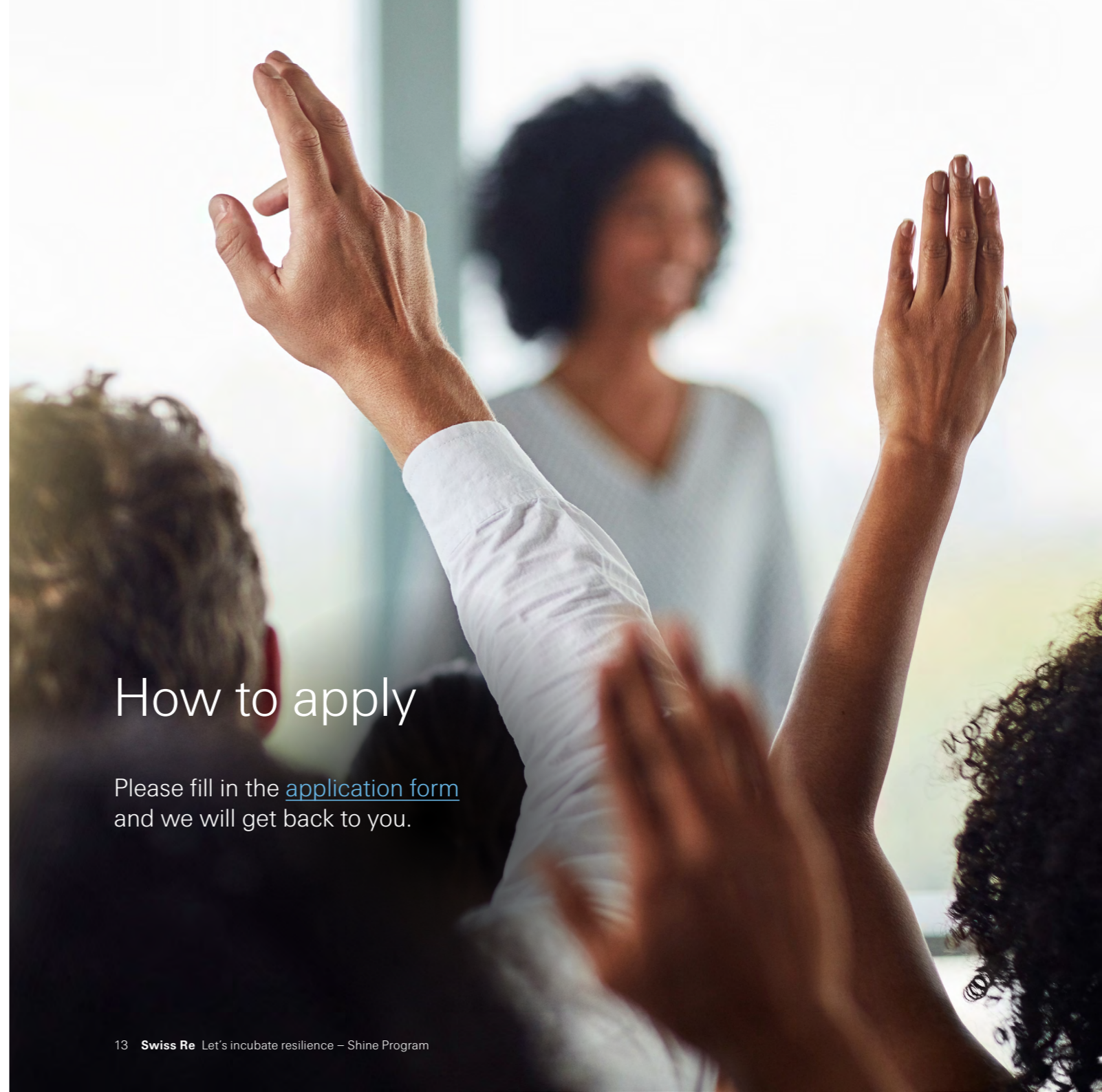


# Time schedule



# How to apply

Please fill in the [application form](#) and we will get back to you.



# About



## **Pontis Foundation** (Outreach partner)

Pontis Foundation is one of the largest foundations in Slovakia, which brings together companies, non-governmental organisations, state institutions, communities and individuals to make positive changes in education, responsible entrepreneurship and social innovations.

[Read more](#)



## **BOOKBRIDGE** (Learning partner)

BOOKBRIDGE believes in a world where people do what they really are. We empower people to become self-confident, responsible citizens by running experiential learning programs which result in the set-up of sustainable social enterprises.

[Read more](#)



## **Swiss Re Foundation** (Program sponsor)

The Swiss Re Foundation reflects Swiss Re's social and humanitarian values. With our external partners and Swiss Re employees, we help strengthen resilience in targeted low-income communities and in communities near Swiss Re locations. To help build resilient societies, we offer our partners tailored grant financing, access to expertise, research and capacity-building as well as collaborative networks to create measurable, lasting impacts at scale.

[Read more](#)

# Contact us

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