

Impact analysis for Social Innovation Relay

Part of the NN Future Matter programme

Social Innovation Relay is a global competition that challenges secondary school students to develop an innovative business concept that addresses a social need. NN employees act as mentors for the students. By means of an impact measurement methodology, researchers surveyed students at three different points during their participation. The survey results reflect the programme's impact on the students.

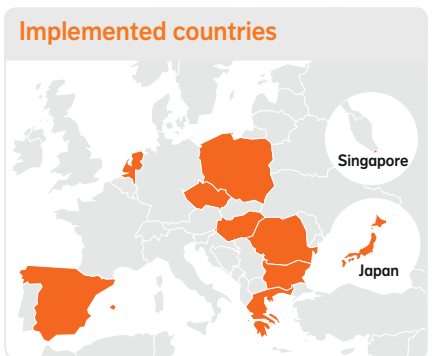
'I was really glad to watch the students grow more confident while turning their ideas into real business projects!'

Volunteer Testimonial

Results

After participating in the Social Innovation Relay, students demonstrated improved skills and competences, such as:

- ✓ Entrepreneurial intention
- ✓ Communication and creativity skills
- ✓ Certain entrepreneurial behaviours
- ✓ Social Awareness
 - ✓ What is a social entrepreneur?
 - ✓ What is social innovation?
 - ✓ How to solve social issues.
 - ✓ How to work with others to solve social issues.



NN volunteers mentor and support students during their projects. The analysis shows that, according to the students, the mentors are important in the following areas:

- ✓ Offering support in further developing the students' ideas.
- ✓ Providing inspiration by giving real-life examples of social entrepreneurship.
- ✓ Raising awareness of existing social issues.
- ✓ Helping students understand and use ICT tools.
- ✓ Encouraging students to consider an entrepreneurial career.

'The overall experience broadened my perspective and taught me valuable lessons, that are essential to me as I go on with life.'

Student Testimonial

Future Matters

NN Future Matters is NN Group's overarching Community Investment Programme. It aims to empower young people in the markets in which we operate, and support them in growing their economic opportunities.

NN and Junior Achievement (JA)

NN and JA Europe have had a long-standing collaboration, and together create economic opportunities and facilitate social entrepreneurship. Together, we run the Social Innovation Relay (SIR) educational programme.



Impact Centre Erasmus (ICE) from the Erasmus University Rotterdam analyzed the impact of the Social Innovation Relay.