



# 2021 Impact Report

IMPACT  
HUB Berlin

Impact Hub Berlin and the  
community's impact in 2021

# Impact = Purpose x Scale

*"In 2020, Covid took a massive hit on the survival of small size businesses – especially the impact-driven ones. Simultaneously, the need for more innovations to solve the most wicked challenges of our lifetimes was stronger than ever with the steep climate crisis and rising tensions on economic & social inequalities.*

*At Impact Hub Berlin, we knew we would need to turn these challenges into opportunities and get ready to bring impact at a bigger scale. And that's how we prepared for our 2021: a year of change.*

*We said goodbye to our very first Impact Hub in Berlin and got ready for the move into our new circular house – and as co-designers of the new space, our community accompanied us in this journey. Despite the big move, our programmes kept inspiring, connecting, and enabling impact entrepreneurs. And as our community could only go stronger thanks to larger scale collaborations, we brought great partners on board.*

*We hope that the examples in this year's report will inspire you to turn challenges into opportunities. 2021 was the springboard for our dedication to a bigger impact. We are so happy you are on this journey with us!"*



**Alexander Tillack,  
Héloïse Le Masne,  
and Leon Reiner**  
Leadership Team





# Our vision

*Entrepreneurship* can change the world. People working to create a **positive impact** on our **society and environment** thrive when part of a **collaborative ecosystem of innovators**. And businesses that are socially, environmentally and financially sustainable are **how we shape a more inclusive & sustainable future for people and the planet**.

# —— Our Purpose

*We empower  
people and organisations  
to build innovative solutions  
for people and the planet.*

A group of people are gathered in a large, industrial-style room with high ceilings and exposed brick walls. Some people are standing in a line, while others are in small groups. A red circular overlay is positioned in the foreground, partially obscuring the scene. The text "Members impact" is written in bold black font within this red circle. A red crate is visible on the floor near the group of people.

# **Members impact**



# Resilience in COVID times

Despite the trying world scenario,  
our community grew **29%** in 2021.

# 132

**new members**



# Resilience in COVID times

**40%** of our members  
introduced – or significantly  
improved – products within their  
organisation.





# 110

**community events hosted  
such as:**

- Kaffee & Kuchen
- Community lunch
- Wine down



## True to our values

The media agrees!

**GreenBuzz**  
Connecting professionals for sustainability

#011 – A Home for Changemakers with Impact Hub Berlin



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Keeping It Local, Globally – An interview with Impact Hub Berlin

### Trust


**84%** feel that most people at Impact Hub can be trusted.

### Courage

**87%** felt comfortable discussing a new idea with other members.

### Collaboration

**1.82 hours** of support received in the community on average every month.



# **Programmes impact**

# Programmes and Projects

In 2021, we ran **15+** Programmes & Projects for partners like GIZ, British Embassy, Fraunhofer Institut, Bethmann Bank, Berliner Senat and many more.



British Embassy



Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH



Bethmann Bank  
ABN AMRO



# 1000+

## Hours of support

Impact Hub Berlin offered over 1000 hours of support within our programmes.





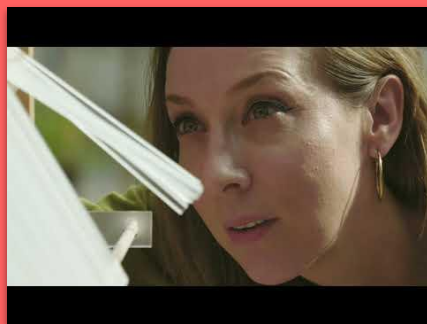
Rrreefs



Lotta Ludwigson



Open Funk



Moving Light System

# 156

## Ventures supported

We supported  
156 Teams & Ventures  
individually in their  
entrepreneurial journey.

# Press mentions highlight

In 2021, our COVID social innovation hackathon Wir vs. Virus was featured in the illustrious Stanford Social Innovation Review. This project showcases the power of collaboration, and the impact that different stakeholders can have when they come together. Read the [full piece here](#).



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Collaboration

## Open Social Innovation

A new approach to tackling social problems orchestrates the participation of multiple stakeholders in the process from generating ideas to scaling solutions.

CITE

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By [Johanna Mair](#) & [Thomas Gegenhuber](#) | Fall 2021







**Empowering  
people and organisations  
to build innovative solutions  
for people and the planet.**

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HUB**

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