

# A Guide for Entrepreneurial Support Organisations

*How to Obtain Qualification and Resources so that Incubators, Accelerators and Other Organisations Supporting Business Formation Include or Expand Actions to Support Businesses with Positive Socio-Environmental Impact in Their Operations*

Co-realisation



Strategic Partnership





**Entrepreneurship is not all the same.**

**Entrepreneurial support organisations can make a difference.**

Entrepreneurial support organisations play a vital role in building a robust and sustainable ecosystem for new businesses. They have the responsibility and opportunity to guide, empower and support ventures that seek to generate positive socio-environmental impact.

Supporting entrepreneurship is not all the same, so entrepreneurial support organisations can be leaders in social change by promoting initiatives that encourage impact businesses and by providing the resources and knowledge necessary for these entrepreneurs to thrive.

This guide has been developed to help entrepreneurial support organisations (accelerators, incubators, innovation hubs, etc.) navigate this transformation journey by providing insights, strategies and practical examples of how to integrate sustainability and social impact principles into their activities and programs.

The journey to becoming an impact entrepreneurial support organisation is ongoing and evolving, and this guide is here to help you on your way.

**Enjoy your journey!**

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## What Will You Find Here?

The Context of Businesses with Positive Socio-Environmental Impact 04

Criteria for Businesses with Positive Socio-Environmental Impact 05

About the Coalition for Impact (Coalizão pelo Impacto) 06

What Impact Has to Do with Entrepreneurial Support Organisations 08

How Entrepreneurial Support Organisations Can Connect with the Agenda of Businesses with Positive Socio-Environmental Impact 09

Good Practices and Inspiring Examples for Those Wishing to Support Impact Businesses 10

Next Steps on Your Journey with the Coalition for Impact 11



# Businesses with Positive Socio-Environmental Impact

## CONTEXT

- Brazil has serious, recurring environmental and social challenges, which affect people and territories disparately.
- Public policies and the third sector already deal with these challenges directly but cannot resolve them.
- It is necessary to commit more people and resources to resolving these challenges.
- There is an opportunity to stimulate a new economy that rethinks market logic to combine entrepreneurship, technology and innovation to solve social and environmental problems.

## PROPOSAL

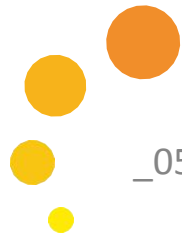
- It is necessary to stimulate and strengthen more business models committed to solving social and environmental problems.

**IMPACT BUSINESSES ARE ENTERPRISES THAT USE BUSINESS LOGIC TO IMPROVE THE LIVES OF PEOPLE AND THE PLANET.**

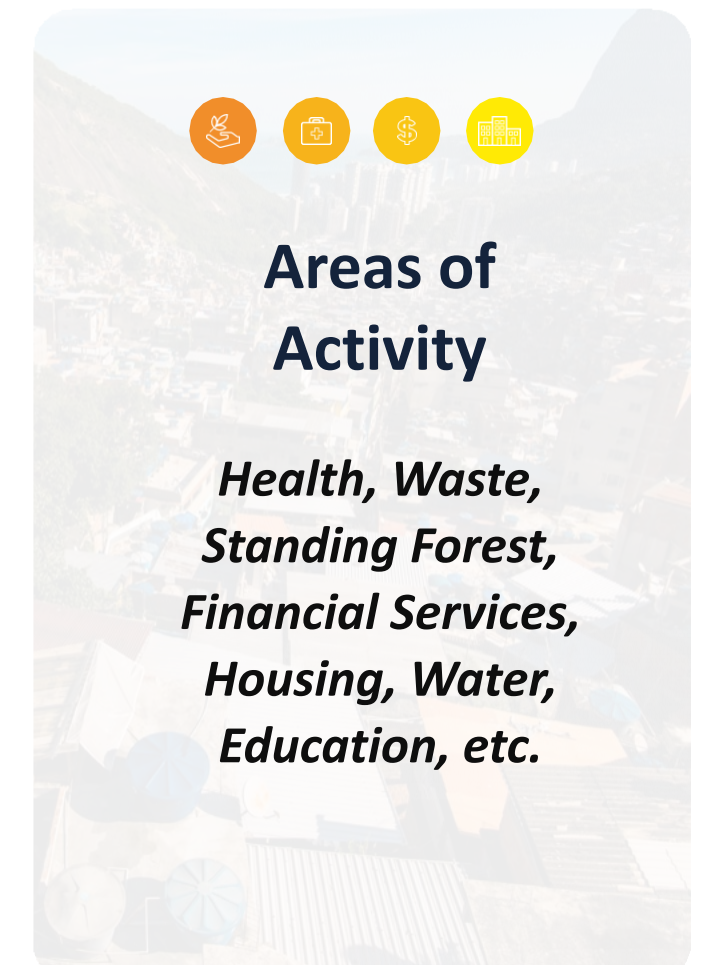
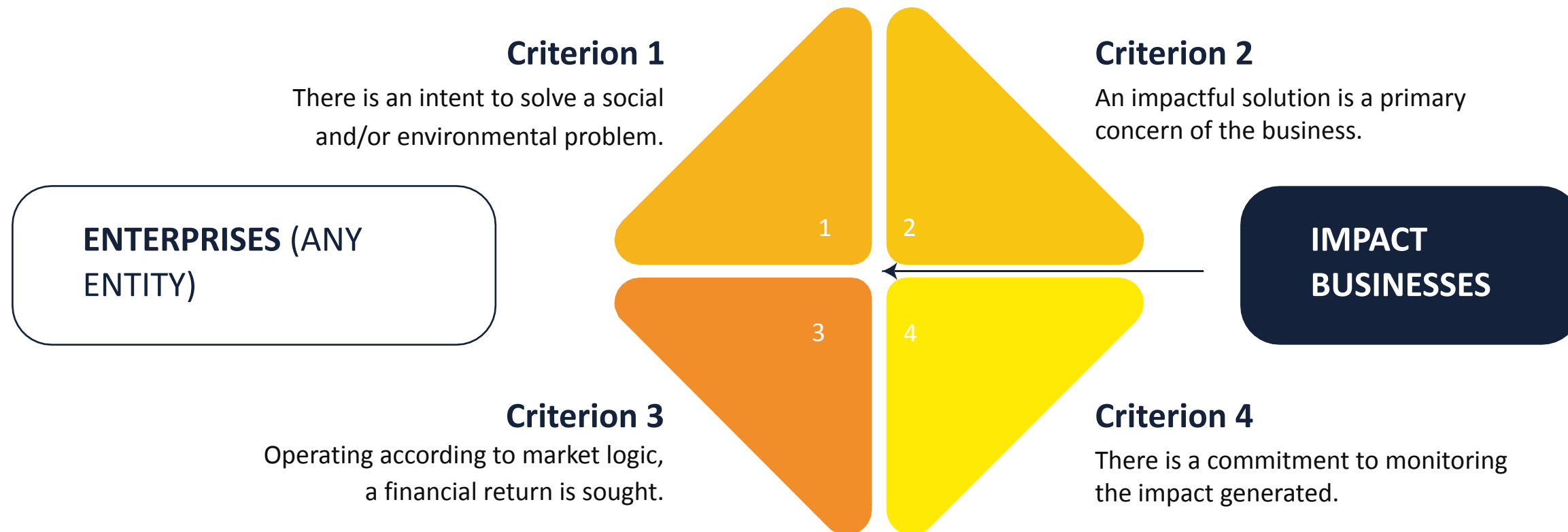
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# Businesses with Positive Socio-Environmental Impact



# About the Coalition for Impact



**R\$34 Million – 4 Strategic Objectives**

## Strengthen Local Infrastructure Supporting Impact Businesses

Provide technical and financial support to dynamising organisations.

## Promote Impact Businesses

Indirectly promote at least 600 impact businesses.

## Generate Investments in Impact Businesses

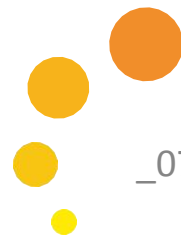
Stimulate public and private investments of R\$15 million for impact businesses.

## Generate Financing for Dynamising Organisations

Stimulate financing of R\$15 million from outside the Coalition for dynamising organisations.

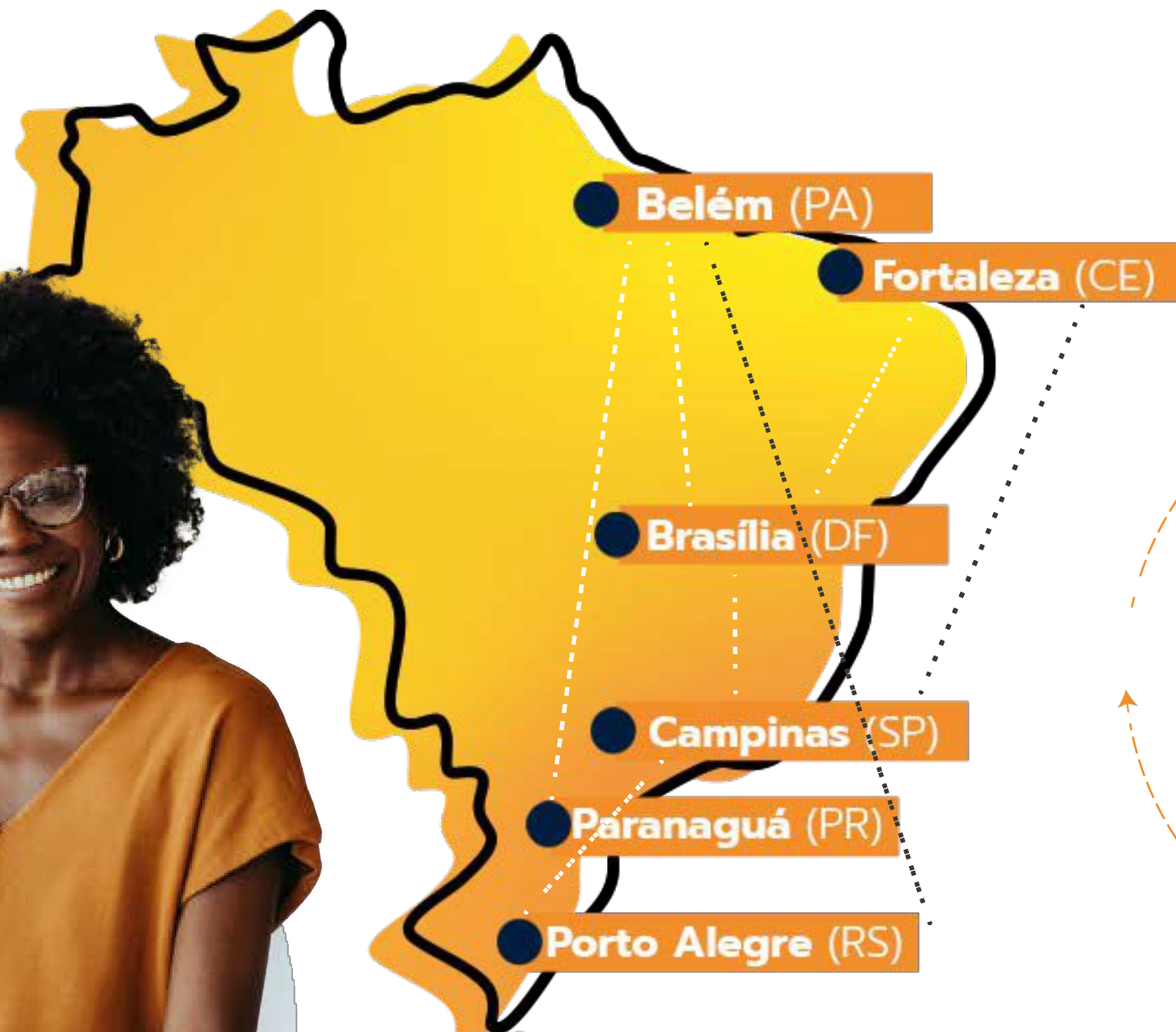
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## It's a Coalition of Cities

Each city has local coordination and governance.



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# What Impact Has to Do with **Entrepreneurial Support Organisations**

Organisations that support businesses play a fundamental role in building a better future for people and the planet.

The success of an accelerator, incubator or coworking space does not have to be merely more competitive, profitable enterprises that generate more jobs.

This perspective only considers part of the issue. It can intentionally position itself as an environment that supports businesses committed to building a more dignified future for people and the planet.

This involves influencing the success mindset, priorities and vision of the entrepreneurs it supports so they can reorient their business models towards generating positive socio-environmental impact.



Incorporating the impact lens into business support yields a competitive advantage that will bring new repertoires, networks, customers and partners.

It is part of the routine of an accelerator, incubator or coworking space to improve its services as new technologies and innovations emerge. ESG, cryptocurrency and metaverse are three examples of topics that, in recent years, have required team building and the search for new partners and mentors who can meet the demands of entrepreneurs with quality.

Addressing “positive socio-environmental impact”—possibly even in a specialised way on topics such as health, forests or government—and offering specialised methodologies and networks will be a competitive advantage to attract new entrepreneurs and financing partners.



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# How Entrepreneurial Support Organisations Can Connect with the Agenda of Businesses with Positive Socio-Environmental Impact

1

## Training the Leadership and Team on the Impact Agenda

Search for technical qualifications and examples that allow the organisation to incorporate impact intentionally into its strategy and practices.

2

## Knowing the Socio-Environmental Context

Expand the repertoire of socio-environmental challenges beyond market pains.

3

## Applying Tools that Incorporate Impact into the Business Model

Use methodologies and examples that support entrepreneurs in combining their business model with positive socio-environmental impact.

4

## Building a Network of Mentors and Investors Interested in Impact

Connect entrepreneurs with examples and potential partners who value and encourage the impact lens in the business model.

5

## Searching for and Attracting Business

Review the language and value proposition of the organisation's programs and selection criteria, aiming to value aspects such as socio-environmental relevance of the problem to be addressed and the intentionality of the entrepreneurial team.

6

## Connecting with the Local Impact Ecosystem

Identify local actors and networks (universities, companies, public bodies) that are already involved in the topic and could enhance their performance in supporting impact businesses.



# Good Practices and Inspiring Examples for Those Wishing to Support Impact Businesses



## REDEFINING IMPACT

This publication provides a historical overview of the meaning of “generating positive impact” through business accelerators and incubators, with case studies from current leading organisations.

[Access here](#)



## AN INTRODUCTION TO IMPACT BUSINESSES

This publication brings together a set of introductory information for accelerators and incubators who want to learn more about the subject.

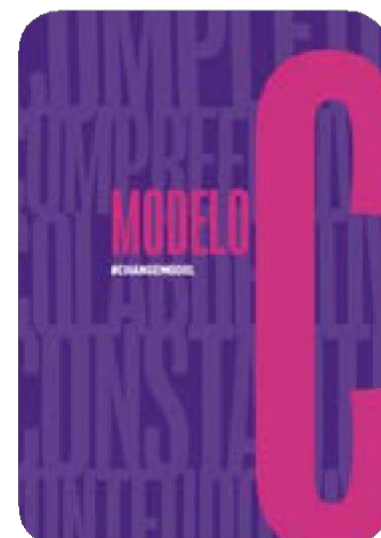
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## A REVENUE MODEL WITH POSITIVE IMPACT

This is a practical guide to reconciling revenue and impact.

[Access here](#)



## A BUSINESS MODEL WITH POSITIVE IMPACT

This step-by-step tool combines the traditional canvas with the Theory of Change, linking the logic of financial profitability with the goal of influencing socio-environmental challenges.

[Access here](#)



## COMMERCIAL STRATEGY

This publication guides impact entrepreneurs in the building and implementation of their businesses' commercial strategies.

[Access here](#)



## GUIDE 2.5

Aimed at entrepreneurs, Guide 2.5 brings clarity to existing support for impact businesses and facilitates connections between entrepreneurs and initiatives that can support them.

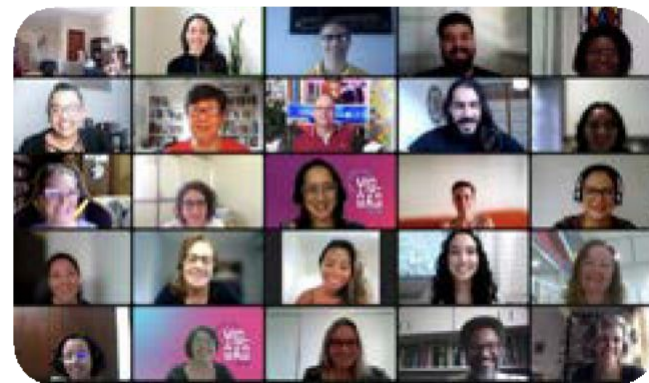
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# Next Steps on Your Journey with the Coalition for Impact



## TRAINING COURSES

The course “How to Support Impact Businesses” is for organisations interested in learning more about the topic or improving their performance.

The course “Strategic Management for Impact Organisations” is for organisations that already support impact businesses and want to strengthen their financial sustainability.



## CALLS FOR FUNDING

The Coalition holds regular calls to offer financial resources and mentoring to programs that support impact businesses.

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**For more  
information,  
contact the  
Coalition's  
local  
coordinator in  
your city.**

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