

Greaid

Falun, SwedenFalun, Sweden



Filip Åslund Tröger



Organization type:

for profit

Budget:

\$10,000 - \$50,000

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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

We combine education about sustainability and social entrepreneurship with school fundraising, while supporting sustainability projects.

About Project

Problem: What problem is this project trying to address?

When the students of today leave school, they'll be facing a globalized, rapidly developing world full of social and environmental challenges. Students need to understand the problems of sustainable development and the opportunities to solve them as social entrepreneurs. Sustainable development and entrepreneurship are now part of the required lesson plan for Swedish schools, so teachers need good lesson plans and teaching materials. Meanwhile, today's social entrepreneurs are coming up with solutions right now and need all the support they can get. At the same time, students are forced to sell non-sustainable products to raise money for school and extracurricular activities.

Solution: What is the proposed solution? Please be specific!

Greaid combines education about sustainability and social entrepreneurship with school fundraising, while supporting projects for sustainable development around the world. When teachers want to teach their students about sustainability and social entrepreneurship, they can use Greaid. Greaid provides an interactive educational program that gets students informed and involved in sustainability and social entrepreneurship. Using their newfound knowledge, the students choose a sustainability project to help support with their Greaid efforts. To raise money, both for the sustainability project and for the students' activities, the students sell sustainability certificates. People who buy the certificates get information about the project they're supporting, and get to contribute funds without supporting the sales of non-sustainable products. Each certificate represents a contribution to the school and to the project chosen by the students, as well as covering the costs of the program.

Sustainability

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

We have 2 categories of competitors: companies that sell school fundraising solutions and organizations that provide educational materials about sustainability. We address fundraising in a fundamentally different way by packaging school fundraising with the support of other social needs instead of commercial products. People often buy things from students to support the school, even if they don't actually want the product. We can provide a competitive profit to the school compared to traditional fundraising products, but with a product that helps the school, the planet, and makes the contributor feel good at the same time. Instead of competing with other materials, we would love to help other organizations use Graid to share their educational materials about sustainability with schools.

About You

Organization:

Graid

Background Information

First Name

Filip

Last Name

Åslund Tröger

Twitter URL

Facebook URL

<http://www.facebook.com/pages/Graid-AB/235896246505178>

The competition is only open to people between 18-34 years-old and resident in UK, Ireland, Sweden, Denmark or the Netherlands. Does this apply to you

Yes.

Country of residence of entrepreneur

Sweden

Tell us about your personal background. Why are you passionate about this issue? Making an idea a reality takes innovation, dedication and strong leadership. Do you have the necessary entrepreneurial skills to realize your vision?

I am 23 years old and live in Falun, Sweden.

I think everyone can do and have exactly what they want, if they only decide what that is, and start acting. I have begun to move toward my dream in life, which is to develop ideas from concept to reality, and to help others do the same. But when you follow your dream and do what you want you must also do so in a way that allows future generations to have the same opportunity. It's very important for me that the journey towards my dream does not reduce the opportunity for others to achieve theirs.

Therefore, I am very passionate about young entrepreneurship and sustainable development. I see myself as a social entrepreneur and want to contribute to sustainable development, and I believe the most important part of that is educating the next generation.

Before I started working with Graid, which is the project I'm running now, I developed a company that would provide sustainable tips and advice to individuals. Before that, I have also worked on other projects for entrepreneurship and sustainable development, and also served as a sales representative for a telephone company.

Over the years I have worked on various projects and gained experience developing businesses, and built up a broad network of experienced individuals. Along with me, I have a very experienced team that is helping me develop Graid, and I know we can make a big difference and contribute to sustainable development.

About Your Organization

Organization Name

Graid

Organization Country

, DA, Falun

Country where this project is creating social impact

, DA, Falun

The information you provide here will be used to fill in any parts of your profile that have been left blank, such as interests, organization information, and website. No contact information will be made public. Please uncheck here if you do not want this to happen..

Innovation

The Model: Walk us through a specific example of how your solution makes a difference; include your primary activities

A class wants to take an educational trip, but they don't have the money. At the same time, their teacher is now (In Sweden) required to teach the students about sustainability and social entrepreneurship. Their teacher asks the other teachers in the break room about fundraising ideas and good lesson plans, and a colleague tells him about the Graid program. Instead of putting the students to work peddling products of various kinds to fund their trip, they can raise money through the Graid program, while supporting a sustainability project and learning about sustainability and social entrepreneurship at the same time.

The teacher goes to the Graid website and signs the class up. The teacher gets a set of lesson plans and learning materials complete with slide shows, video segments, and interactive assignments designed to introduce kids to sustainability and social entrepreneurship. Beyond the introductory lessons, the Graid website provides links to more learning materials that help incorporate sustainable development into lessons on other required subjects, like geography and mathematics.

The students are introduced to the problems facing the world in sustainable development, and at the same time are introduced to the opportunities to make a difference. They get involved right away by choosing a sustainability project to support as part of the Graid program, using the knowledge they've learned and the list of projects on the Graid website. The projects that the students can choose to support are real, specific, ongoing projects run by our partners, who are established organizations working for sustainable development (e.g. Hungerprojektet, Star for Life). The students then play the role of social entrepreneurs by supporting their chosen project through the sales of sustainability certificates, and by developing their own idea for a sustainability innovation.

Through the sales of sustainability certificates, the students also get money to fund their activities and trips, just like they would through other fundraising programs. But they also get to learn about sustainability and social entrepreneurship through the lessons and the real sustainable project that they're supporting.

The people who buy the sustainability certificates get to support their local school without having to purchase stuff they don't really want or need. At the same time they get to support and learn about sustainability projects.

In the future, Graid will be a portal where teachers can find educational materials from various sources and share what their classes have accomplished for sustainable development.

Select the stage that best applies to your business

Operating for less than a year

Social Impact

What is the social impact you have had to date and how you measure it?

We're just getting started, but we know how we can measure our social impact. Each student who receives education on sustainability and social entrepreneurship through Graid represents a powerful social impact. Our mission is to influence the values and behavior of students so that they will help create a more sustainable world. Some of those students will go on to become the social entrepreneurs who advance sustainable development in the future. A portion of each sustainability certificate goes to fund sustainability projects, which we'll track individually and through the total amount contributed. We'll also measure our social impact through the money raised for the schools themselves, because contributing to school activities is a social good itself.

What barriers might hinder the success of your business? How do you plan to overcome them?

One major barrier is simply getting the word out; like any venture, people can only participate if they know about it. We don't have a big budget for marketing, but we'll take advantage of our own personal networks, social media, and press coverage to reach as many as possible.

Another is that teachers today have trouble finding time to include sustainability and entrepreneurship in their lessons, even though they are required subjects, because they are currently dealing with new curriculum requirements and a new grading system. We can overcome this barrier by providing lesson plans that are easy to use, saving teachers time.

Sustainability

How does your model address financial, social, and environmental sustainability?

We use a business model that is already established (school fundraising providers) as a financially sustainable means for funding education and contributions to sustainability projects that would not be self-sustaining. When the class uses Graid to raise funds, they sell sustainability certificates. The proceeds from the sale of the certificates are divided between the class, the sustainability project they've chosen, and Graid, which provides the educational material. We also address financial sustainability by educating students in entrepreneurship, so that they can provide financial sustainability for future generations.

We address social sustainability by supporting education and encouraging social entrepreneurship as well as philanthropy. Our educational program instructs students on social issues and gets them involved in projects that address social issues around the world.

We promote environmental sustainability by educating students about environmental problems and solutions. The students learn about reducing their own harmful environmental impacts as well as projects that promote environmental sustainability in the world.

Through our sales of sustainability certificates, we will help fund projects that address sustainable development, including financial, social, and environmental sustainability. We have already begun partnerships with some of the organizations whose projects we will support.

Awareness & learning

How do you see social entrepreneurship contributing to the improvement of developing countries?

The idea of social entrepreneurship is central to Graid and is one of the key concepts that we want to introduce to students. Traditional philanthropy, funded by non-sustainable businesses, simply cannot create a sustainable future on its own. Social entrepreneurs are needed to find the most effective ways to provide aid that not only help with the immediate problems in the developing world, but will also help lead to sustainable development in the long term.

The developing world is developing, one way or another, and we need social entrepreneurs to start ventures that are inherently sustainable and create value for everyone they affect without diminishing the planet's resources. Developing countries need social entrepreneurs to find ways to provide prosperity without diminishing natural resources, polluting the environment, or creating unfair and unsafe working conditions.

What aspects of your stay in Uganda as part of the competition do you think you will find most challenging and rewarding?

It will be rewarding to get a first hand insight into the day-to-day lives of families in Uganda, and to gain a better understanding of how they see the

world and the challenges of sustainable development. I think that the impression that the experience makes on me will change the way I think about development and guide me in making decisions for Greaid and any projects I take on in the future. The experience can also help inform our decision criteria for choosing sustainability projects to support through Greaid.

One challenge will be to try to share everything that I've learned with my colleagues back home so that we all benefit from it. It will also be a challenge to incorporate the new ideas that come up during the experience, and to try to see how my ideas could put into action on the ground in Uganda.

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