

# Coco Veda Participates In C3's Social Impact Accelerator Program Supported by Bain & Company In Dubai

*Over 20 Bainies offered top notch pro-bono consultation on 27th April 2017 earmarked as Social Impact Day for Bain & Company Dubai .*

DUBAI, DUBAI, UNITED ARAB EMIRATES, May 3, 2017 /EINPresswire.com/ -- The C3 Social Impact Accelerator Program 2017 has selected six UAE-based Social Enterprises who will be helped secure funding or connect with potential partners and clients.

## THE SIX SOCIAL ENTERPRISES

Aroma Caribe - saves the rain forest by promoting environmentally friendly ethically sourced organically grown coffee and chocolate from Honduras. The company supports farmer communities growing coffee using solar technology to dry their coffee which reduces deforestation whilst also promoting the fair trade movement through coffee and chocolate.

Charicycles – designs and ‘upcycles’ old bicycles remodeling them into vintage yet modern rides, and further customizing them to suit the customer’s personality. The company aims to promote sustainability and a clean environment by restoring vintage Japanese frames (that would otherwise go to scrap) into new bicycles and promoting healthier lifestyles along the way. Charicycles also pitches in to fund the distribution of cycles for children in refugee camps around the Middle East for every unit they sell.

Coco Veda – processes a range of 70+ hand made sustainable coconut natural & organic health and wellness products in The Philippines supporting coconut farming community as the starting point of the supply chain and building a sustainable footprint with an offering of unique products that focus on metabolic support , immune system , scalp & hair care, skin health and lifestyle wellness . The World’s First Free International Shipping Coconut Health & Wellness Products online store has just been launched , it’s a testimony in itself to the journey of being able to offer affordable high quality sustainable products .

Democrance – is the first mobile microinsurance partner in the Middle East and Northern Africa, Democrance provides cutting-edge proprietary Financial Technology solutions and advisory that open the door to the underserved segments across the region. Democrance aims to make insurance available to a wider population by working as a strategic partner and an enabler of growth for both



C3 Logo

insurance companies and mobile network operators.

Evolvin' Women - is a strategic networking platform where women sit at the table and connect with companies and individuals whose goal is to inspire, coach, mentor, develop and recruit the next generation of female leaders in hospitality. Per each company and individual signing up to support their professional development, Evolvin' Women offers a one hour training or coaching session to increase the employability of women or young people adversely affected by physical, social, economic and political circumstances.

Roots Bistro – is the soon-to-be-launched UAE's first sustainable restaurant, a destination for taste bud friendly, healthy, seasonal, locally sourced REAL food in the UAE. Roots Bistro is being built using recycled materials and its first location will be based in Silicon Oasis. Most of its food ingredients will come from farms that are less than 100 kilometres away.

#### C3's SOCIAL ENTERPRISE 2017 ACCELERATOR PROGRAM

The carefully designed Social Enterprise Accelerator Program 2017 requires the selected Social Enterprises to attend mandatory workshops that will support them with defining their Theory of Change, measuring their Social Impact, structure their Corporate Governance and develop an Effective Pitch for both potential Investors and Clients.

During the first workshop held at Bain & Company's premises in Dubai, Medea Neocentini, the Co-Founder & CEO of C3 educated shared the C3 Approach to Social Impact, which derives from C3's extensive experience working with social entrepreneurs in the MENA Region. The entrepreneurs had to work on their impact assumptions vis-à-vis expected impact results, carefully examining their impact value chain and align all their stakeholders as well .



Coco Veda Logo



Bain abd Company Logo

Chairman Jean-Marie Pean of Bain & Company Middle East Inc., summed up the workshop by providing the entrepreneurs a final piece of advice to take away “ Be Absolutely Clear about your purpose as a Social Entrepreneur, focus your offering and differentiate from the other players already out there”.

## C3's JOURNEY PROVIDING SUPPORT TO SOCIAL ENTERPRISES

Having personally embarked on this journey of supporting social entrepreneurs on a pro-bono basis informally to begin with in late 2011, Medea Nocentini, a media expert and business strategist, founded C3 in early 2012. Co-Founder Anna-Liisa Goggs, a corporate lawyer, joined soon after as co-founder and COO. They are now looking forward to being able to scale up their impact by offering C3's knowledge services to other Incubators and Accelerators in the Region, as well as Academic and Community Organizations.

The Impact Investment Funding story is growing with the likes of major players like JP Morgan, Goldman Sachs, AXA amongst others setting up impact funds , and is expected to be the next trillion dollar industry in the coming decade as the World starts paying closer attention to the UN Sustainable Development Goals.

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