

IMPACT
HUB

Zagreb

IMPACT

REPORT

2019

THE IMPACT OF THE HUB

Support, collaboration and understanding make our impact possible

LOOKING FORWARD

We will continue to empower, enable and connect the generations of leaders

THE PLACE VS. THE SPACE

A story about place making of Impact Hub Zagreb

Content

3 The Impact of the Hub

4 What's Impact Made of?

5 Reflection Letter

8 Highlights/programs

6 Timeline

10 Member Interviews

19 The Art of Hosting

18 The Place vs. a Space

20 Our Impact in Numbers

22 Team Members & Partners

21 Looking Forward

The Impact of the Hub

Our world is being called to tackle urgent social and environmental issues while facing significant disruption to governance and economies, leading to a key opportunity for transformative system change. We believe the only way forward is by joining forces to build a future where business and profit work in support of people and planet. That's why 7 years ago a group of rebels led the inception of Impact Hub Zagreb, now a place-based community acting as an agent of social change, a thought leader on entrepreneurship for impact and a member of the world's largest acceleration and collaboration platform for positive change — the Impact Hub network.

In the last year alone, with **a community of over 16,500 members** (where more than half are founders or co-founders of their initiatives) in **55+ countries, 100+ Impact Hubs globally** have created over **200 bespoke programs** showing how partnerships with various organizations, businesses and governments can drive change locally, while collectively working towards achieving the UN Sustainable Development Goals.

The latest data from our global member's survey shows that a sense of community, collaboration, access to better infrastructure and improved motivation are the main benefits for entrepreneurs wanting to make a difference. In our locally rooted but globally connected communities **1,500 projects were started** by two or more members last year, **435,000 hours of peer support** were provided by members and within and beyond our Impact Hub brick walls, 2 out of 10 members worked together fueling and fostering innovation. Compared to members who collaborated less, members who made many connections ended up with a total of 17,300 USD more investment by the end of the following year. Our research found that positive effects of collaboration on organizational performance are particularly

noticeable over time, you see for example that 65% of global members achieved double digit revenue growth in 2018 and 78% of them increased the number of products and services offered.

These learnings continue to inform our activities and partnerships, they are also a proven record of our collective work so far. The next pages will both review and showcase Impact Hub Zagreb achievements as a contribution to the global efforts. With the support, collaboration and understanding of our members, partners and other unlikely allies, this impact would not have been possible. We continue moving economy and society forward and invite you to read, get inspired and collaborate.



Purpose

\ˈpər-pəs\

1 a: something set up as an object or end to be attained : intention

b: resolution, determination

2 : a subject under discussion or an action in course of execution

Courage

\ˈkər-ij\

: mental or moral strength to venture, persevere, and withstand danger, fear, or difficulty

Collaboration

\kə-ˈlɑ-bə-ˌrāt\

: to work jointly with others or together especially in an intellectual endeavor

Community

\kə-ˈmyü-nə-tē\

1 : a unified body of individuals: such as

a : the people with common interests living in a particular area; broadly : the area itself

b : a body of persons of common and especially professional interests scattered through a larger society

c : a body of persons or nations having a common history or common social, economic, and political interests

2 :

a: a social state or condition

b: joint ownership or participation

c: social activity : fellowship

3 : society at large

Innovation

\i-nə-ˈvā-shən\

1 : the introduction of something new

2 : a new idea, method, or device

Reflection



**Ana Raguž, Co-founder,
Programs Director and Impact Lead, Impact Hub Zagreb**

It is very hard to compress 9 years of our love and passion put into the journey called Impact Hub Zagreb, when obstacles do not cease to challenge us, when achievements do not cease to inspire us and when something gets us going every day with the same conviction. Enabling environment that is supportive for all those courageous people - who dare to dream, create ventures and push boundaries - is possible.

Impact Hub is relocating its premises and entering the third space this Fall, each space is bigger and brighter than the previous and we are continuing to build the fabric of what is becoming the space of 580+m2 and 70+ members in our 3rd iteration. There is something symbolic in coming back to where it all started - beautiful green heart of Zagreb - Zrinjevac park, where in January 2013 we started in our 1st space. This moment allows us to reflect on changes that have happened - in our purpose oriented ecosystem and in us as entrepreneurs focused on purpose. From feeling alone when we started, now Croatia is counting on many actors working on pursuing positive change in our society, economy and environment. Many of those who have been silently working on it are slowly, but surely, becoming visible and thus more relevant in a collective consciousness. As for us, we have got some experience, but ahead of us is much more to learn. We might have gotten a bit more wise and a bit more committed to do business our own way based on 3 key things we have learned:

- If you engage CARING as your most important principle in doing business, it might slow you down in many aspects but provide you with an excellent filter to do things that will always feel right - this is the base for your mental health as entrepreneur and for healthy business.
- Using business as a force for good is a way to go - only when people connect to PURPOSE bigger than themselves they feel fulfilled and motivated to do more and better - we do not need statistics about purpose economy to prove that, we have witnessed too many people saying they envy us for doing something we love and that has a meaning
- COLLABORATION might be challenging, but when based on shared values and clear agenda, it speeds up achieving change beyond what one can imagine. It is often hard, requires a lot of work and is especially rewarding when one joins hands with the most unlikely ally one would expect.

We look forward to keep on travelling the IMPACT road with you!

Reflection

Reflection



Timeline

2010.

September 2010
Hermes and Ana, future HUB Zagreb co-founders, facilitated a workshop on innovating education in Zagreb for **a group of changemakers** where they met another one of the future Hub Zagreb co-founders

December 2010
Ana, Duška, Hermes, Miljenka, Jasmina and Vesna, HUB Zagreb co-founders sent a letter of intention to join the **HUB Global Network**

2011.

March 2011
Our first public **HUB cafe** in Booksa where we started to share our HUB Zagreb vision with the public and to build the community!

July 2011
2 day **Art of Hosting** training was held in Zagreb, co-organized and co-hosted with our fellow HUB Amsterdam

September 2011
We sent in our official application and the feasibility study to HUB Global Network for approval

2012.

January 2012
As the feasibility study was approved, we obtained the licence and officially became **HUB Zagreb initiative!**

December 2012
We signed the lease for our first, brand new space and held a sneak peek event - a first ever Christmas party in a totally empty space with 100+ visitors!

2013.

January 1st
HUB Zagreb was officially launched on **Zrinjevac!**

June 2013
We received our 1st angel investment

July 2013
We got our first EU project partnership approved focused on women social innovators through WISE program of support

July 2013
HUB Zagreb employed first 2 people!

September 2013
Officially registered as a Business Incubator; Hub changes the name to **Impact Hub** across the globe

2014.

March 2014
We launched our 1st incubation program called **The Inkubator**

April 2014
1st Croatian edition of Social Impact Award was launched - the biggest European competition for students in social entrepreneurship

July 2014
Hub Zagreb moved to its new, 60% bigger premises in **Vlaška street!**

2015.

February 2015
joined the team working on developing TriP - Social Entrepreneurship Board game led by Center for Socially responsible entrepreneurship Serbia!

November 2015
Pyxie Dust Project focusing on promoting STEAM among 13-18 year old girls by Josie Zec and Impact Hub started conquering Croatia

2016.

March 2016
We kicked off our Impact Inkubator, special incubation program for impact-led ventures

September 2016
1st Youth#Challenge was held in Zagreb, our own hackathon-style event boosting young people's ideas for changing the world

November 2016
Impact Hub Zagreb won **CESA Award for Best Coworking space in Croatia**

2017.

March 2017
We launched the local **beyond (un)employment program with Robert Bosch Stiftung** exploring youth unemployment and hacking small scale solutions to raising young people's employability

October 2017
Aurora.hr, online platform for women entrepreneurs was launched in collaboration with the US Embassy in Croatia

2018.

Throughout the year
Social Challenges project and participation in the **internal IH Global Acceleration program**

June 2018
Collaboration with Joint Research Center of the European Commission contributing to the efforts of DG ECFIN to define the new "Social Window" of the new **INVEST EU Fund**

August 2018
Impact Hub launched its **ZALET**, a tailor made program for supporting microbusinesses thrive

October 2018
1st Climathon in Croatia - we co-organized and facilitated a 24 hours event hacking solution for a sustainable waste management in Varaždin as part of EIC Climate KIC's activities

2019.

January 2019
Čačkalica competition was launched for primary school kids in Croatia focused on developing 21st century skills through tinkering activities!

July 2019
Coworker.com proclaimed Impact Hub as the best coworking space in Zagreb

September 2019
Nomad Capitalist listed us among best coworking spaces in Europe

October 2019
Back to Zrinjevac - Impact Hub Zagreb moved to its new premises and again a 50% bigger space, in **Boškovičeva street!**

Highlights / Programs

EDUCATION and ENTREPRENEURSHIP focus at the Impact Hub Zagreb

Although Impact Hub Zagreb is primarily known as a **coworking** space where entrepreneurs feel motivated to create value for both their enterprises and society at large, it can also be characterized as a **co-learning** space. At Impact Hub Zagreb, we work and learn together, hence growing the intellectual capital of our members, our community, and ultimately the wider public. We work with micro-entrepreneurs who are developing and growing their businesses, searching for more sustainable and impactful business models, new markets, innovation in products, services and processes and ways to improve their business operations. We also extend this effort to children and youth, providing diverse experiences of (co)learning-by-doing through a variety of partnerships, initiatives and projects we run. Our mission is to offer the platform and the network which can contribute to developing children's and youth's potential to become resilient and conscious changemakers.



EDUCATION

Competition / Čačkalica

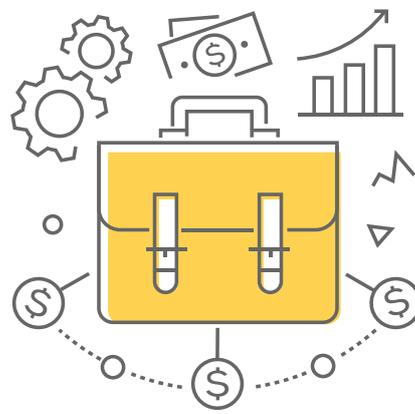
A gamified, award-based tinkering experience whose goal is to popularize tinkering and craftsmanship among children in Croatia, allowing them to learn skills identified to be needed for the 21st century in a fun, meaningful and engaging way, solving real life challenges in collaboration with others. Initiated by Impact Hub Zagreb and a group of diverse stakeholders within beyond (un)employment project supported by the Robert Bosch Stiftung.

Project / Garaža ideja - IYE LABS - Youth bank project

IYE-LABS is a training program intended for youngsters seeking to acquire the necessary knowledge and skills to undertake volunteering projects, empowering them to generate a leadership changing forever their lives and the social ecosystem of their cities. It is an ERASMUS+ project run by partners in Spain, Italy, Turkey, Belgium and Croatia. Impact Hub Zagreb seeks to pilot it in its efforts to establish a Youth Bank Croatia during 2020.

Workshop / Impact teaching

Impact Teaching workshops aim to re-empower teachers as the most influential agents of education transformation. They also aim to put theory into action. Aside from presenting knowledge, and then discuss its relevance to teacher's life and profession; hands-on resources will be used and discussed to ensure that the learning is transformative. Led by Sonia Zivkovic, the workshops have been piloted within beyond (un)employment project supported by Robert Bosch Stiftung and implemented as part of Impact Hub program.



ENTREPRENEURSHIP

Event / CITYYouth#Challenge model

A hackathon style event designed by Impact Hub Zagreb to inspire young people to be responsible citizens and entrepreneurs, to trigger them to choose entrepreneurship as a career path and use business as a source of creating positive impact. Event poses a specific societal/environmental challenge to which teams of young people hack solutions with the support of mentors, community and judges.

Game / TriP - Board game about social entrepreneurship

„TriP“ – board game that aims at providing the experience of creating and developing a social enterprise to the players. It can be played by people who have or do not have a business, and is focused on people with business ideas that feel stuck, as well as people who already have up and running businesses but would like to focus more on impact and social change. Developed by Centre for Socially Responsible Entrepreneurship from Vrmdža, Serbia, in collaboration with Impact Hub Zagreb

Program / ZALET

Program focused on microentrepreneurs in the phase of initiation, stagnation or growth. After diagnostic phase identifying the most relevant business challenge that stands as an obstacle in front of the entrepreneur, he/she passes through intense and individualized mentoring, tailor made educational content and networking opportunities to work on real solutions to real business challenges and create measurable progress in their businesses.

Project / Aurora.hr

Aurora.hr is one-stop-shop for women entrepreneurs in Croatia. It is dedicated to bringing the entrepreneurial ecosystem together by collecting, organising and sharing information women entrepreneurs need to learn, start and grow their business ventures. Aurora.hr 2.0 as a project (2018/2019) has been focusing on running educational, networking and other activities in local communities across Croatia.

HIGHLIGHTED PARTNERSHIPS

US Embassy / From Pyxie Dust to Aurora

Laura Djuragić, US Embassy in Croatia, “Since our first collaboration in 2015, the IHZ team has competed along with other well-qualified local organizations to win several funding opportunities for their innovative projects. Starting with the Pyxie Dust project, they have proven their commitment to creating an empowering and inclusive environment for current and future change makers, providing high quality content to inspire and equip young people with the skills essential for the 21st century labor market and economy. This focus has been continued by our Tinkering Challenge project, focusing on the promotion of vocational professions and hands-on work in general. IHZ also took the lead on the Embassy’s premier women’s entrepreneurship program, the Aurora.hr platform, which filled a gap in the Croatian entrepreneurship ecosystem through platform for a community of women in business.”

Gabrijela Ivanov,

Founder of Fierce Women

As a newbie social entrepreneur, computer engineer by formal education and by calling long term activist in the field of independent culture, community media and gender equality my main work at this moment is ensuring health and growth for the Fierce Women social enterprise. Impact Hub connected me to experts I usually wouldn't be meeting which brought valuable insights, generous sharing of their knowledge and also new perspectives and better understanding of the business processes and paths that might be good for Fierce Women. Exchange of information and ideas with other innovators in the atmosphere of proactivity, openness, fairness and kindness is something that nurtures me, boosts me and draws me back to Impact Hub.

Franjo Balija,

Founder of Motionlab

As the first Croatian Center for Smart Movement, we in Motionlab, base our work on a scientifically oriented and creative approach, by applying knowledge of neurological reprogramming and human movement to eliminate injuries and painful conditions. In addition to the state-of-the-art methodological approach used in diagnostics and therapeutic treatments, our vision is not only to eliminate pain for individuals, but to promote social change through the development of social awareness of health, healthy lifestyles and physical movement as important factors contributing to general health. Impact Hub gave us the opportunity to learn more about our business and how it should be organized. Zalet is the best micro entrepreneur program that we've attended so far. Thanks to Impact Hub Zagreb, now we have a comprehensive overview of strategic planning and effective management. Furthermore, with the knowledge we gained, this year we plan to double our work space and human resources.

Marin Trošelj,

Founder of STEMI

STEMI is an educational technology company offering plug and play STEAM programs with seamless classroom integration for middle schools and high schools. We empower teachers around the world to provide state of the art industry knowledge to their students. With the first product – STEMI Hexapod, we successfully presented the most advanced Bio- inspired robotics curriculum, teaching high school students 3D modeling, we also created a mobile app and microcontroller programming with the hands on approach. At the moment we are scaling the business with educational institutions in the United States and Europe. We joined Impact Hub Zagreb Incubator program because we were aligned with their core values and we wanted to build a profitable business driven by making a social impact around the world. People from Impact Hub were extremely supportive and open for sharing, so for us Impact Hub Zagreb felt like home.

Maša Smokvina Marinović,

Business Optimization Manager

20+ years focused on optimizing business processes within a US based, global manufacturing and distribution company.

I am remotely managing teams, leading cross-functional projects, I serve as an internal consultant and mentor. It is not very often that Impact Hubs provide a (home) office for corporate employees – but this is exactly what I have found at Impact Hub Zagreb. My happy “home” office. A healthy and energetic community of diverse people, from different fields, professions, experience and age. I appreciate the opportunity to interact with all members and have open communication and/or consulting in informal and formal way. Impact Hub members are surely enriching my perspective, by keeping me up to date with challenges of start-ups, where I also try to give back by sharing my experience gathered throughout the career.

Quentin Adt,

SEO Consultant

I am the SEO consultant and founder of a software company dedicated to technical SEO (Saas Crawler for SEO and Log File analysis). I am a freelancer for nearly 10 years, and I plan to continue being an SEO consultant as long as I can, because it enables me to continue working in the field I completely found myself in, working with the software, while solving productivity issues. I'm planning to release a V3 of the SEO platform, which will target a wider audience, regarding the geographical localisation and technical level. I'm very attached to Impact Hub Zagreb because of the people I meet, talk and share experiences with. The people here are easy going, available for chitchat, and it's easy to connect. I like the space, especially because of the light and the volume of the room. The location is also very good.



Mihaela Marija Perković,

Founder of Savarakatini

I write for a living, in all forms be it newspaper articles, microcopy, copy, TV scripts, non-fiction, novels and story, or technical writing. I found Impact Hub Zagreb upon deciding to open a boutique business and it turned out to be a place where I could get more than just a co-working desk and address for Savarakatini. Over the last five years, I have been on both the receiving and the giving end of mentoring, as both Impact Hub Zagreb and Savarakatini grew, in experience and in size. The opportunities to work with the US Embassy in Zagreb on empowering women through the Aurora project, with the Bosch Foundation to end youth unemployment and with girls learning STEM via the Pixie Dust Project are just some of the highlights which gave my inner activist the satisfaction of earning a living by writing and creating work. I could not have done that had I not been surrounded by the culture and the network of people Impact Hub Zagreb creates.





Vladimir Benić

Founder of Career at Hand

Impact Hub is a community in the true meaning of the word, helping us to connect with each other, while receiving the support from the Impact Hub team.

CareerCentar is an online testing platform created to help companies in optimizing the hiring process. We are engaged in the education segment as well, by having designed the international employer branding training program which will help HR experts to accelerate their employer branding strategy and execution skills. We are organising first Croatia's Best Employer Brand Awards project as well.

Impact Hub is a community in the true meaning of the word, helping us to connect with each other, while receiving the support from the Impact Hub team, as well as in organizing events and workshops... It's like being in a company with hundreds of people, even though we are mainly small teams or freelancers which work together at Impact Hub Zagreb.

We relate to Impact Hubs' mission in a way that we are trying to enable HR community with the know-how and skills which will strengthen organizational capabilities to improve people KPI's. Employer branding is at the foundation of that shift towards strategic approach to employee experiences and actual management of employer attractiveness on the market.

We would love to further develop internationally, with online testing and employer branding training programme, so international Impact Hub network (offices) will play an important part as we will try to use IH offices whenever and wherever it is possible. We are happy about the new Impact Hub offices in Zagreb as well, having a larger space will mean the relationship, networking and community effects will grow bigger and be even stronger.



Kristijan Svajnzger

**PEAK DMC, General Manager,
Europe and Russia**

By minimizing overtourism, bringing more business to social and community-based tourism initiatives, reducing our environmental footprint and investing in our people, we aim to be the forefront of positive change in the industry.

For decades the European travel market has been dominated by package tours offering little to no insight into the diversity of the landscape or the customs of local people. Thankfully, times are changing and customers are now demanding more authentic travel experiences. Operating more than 160 small group itineraries through 44 European countries, at PEAK DMC our core purpose is to Create, Innovate and Deliver Sustainable, Experience-Rich Travel. This means we offer immersive experiences designed by our local experts on the ground that our travelers love, but that are socially and environmentally responsible as well. In Croatia, for example we offer more than 20 itineraries which include everything from small group tours, active tours, culinary tours, sailing and adventure cruising.

We aim to be at the forefront of positive change in the industry by minimizing over tourism, bringing more business to social and community-based tourism initiatives, reducing our environmental footprint and of course by investing in our people. I'm a good example of this – I started out as a tour leader in 2008 before moving to Operations Manager in 2017 and then to my current role as General Manager at the beginning of 2019. I've never been more excited to be working in this industry where more people start to see the enormous potential of travel to be a force for good in the world.

Impact Hub has given us a great starting point to engage a very diverse team, mingle with like minded people and embrace opportunities to grow. It is a great space with a good vibe that enables us to grow, learn and work in a relaxed environment, without the constraints of a traditional office space.



Tilde Guajardo
Founder of Womanars®

I teach women how to increase their clarity, courage and confidence by transforming their fears into action and limiting beliefs into unlimited possibilities.

I'm in the Personal & Professional Development industry, with an emphasis on women in entrepreneurship, leadership and women in transition. I teach women how to increase their clarity, courage and confidence by transforming their fears into action and limiting beliefs into unlimited possibilities using scientifically proven Spirituality & Positive Psychology practices that work.

My business, Womanars®, is currently in the expansion phase, collaborating with global organizations, companies and individuals who align with our mission, values and want to create big social impact. Our partners believe gender equality and women's empowerment are not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world.

When I initially met with the leadership at The Impact Hub Zagreb, I was pleasantly surprised to find people who were aligned with my values and beliefs, who truly want to make a difference in the world by helping others build their dreams, as well as a happy and fulfilling life. They were also beginning to really focus on women's empowerment through their sponsorship/partnership with Aurora, a nationwide women's entrepreneur organization, which is sponsored by the U.S. Embassy in Zagreb. As an American citizen, I have been proud to help the organization in any way I can.

It has been exciting to see the growth of both The Impact Hub and Aurora this past year and to be able to be a part of it by speaking, facilitating and mentoring.

Another positive aspect is the diverse community, made up of people from all over the world with a vast array of backgrounds, skills and expertise. It's really a collaborative environment with individuals willing to help each other and have fun in the process.

As an entrepreneur in the personal & professional development industry, it's an exciting time to be here in Croatia. It's been great to partner with an organization like Impact Hub Zagreb, who understands developing the right mindset and the right business strategies are both essential to an entrepreneurs' success. I look forward to seeing the positive impact we create together in the future.



Nikolina Topić & Carmen Calvo

Founder and Manager of Prokotip

At Impact Hub Zagreb we found a place with positive people, working hard to support entrepreneurs on their journeys. Here we met some of our current partners and made a lot of meaningful contacts, sometimes on a daily basis.

This innovation consulting company began operations in the fall of 2017 after Director and Founder of Prokotip Nikolina Topic met Carmen Calvo del Valle. “We set goals, a way of doing business, services we would offer, key partners, educational training and started an adventure called Prokotip,” says Nikolina. We chose Impact Hub Zagreb as a great collaboration place for our first steps in the innovation industry through service design and now we can confirm that it was a very good choice. At Impact Hub Zagreb we found a place with positive people, working hard to support entrepreneurs on their journeys. Here we met some of our current partners and made a lot of meaningful contacts, sometimes on a daily basis.

Croatia is a relatively small market and starting an innovation consultancy to offer companies tools such as Design Thinking and Service Design might seem daring, perhaps premature or even too risky. But the markets needs are ambiguous and changing and we had the right tools to deal with it.

After two years of hard work, we are now four people in the company, we have a considerable portfolio of satisfied clients, numerous collaborations with academic entities and a very promising perspective. Regularly we are facilitating educational workshops and mentoring programs to support the entrepreneurial ecosystem.

Our plan is growing organically. We are currently rebranding the company and reviewing how we communicate our service to the market. We will also hire new young high potential service designers to fulfill the increasing market demand.

Digitalization and globalization are causing tremendous changes that offer businesses extraordinary opportunities. Innovation in this context is a need, it is no longer a luxury that only large corporations can afford. Croatian market (private and public sector) is becoming more aware of this.

We believe that with a more creative, flexible, sustainable and innovative mentality, Croatian institutions can be leaders in their industries. We are sure that innovation methodology, customer centeredness, higher self-esteem and easier access to capital are the trigger that can drive them to success.



Sonia Živković

**Founder of Panna Wakke
Productions**

“The opportunity for cross-pollination, enrichment and even friendship that they provide is immense.”

I am an educator whose focus is rethinking/ redesigning processes and environments to promote wellbeing and human connection. I am a producer of content and events, as well as a consultant. I lead workshops on using storytelling to promote personal growth and strengthen relationships, as well as “applied” Positive Psychology. I am also a mentor of social impact projects.

Impact Hub has succeeded in gathering a community of professionals who understand synergy and collaboration and share the excitement of what is yet to be created. The opportunity for cross-pollination, enrichment and even friendship that they provide is immense. IH’s founders, Ana and Hermes, have been crucial in my professional integration to Croatia. There’s significant overlap in our missions, which lead to partnering in the creation of Impact Teaching and Čačkalica (The Tinkering Challenge).

I plan to stay in Zagreb and continue to work for Croatia’s development at grassroots level. Impact Hub will continue to be a partner in this mission, and I will carry on supporting their growth. Čačkalica is a project designed to expand and include Tinkering Summer Camps. Long term, it will lead to the creation of an Independent Learning Centre. Advent for Families started last year (Advent u Maksimiru) and will be done again, this time even bigger. We are also starting to discuss projects that reach out to a younger Diaspora, and see about harnessing their collective experience and love for Croatia.



Frano Barović

Lawyer

Seeing the approaches and methods of various Impact Hub members has been an inspiration in my own legal practice, allowing me to expand my own impact beyond the traditional one.

I am an attorney-at-law with a focus on providing legal services in the entrepreneurship space. This can mean everything from providing help with choosing, establishing and setting up the legal entity for entrepreneurs, drafting of documents, representation in negotiations or at court, all the way to assistance in financing, investments and exits. The goal is to provide a comprehensive, transparent and reliable legal service that is of use to businesses of every stage.

Impact Hub has provided me the opportunity to get to know and work with impact-focused entrepreneurs, whose business development often can get slowed or discouraged by legal and administrative challenges they face. While helping them navigate the legal issues, I am enabling them to focus on what is important – the work of making a successful socially impactful business. Impact Hub has helped me further understand the needs and concerns of its members regarding the law, which further enables me to own my own practice to be able to better serve this vibrant and creative group. Furthermore, seeing the approaches and methods of various Impact Hub members has been an inspiration in the way I approach the business side of my own legal practice, allowing me to expand my own impact beyond the traditional one. This has resulted, for example, in several workshops regarding legal aspects of entrepreneurship done in collaboration with Impact Hub Zagreb.

Going forward, I would like to continue helping Impact Hub members navigate the legal world giving them the time to use more energy on making an impact, thus transfer the experience I gained that has developed from collaboration to more and more companies and

organizations. I also hope to be part of more events and projects of Impact Hub Zagreb where I could help demystify the law for the members and thereby do my part to help create a healthy and lively ecosystem for all entrepreneurs in Croatia.

The Space vs. a Place

A story about place making of Impact Hub Zagreb

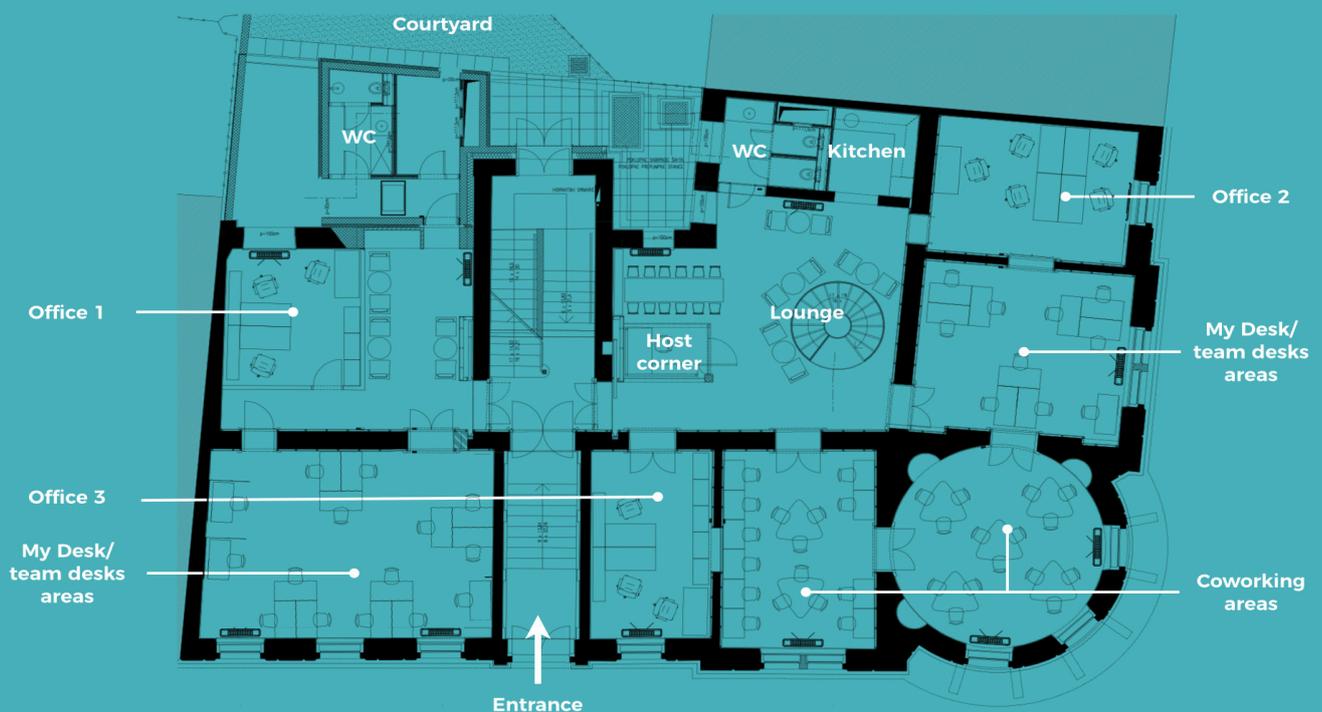
By Duška Jelić, architect

The term 'place', as opposed to space, expresses a strong affective bond between a person and a particular setting. In other words, a place is mixed with human values and principles. From the very beginning of making our Impact Hub Zagreb, we had a very clear vision of creation of **The Place** which was to be a catalyzer of the new and much needed inspiring environment for bonding the **community of members** into a new generation of **changemakers** within the social impact and social entrepreneurship sector in Zagreb, as well as in Croatia as a whole.

The place as the physical hub for members who wanted to make and contribute to strengthening the community and the positive vibe in a broader sense thus became a particular space which is covered with meanings and values contributed by the users, making them over the years the very important co-creators of the place itself.

The physical characteristics of such a place are diverse so that many activities may be enabled, most importantly the ones that induce **serendipity** and **unexpected collaboration options**, the opportunities to meet new people and new ideas, as well as challenge the old perspectives.

Impact Hub Zagreb has reached yet another boost in growing its community and growth of programs, so in order to sustain the future development we have decided it was time to **move into a bigger space**.



The new space, in the very heart of the City, within the central green park popularly called "The Green Horseshoe", spreads across 2 floors (-1 and ground floor) in one of the former city palaces.

Spreading over 560m², our new space will enable us and our community to keep creating more places where collaboration weaves into the city's fabric through our space and community focused on enabling more changemaking ventures thrive.

The Art of Hosting

Tatiana Glad, Co-founder & Director, Impact Hub Amsterdam

“Every place is given its character by certain patterns of events that keep happening there.”
- Christopher Alexander



Impact Hub’s approach to a place-based community draws on the Art of Hosting, a body of practice that blends a suite of participatory processes that invite people to step in and take co-responsibility for the challenges facing them - at both a practical daily level and in their wider work tackling big issues in the world.

Intrinsic to the Art of Hosting is to understand the worldview underpinning the various tools and methodologies, which is based on understanding living systems. As any community-builder can attest to, the process of convening - nurturing - activating a community is a non-linear (and sometimes messy) process. Authentic collaboration cannot be planned, but emerges from enabling conditions and shared purpose. It was when the Art of Hosting and Impact Hub met and started to play together, that we understood how to evolve our hosting practice from basic hospitality to catalysing meaningful conversations that lead to meaningful action.

The Art of Hosting offers a blend of some of the most powerful methods to create open and meaningful conversation that leads to commitment and good results. Working with a range of collaborative methods – like Circle, World Café, Appreciative Inquiry, Open Space Technology, ProAction Café, storytelling and more – many Impact Hubs offer experiences rooted in this approach that enable conscious choices and collective intelligence around the issues we care about. Moreover, hosting as our core operating system makes every day at an Impact Hub a unique experience. And so this pattern of meaningful conversations, quality interactions and collective convergence lead to a culture that embodies our values and enables courageous action. As we aggregate this across 100+ Impact Hubs in diverse contexts, we are living into a more just and sustainable society more and more every day.

Our Impact in Numbers

Connecting factor



feeling part of a larger community and network

Inspire factor



Coming up with new ideas

Enable factor



Gaining visibility and credibility

Main highlights of 2018 related to IH Zagreb members



are putting 'impact first' while developing their organizational/job activities



increased the number of products and services offered



achieved double-digit revenue growth

Quick facts



of Impact Hub members are (co-)founders of their project/organization



of members agree that most people at Impact Hub Zagreb can be trusted



New full time job positions created by Impact Hub Zagreb members since 2013



hrs/month that every member receives of mentoring and feedback from other member

Looking Forward

Forward

Forward

Forward



**Hermes Arriaga Sierra, CO-founder,
Managing Director and Finance Lead, Impact Hub Zagreb**

A lot has happened in Croatia for the last 10 years and we have understood that real, meaningful and transformative social change follows a slow cooking process. We are currently witnessing change at a faster pace than our previous generations and the urgent issues of our time will need, not only a different level of awareness - particularly from the change makers, but also a collective effort to find solutions respecting the future of people and planet.

In the future, Impact Hub Zagreb needs to keep on contributing on mobilizing and connecting local communities for global action, accelerate collaboration on fundamental issues and convening key constituencies to enable them to learn from each other while unlocking the necessary resources to make it happen.

If we take history as the witness, we are convinced that people in Croatia are capable of enormous achievements, their resilient mindset and strong spirits have played important roles, and now in a hyperconnected world the opportunity to drive change has never been better. Being small or big, every step counts and we are convinced that with an open heart, a clear intention and a collective action the society has moved mountains.

As a pivotal space for impact entrepreneurship and innovation in Croatia, member of the largest network for positive change, Impact Hub Zagreb is placed in the best position to continue empowering, enabling and connecting the generations of leaders who move economy and society forward.



Guided by the SDG's



The United Nations Office in Geneva acknowledges Impact Hub as a driver of community engagement, helping not only to foster but also to extend the efforts directed to tackle the SDGs via entrepreneurial and innovative solutions.

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



Team, externals and partners

IMPACT HUB ZAGREB TEAM 2019

Hermes Arriaga Sierra, Co-founder,
Managing director and finance lead

Ana Raguž, Co-founder,
Programs director and impact lead

Helena Habdija, Project manager
and community lead

Damir Mužina, Project manager
and space lead

Jonathan Levine, Lead Host

Cvijeta Sušnik Akmadžić, Marketing
and communication lead

Dina Šeparović Lučić, Office administrator
and finance assistant

PARTNERS

Vesna Vrga

Duška Jelić

Ante Lučić

Frano Barović

Anamarija Mostarac

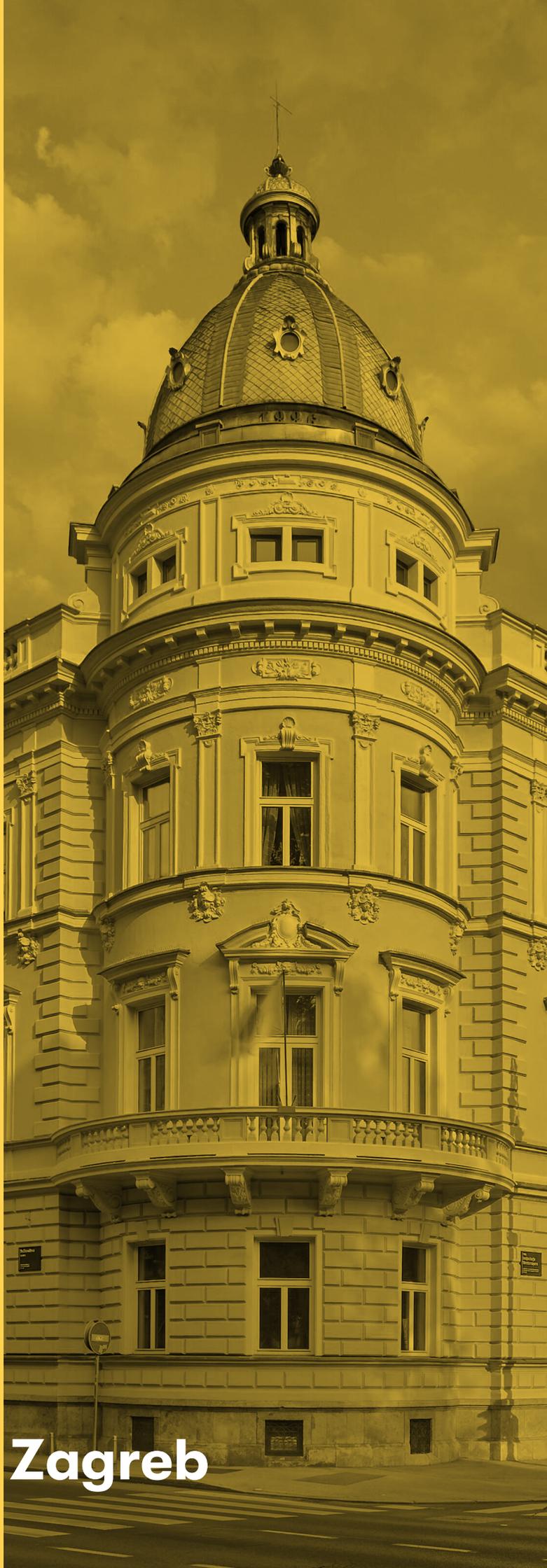
Sonia Živković

Tilde Guajardo

We would like to thank our partners, members and clients for the immense support shared with us throughout the years. We are looking forward to continue making some great impact together in the future!

IMPACT
HUB

Zagreb





Impact Hub Zagreb

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