



SOCIAL IMPACT AWARD ROMANIA

 THE SOCIAL
INCUBATOR





About us

Since 2014, The Social Incubator creates real opportunities for young people from vulnerable backgrounds by providing them with the support they need to build an independent and stable future. Through **vocational counseling, mentoring, non-formal education and transformative experiences**, we help them develop their self-confidence, discover their potential and achieve their goals.

More than an NGO, we are a **community of dedicated people who believe in equal opportunities for all and who provide the necessary tools for these young people to become responsible adults, resilient and self-confident.**

Our actions are guided by the real needs of our beneficiaries, and each program we implement helps them to take concrete steps towards independence.

What is SIA Romania?

SIA Romania is part of the global Social Impact Award initiative, creating and nurturing young entrepreneurs who drive change in a self-sustainable way.

The program identifies and supports early-stage social business ideas, guiding participants through incubation, mentorship, and funding opportunities.

Over the years, SIA Romania has built a strong community of young innovators dedicated to making a difference.



SIA provides young innovators with:

- ✓ **Education** – Helping young people understand social entrepreneurship
- ✓ **Community** – Connecting them with experts, mentors, and like-minded peers
- ✓ **Incubation** – Supporting the best ideas through mentorship, resources, and funding

In 2025, we are taking SIA Romania to the next level by expanding its scope and impact.



Since its launch in Romania, SIA has nurtured 99 social business ideas, leading to more than 10 successful businesses.

[Øko - since 2019](#)

[Parentool - since 2019](#)

[Olarsons - since 2019](#)

[Iele - Sânzien - since 2020](#)

[Psinapsa - since 2020](#)

[Precious Circuit - since 2021](#)

[Polymore - since 2021](#)

[Sacosh - since 2021](#)

[Eldie - since 2023](#)

[Atlas of Sports - since 2023](#)

[Ophori - since 2024](#)



SIA Winners 2024

Ophori

OPHORI Cosmetics is the only social laboratory of skincare products in Romania, handmade with passion by people with disabilities.

Creators.comm

Creators.comm is a community dedicated to creators – of business, opportunities, and change in the community.

EcoWool

EcoWool is a business dedicated to producing natural insulation from sheep wool, an eco-friendly and sustainable material.

Salvaged

Salvaged is a sustainable online shop specializing in high-quality second-hand clothing.

2025–The Phases

SIA Discovery – April – June 2025

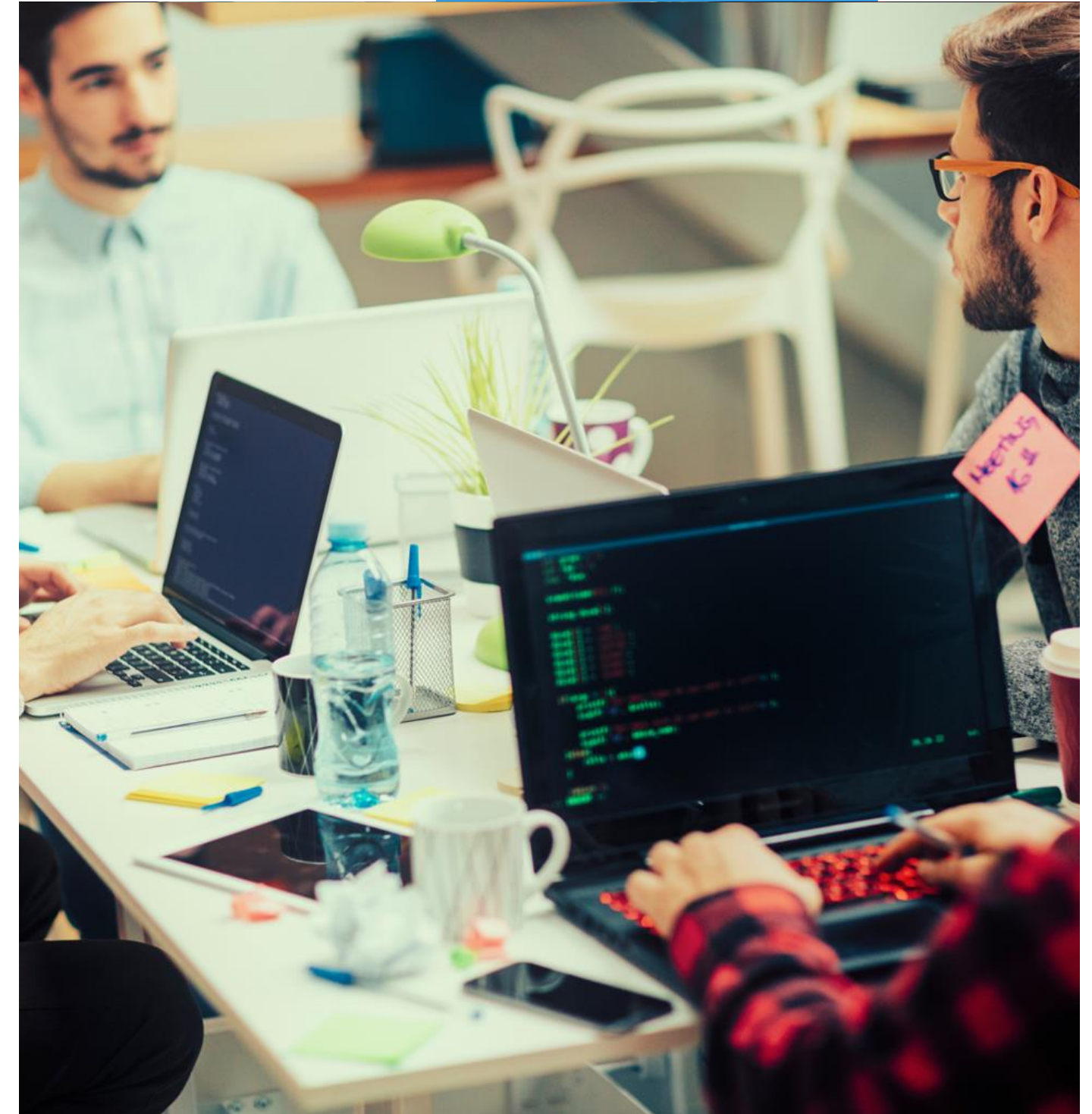
1. SIA Kick-off 2025 – A major event uniting young entrepreneurs, alumni, and partners to network and inspire social innovation.
2. Leverage the Social Incubator's network to connect with student organizations.
3. Launch a strategic marketing campaign using social media, podcasts, and influencers to promote SIA 2025 applications.
4. Partner with state institutions to boost visibility and applications.
5. Expand outreach by engaging students in schools and universities.



2025–The Phases

SIA Incubation – June – September 2025

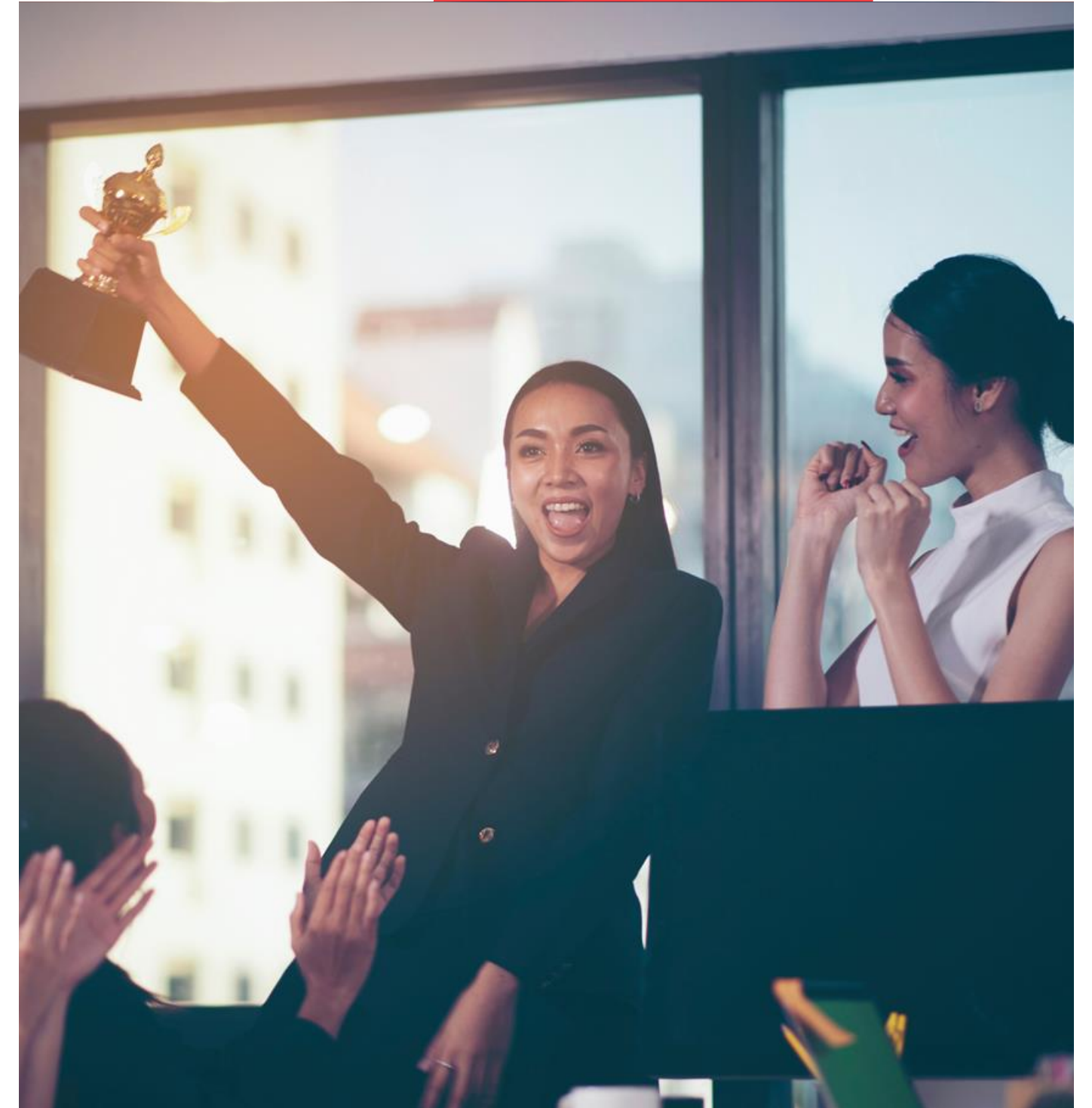
1. Involve partners in finalist selection to shape future social entrepreneurs.
2. Provide 1-on-1 mentorship throughout incubation for tailored guidance.
3. Offer workshops on business planning, MVP development, funding, and marketing with partner involvement.
4. Grant seed funding for early-stage needs like market research or app development.
5. Host a final bootcamp to prepare finalists for their next steps.



2025–The Phases

SIA Award & Community voting phase – September – October 2025

1. Boost finalist visibility with a strong marketing campaign using social media, podcasts, and influencers.
2. Secure exclusive press features to showcase their innovations.
3. Engage partners as jury members in pitching sessions to help select winners.
4. Have each team create and share an inspiring promotional video.
5. Honor finalists with a prestigious award ceremony celebrating impactful ventures.





Long-term vision

SIA Romania aims not only to select the best ventures, but also to help them grow to become self-sustainable, and create a community of entrepreneurs that have full access to funding opportunities and who, in turn, can change the social landscape. Our plan is develop and nurture an entire ecosystem in the next 5 years.

How do we plan to create this movement?

- involve our partners in selecting the most promising & realistic ideas
- contribute to their seed funding during the incubation so finalists can do market research or get started with a website
- make sure to select the most promising seed ventures
- Create partnerships with entrepreneurial ecosystems so, once the finalists go through the incubation & award winning phases, we can continue to guide them through the next steps of their entrepreneurial journey.



Bridging Romania & Moldova

In 2025, The Social Incubator is launching SIA in Moldova for the second time, offering Romanian and Moldovan participants a chance to connect and contribute to building a sustainable social entrepreneurship community. Our goal is to foster shared experiences that strengthen the bond between these two groups.