

BTS Social Impact Report 2019



BTS Social Impact

"We are deeply committed to being responsible citizens and giving back to our community. Our social impact vision is to create a better world " - Henrik Ekelund, CEO at BTS

Our Mission: Enable people in specific underserved communities to make better decisions and live better lives, promoting a better start in life for students and investing in a sustainable planet, more educated people, and a better world.

Social responsibility is at the core of the BTS identity. In 2018, we expanded our focus so much that it outgrew the term "Corporate Social Responsibility." We strive to do more to create a lasting impact, by leveraging our core competencies in business acumen and leadership. This why we rebranded our social responsibility work into "BTS Social Impact." Through stronger focus on creating impact, we provide skills training for entrepreneurs, underserved populations, students and teachers.

One key for us to succeed is to partner with different stakeholders. These include:

- BTS Clients: We partner to support our clients' selected CSR efforts.
- Educational Institutions: Together, we develop school leaders and administrators.
- CSR Institutes: We join forces to develop women entrepreneurs in developing countries.
- Non-Profit Organizations: We offer education programs that improve leadership.
- Communities: We develop selected populations and increase citizen's quality of life.
- Non-Profit Divisions of Banks: We develop small business owners who receive micro-finance loans



Our Initiatives

BTS One for One

For every paid client participant at a BTS program, we offer another participant free or highly subsidized learning, using our pedagogical simulations and tools without paying licenses. Thereby we support training for entrepreneurs, students, families in developing countries and underserved populations in developed countries.

BTS Spark

BTS Spark - a non-profit organization - leverages our strong coaching capabilities to offer personalized leadership development for education leaders. We work to unlock natural leadership learning in schools and education systems to give students the best start in life. We offer flexible learning opportunities at a low cost, including one-to-one coaching, group coaching, webinars, online learning, and workshops.

The three main areas we work with are:

- Preparing people to lead at their best
- Helping leaders be great coaches
- Developing resilience and wellbeing

BTS Communities

Through a joint-venture with Avo Vision, we provide subsidized training for local communities through education programs for entrepreneurs, families, students, immigrants or other disadvantaged groups, primarily in South Africa. Our programs are directed towards citizens, addressing various development initiatives such as housing, financial literacy, water sourcing, and energy.

bts spark

some numbers

50%

of American school principals leave by the third year

40%

of new teachers in many countries leave the profession within 5 years

34

Leadership mindsets in our curriculum can support education leaders to be at their best

100%

of Education Directors we recently coached in Australia would recommend Spark to others

500

University tutors in the UK attended our coaching workshops in the last two months

6

Spark Partners will start work this August to offer Spark programs to schools throughout the US

8,705

Education leaders have benefitted from Spark programs

390k

Teachers are managed by these education leaders

6 million

Students are in the care of these education leaders.

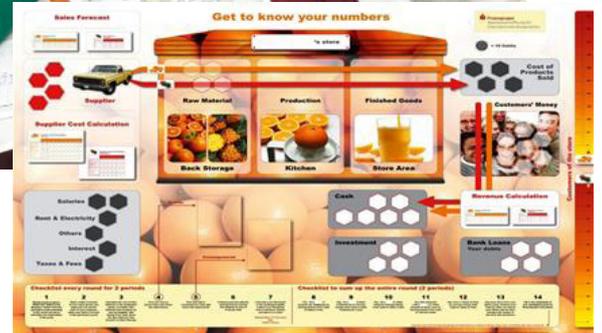
BTS Social Impact Success Stories

Savings Banks Foundation

BTS partners with the Savings Bank Foundation for International Cooperation (SBFIC) on the Eastern Caribbean Currency Union (ECCU) development project. This project, led by the SBFIC, targets leaders from small and medium-sized enterprises as well as local financial institutions, providing them with the opportunity to enhance their business acumen and entrepreneurial know-how. Using two board simulations co-created with BTS, the Micro-Business Game and The Savings Game, participants learn how to work better together and improve their financial acumen. The 2018 sessions were highly successful. SBFIC representatives and participants were able to identify several opportunities that they could leverage for a greater impact in the region. Due to this success, BTS plans to offer these programs through local education institutions such as The First National Bank of Saint Lucia, as well as through similar institutions in Saint Vincent. BTS will also work with SBFIC to add a Train-the-Trainer aspect to these sessions, which will allow for even greater reach and impact.



Savings Bank in St Lucia



Multipliers for Non-Profits

In 2018, BTS delivered our first pro-bono, open-enrollment Multipliers program. This one-day program helps non-profit and education leaders understand how to leverage peoples' natural intelligence to bring out their best performance. We hosted two face-to-face sessions for 50 non-profit and education leaders in the San Francisco Bay Area. These programs were very successful and opened doors to several opportunities for our Social Impact team. BTS plans to expand these sessions to other offices globally in 2019.

Social Impact Activities USA



(excluding BTS Spark USA)

Inclusive Leadership

Collaborated with FRED Leadership - a community that connects and inspires those who exemplify and cultivate ethical, inclusive and transformational leadership - to design and facilitate a half-day session for high school students on ethics and inclusive leadership.

Diversity and Inclusion

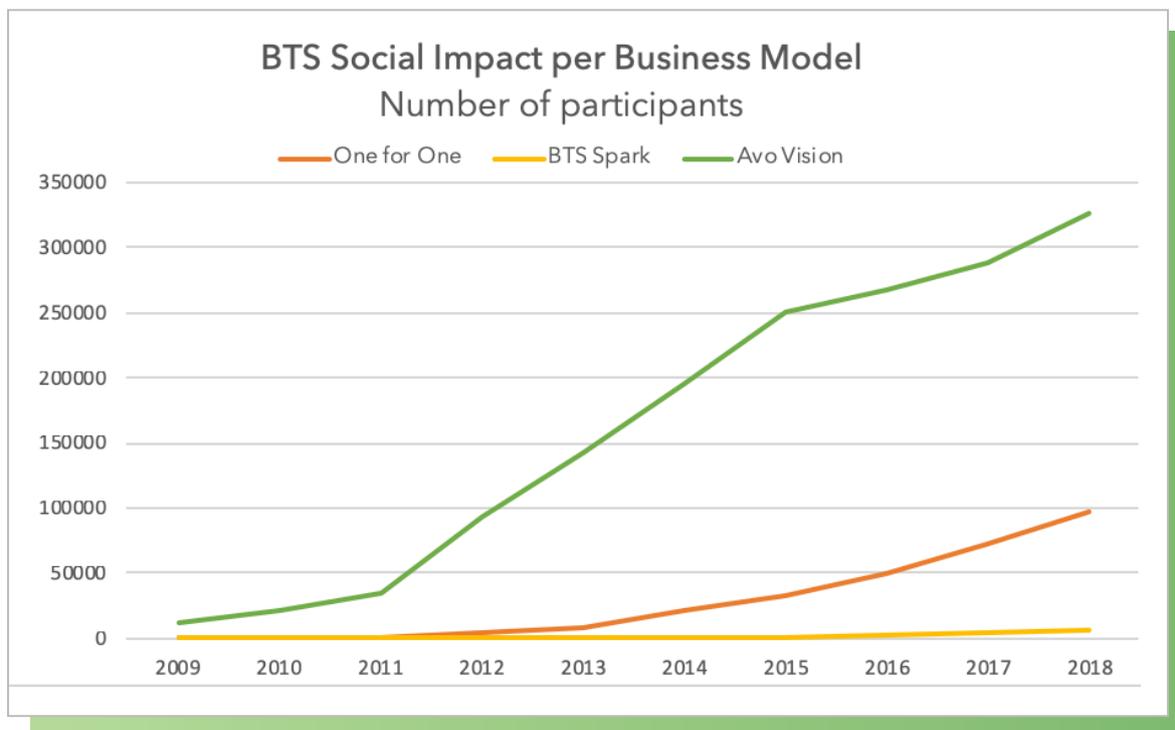
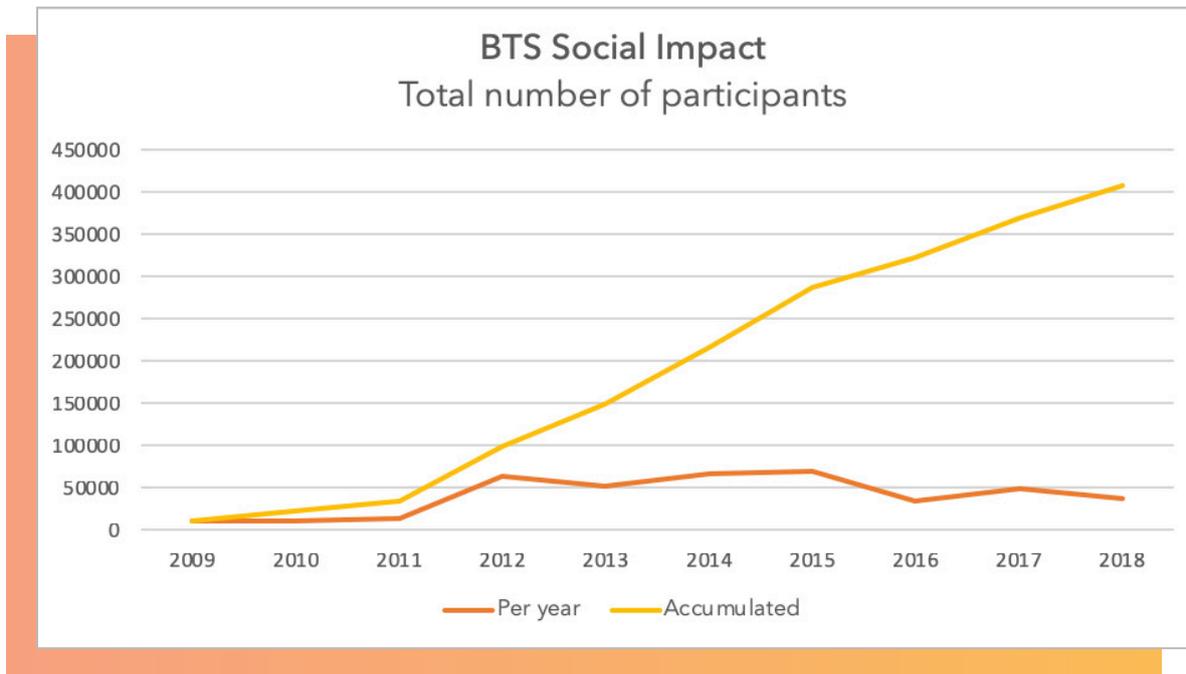
Extended an offer to an intern through RepresentEd, a nonprofit organization designed to level the playing field for marginalized and nontraditional students, helping them realize their leadership potential and increase representation amongst business and community decision-makers.

Multipliers for Non-profits

Training of 50 Bay Area nonprofit leaders, enabling them to better access the intelligence of those around them and make a greater impact in the world through their organizations

Training of 60 social entrepreneurs in India, enabling them to better access the intelligence of those around them and make a greater impact in the world through their social enterprises

BTS Social Impact Participant Statistics



2019 NEWS

Avo Vision

The Avocado Vision team has finally managed to secure our substantial 3-year government contract with the Department of Environmental Affairs in South Africa: it has been signed and sealed - now for the delivery part!

It has a few elements to it:

- Design and deliver 9 days of training for 120 small businesses in the Department's supply chain to build business acumen
- Run a year-long business mentorship programme to support their growth
- Research and develop value chains that benefit biomass that comes from invasive trees that are overtaking South Africa's key water source areas
- Connect the Small businesses to new business opportunities and markets within the value chains so they are able to grow and create new jobs.
- Partner with Corporate organisations to co-fund up to 4 000 small businesses also in the supply chain, over and above the 120 in the pilot - so grow a lot more corporate revenue off the catalytic investment from government.

Innovative Impact metrics

We will be measured on the growth in revenue and profit of the small businesses; the number of new permanent jobs they create; and the amount of water that gets released into the system as a result of our work, not just on how many days and people we train.

Thanks everybody for believing in us and supporting the road to this point.
Exciting times ahead for the Avo/BTS team!



Value of 3-year contract

R 19 million (USD 1.3 million) with a further R7 million (USD 500 000) in aligned work from a different government department

Henry, Jules and the Avo team are looking forward to creating jobs, growing small business, and significantly impacting South Africa' climate change resilience and water security. We continue to challenge ourselves with the question: ***What are the challenges our society is facing that we know how to solve? And who would pay us to solve them?***

Additional Information

Check out this video to get a flavour of what we're up to (6 minutes): https://www.youtube.com/watch?v=By27v_JI57o

Here is a blog of the articles we've already had published: <https://julesnewton.wixsite.com/gbvc> (it isn't public yet - just a test site)