

Initiated by



# EIGHT PEOPLE IMPROVED SHANGHAI IN SEVEN DAYS

«I managed to complete at least a month of work in 7 days» B. Vitanova

«What I was able to achieve in Shanghai in 7 days is just a beginning of what's happening next» A. Medikepura Anil

«Participating to IMPROVE was a life-changing experience, I wish it would have lasted for a month» M. Modise

## EDITION 2017

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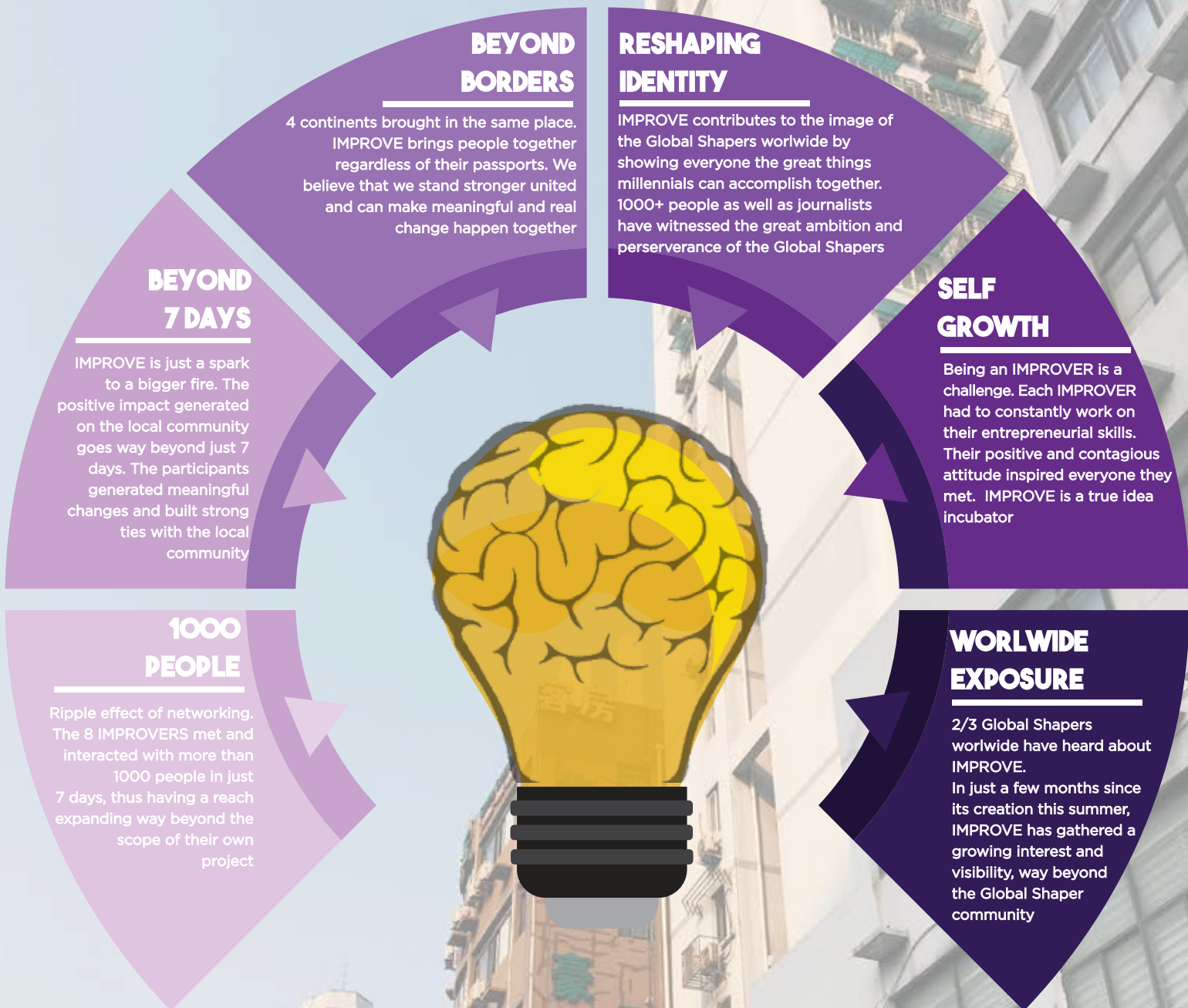
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# WHY IT MATTERS



## IN SHORT

IMPROVE is eight people working on eight projects that tackle various issues in Shanghai with direct positive impacts generated in only seven days. These individuals all come from various cultural, social and economic backgrounds, each bringing a fresh, inspiring and contagious vision to the local environment and everyone they meet.



# EJA BATBOLD

## THE IMPROVER

At only 24 years old, Eja is already a citizen of the world. Born and raised in Mongolia, she then moved to the US before settling down in Prague, Czech Republic where she currently works at McKinsey as a senior analyst. Full of idealism and energy, her passion is to use both her professional background as well as her personal experiences to solve issues that matter locally and globally.

## THE RESULTS

During her 7 days, Eja donated air purifiers to 3 local NGOs, Migrant Workers' Children's Center, Children's Rehabilitation's Center, Children's Development Center for Autism, enabling access to clean indoor air and healthier environment for children; the most vulnerable segment of the population. Given 7 day period, her project delivered 4 air purifiers, cleaning 265m<sup>3</sup>/h, in total resulting in 179 million liters of clean air.

Eja also teamed up with Mila Living to work on a global expansion plan to make their products available to lower income people with subscription model - specifically to her home country Mongolia. Breathing clean air should not be a privilege.

## THE PROJECT

The most polluted cities in the world are in Asia. The list starts with Beijing, Shanghai, Delhi, Mumbai, and Eja's hometown, Ulaanbaatar. With indoor pollution being equally as bad as outdoor pollution, it is time find solutions fast. What a better way to start tackling this pressing issue than locally in Shanghai then?

In Shanghai, Eja rose awareness in local communities, collaborated with Mila Living, a Shanghai-based startup that provides air purifier on leasing to companies and homes, on solutions to tackle air pollution, once and for all.





# LUIGI CAVALLITO

## THE IMPROVER

Luigi is one of the most active members of the Global Shapers, joining the community at the very beginning in 2012 and sitting now on the board of the Shapers alumni. Art is the answer to make the world a better place according to Luigi. For the past 7 years, he specialized in strategic consulting, storytelling and design thinking. Today at 34 years old, he wants to inspire millennials with the stories of our generation, to show that everyone can contribute to make the world a better place. IMPROVE selected Luigi for his passion to inspire others to make change happen and to show that nothing is impossible.

## THE PROJECT

Inspire, capture the ideas and feelings, share emotions: these are all what Luigi wants to transmit to everyone through a music video; something that can remind everyone what the IMPOVERS have done in just 7 days and that can help to reach a broader audience in order to maximize the positive impact of all the projects that were developed in Shanghai.

Change starts with individuals; Luigi's project aims to show everyone the great things that individuals can accomplish alone.

## THE RESULTS

Luigi created an original song with inspiring lyrics from his feeling of IMPROVE and everyone he met in Shanghai. During his 7 days, he filmed more than 100 people around Shanghai, took more than 5000 pictures to produce a time-lapse music video. The video is shared with a broader audience showcasing the inspiring vibe of IMPROVE and Shanghai. He will publish his work on various platforms online to reach as many people as possible, such as his platform «The Stereoteller» that has more than 30,000 followers, thus improving the perception of Shanghai in the mind of the viewers.

Luigi stands in front of the lyrics of his song translated in Mandarin by a local calligraphy artist.



# VIVIAN KWAN

## THE PROJECT

Growing up in Canada in a traditional Chinese family, Vivian's parents have never discussed with her about the importance of mental well-being, and it was viewed as a forbidden topic. Without much understanding of what mental well-being is, while trying to navigate through this demanding society, makes it difficult to cope with the stresses effectively, which in turn can cost one's health. For 7 days, Vivian aimed to unify people and spark conversations about mental health of individuals from different socioeconomic backgrounds. This project is an opportunity to learn about cultural perspectives and external global factors that impact mental health, and understand how we can support each other in a collective manner. .

## THE IMPROVER

Ever since 2012, Vivian has been an active mental health advocate. Being diagnosed with depression and anxiety herself, inspired Vivian to speak up for the youth population in her university and city. She is involved in various projects that create direct positive impact on individual experiences. She takes advantage of her work as an Undergraduate Program Coordinator at the University of Alberta to raise mental health awareness within the youth. On days outside of work, she is an active member of the Lieutenant Governor's Circle for Mental Health and Addiction, Edmonton Mental Health Awareness Committee, and the Global Shapers Community.

## THE RESULTS

In 7 days, Vivian interviewed about 105 individuals, Chinese and expats. She filmed a 24min documentary, took pictures and wrote the stories of many people from different economic, social and cultural backgrounds about their experiences and struggles with mental health. In just one week, Vivian gathered a lot of data that will allow her to keep working on her research on improving mental health awareness worldwide.



Vivian looks at the recordings of the interviews she made at East China Normal University.



# ALOK MEDIKEPURA ANIL

## THE IMPROVER

Alok, 28, is a hard-working entrepreneur keen to cause disruption in his fields of interest: Aviation, Politics, Lifestyle Retail and 3D Printing. Alok believes in the power of communities that can come together to create massive impact. He is currently contributing to building a strong startup ecosystem in India that will work more closely with the government to bring about positive change. Together he believes they can bring efficient thinking and draft effective policies for the future generations. He is passionate about using technology as a tool as he strongly believes it is the solution to end poverty and push the bottom of the pyramid up the economic ladder.

## THE PROJECT

A Dream Foundation, Stepping Stones China, IKEA, MuSigma, Intel Innovation, Union Tech, Dutch artist Daan Roosegarde and many entrepreneurs in Shanghai; are all interested in being a part of India's growing economy that provides opportunities for them to replicate their business learnings from the Chinese market. Similarly, Indian companies are eager to collaboratively work with their Chinese counterparts and share their learnings of effectively adopting to innovative ways to solve problems for India's masses, a population of 1.3 Billion. Building a bridge of trust, connections and helping them find common ground was Alok's focus while in Shanghai. He successfully connected 12 promising entrepreneurs and companies in Bangalore and Shanghai and they have started engaging in dialogue with each other.

## THE RESULTS

The connections Alok has created will be followed up by him periodically to see if he can provide any external support. After having first hand observed the Shanghai ecosystem and seeing a future potential for similar growth in many cities in India, Alok plans to bring to Shanghai a delegation of top level Government officials and industry professionals, so they learn from Shanghai's growth story. Already working with senior Bangalore Historian Mr. Suresh Moona, as part of a Global Shaper Project to revive the history and preserve the cultural significance of Bangalore; Alok will take his learnings from the Urban Planning Exhibition Center in Shanghai and help create a road map for efficient city planning.





# MOSIDI MODISE

## THE IMPROVER

At 31 years old, Mosidi has many years of experience in the finance sector, holding a MBA, working for three years in management consulting and now as an analyst at the largest privately owned investment management company of South Africa. She wants to improve the culture of saving and investing in South Africa.

## THE PROJECT

The concept of investing money seems difficult and far out of reach for many South Africans. What if we could make it easy and acceptable for people to gift money and give them creative options to save it – something that is a cultural norm in China?

Mosidi's project aims to improve knowledge and understanding of the money gifting culture in China. Understand the role that digital is playing now and in the future to facilitate transactions. Test assumptions around business models that could be relevant and adaptable, in the South African context.

## THE RESULTS

Mosidi met with over 40 people: ordinary people, entrepreneurs, financial education experts. She also hosted various workshops to raise awareness about investment, notably a workshop for young women to empower them about the importance of investing and the how of it. In 7 days, she found out that the savings landscape in China is changing quite drastically with millennials saving less than the older generation, disruptive technology is changing how people consume and invest in China and that there are many opportunities to offer financial education. Back in South Africa, she is currently working on ways to implement her findings, and improving the investing culture of her home country.



Mosidi hosted a workshop on investment and asked the participants if they would rather receive a voucher that adds money directly on their wechat account- to receive instantly, or a voucher that invest money for travelling- to redeem after two years only.



# SIDDARTH SELVARAJ

## THE PROJECT

Using simple documentary film making techniques, Sid's project aims to tell the story of young Chinese and Indian's impressions of each other across borders in order to explore basic misconceptions, real world challenges and, perhaps most importantly, their common humanity.

The film will be 4-5 minutes in duration, light-toned, even humorous, but hopefully hitting on some poignant notes of personal reflection on differences and similarities between the young people of the two most populous countries in the world. The aim of the film is to start small conversation on current misconceptions on India and China's shared future, and create a sense of curiosity within a young audience, to learn more about the other.

## THE IMPROVER

For more than 15 years, Siddarth has produced more than twenty theatrical presentations, various short films, hosted audio-podcasts and co-founded his own production house in Bangalore. At 32, Siddarth believes that media can influence a conversation of public opinion into public action on the critical issues of our time.

## THE RESULTS

Siddarth produced a documentary film talking to young leaders in India and China about their common aspirations, challenges, and misconceptions of each other. The film is set for a release online along with applications to various film festivals at home and abroad.



Siddarth posing with the camera around his neck - the one he used to shoot his documentary « Tigers and Dragons ».



# AMISHI SHAH

## THE IMPROVER

Amishi is an upcycler: she makes magic out of waste. The Upcycle Co., the company she founded in 2013, has upcycled more than 1000kg of non-recyclable waste and saved more than 1170kgs of carbon emissions. Amishi's company is not only "cleaning" the streets of her hometown Mumbai and beyond, it also has the perfect business model.

This social enterprise educates about waste management, creates beautiful products made out of waste at a low production cost and at a zero carbon emission cost, as well as generates enough profits to make the business thrive, highlighting that making profits and generating positive impact aren't - as too often thought - contradictory.

## THE PROJECT

The two biggest challenges for Shanghai right now are waste management and air pollution; what if we could tackle air pollution by turning waste into valuable goods? This is precisely what

Amishi planned to do during her 7 days in Shanghai through the creation of planters made out of waste and using a special variety of plants known to purify air.

## THE RESULTS

Amishi taught students how to make air purifying planters out of waste for their school or home to improve indoor air quality. She then codified this information into an easy to understand education module, which she distributed to over 400 people, students, school teacher, business owners and more. The module included other essential information on cost effective ways to improve indoor air quality as well. This project helped educating how to use waste creatively and improving air quality.





# BOZHANKA VITANOVA

## THE IMPROVER

Bozhanka co-founded Yunus&Youth during the Global Social Business Summit in Kuala Lumpur, Malaysia in a period of three days, together with a group of people that had never previously met. Yunus&Youth is now a thriving international incubator for young social entrepreneurs, having been endorsed by Nobel Peace Prize Laureate Muhammad Yunus. Bozhanka, originally from Macedonia, has lived and worked in seven countries, finding her current home in Boston. She is currently an Instructor at the National Science Foundation I-Corps Program at Brandeis University, working with academics and researchers building high-impact tech and life science startups.

## THE PROJECT

Since 2016, Bozhanka has been working on developing the concept of an «entrepreneurial muscle memory». This muscle manifests itself through an innate confidence that makes actions associated with creating a new enterprise feel second nature. At its core, it diminishes the fear we all encounter when we step into the unknown by providing a recollection of a past event where we have managed to succeed in somewhat similar circumstances. Throughout the 7 days, Bozhanka plans to work on helping potential Shanghai entrepreneurs practice a new skill each day using an established framework while gathering information to adjust the framework to the entrepreneurial environment in China.

## THE RESULTS

Bozhanka organized 6 workshops on core entrepreneurial skills using the concept of an entrepreneurial muscle memory. She engaged with over 100 participants including existing and aspiring entrepreneurs, university, high school, and middle school students. She also published one article every day about a new skill she focused on that specific day, allowing the readers to improve their entrepreneurial capacity. Moving forward, Bozhanka is currently gathering data to further develop the theoretical framework of the concept of an entrepreneurial muscle memory.

Bozhanka took a Kung-Fu class in Shanghai to experience another aspect of «awareness». She then showed how the skills learnt in Kung-Fu are applicable to entrepreneurship.





# BEHIND THE INITIATIVE

## **NICOLAS DE TOLEDO**

Nicolas de Toledo, 27, originally from Geneva and living in China for more than 6 years, is a Core Member of the Global Shapers Community, and initiator of IMPROVE. He saw in IMPROVE the chance for the Global Shapers to have a positive impact beyond their borders. It is also a new channel to receive hundreds of projects, which are all creative and aim at tackling challenges faced by the host city. It is the perfect journey to challenge oneself and improve one's entrepreneurial spirit; to prove that an idea can become real in a very limited amount of time. Finally, he believes that IMPROVE has the power to spread a positive image of the Global Shapers, their commitment, courage and outstanding perseverance.

## **CLARA PAYRO**

With Nicolas' vision in mind, Clara assisted in implementing this project. She was in charge of coordinating IMPROVE'S operations and enhanced IMPROVE'S visibility by promoting the project across various platforms. Clara, born and raised in Geneva, moved to Shanghai after living in Montreal and Tokyo for six years. After carrying out this project, she is convinced that bringing together motivated people from various background is a powerful tool to make positive change happen. She hopes to see IMPROVE grow in the future.

## **CONTACT US**

If you are interested to learn more about IMPROVE, interested to sponsor next year's edition, have comments or suggestions regarding this initiative or want to get in touch with anyone involved in the 2017 edition of IMPROVE, please do not hesitate to contact us at [globalshapersimprove@gmail.com](mailto:globalshapersimprove@gmail.com).

# THANK YOU

The whole IMPROVE team and its participants would like to take this opportunity to show their deepest gratitude to the two sponsors that made this project possible. We would also like to thank the Shanghai II Hub Shapers for its tremendous support.

Mosaïq creates game-changing learning experiences for businesses, decision-makers and opinion leaders. Through short international seminars, the participants interact with the most promising startups, agile enterprises, experts, entrepreneurs and visionary millennials in mind-blowing environments. These revitalizing expeditions generate transformative ideas within the group of participants, and are the only platform to reflect, anticipate and cope with the challenges of the fast-changing world.

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## D.Academy

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D.Academy is an HR consulting company based in Lausanne, Switzerland. Our goal is to inspire and foster entrepreneurship among generations. We meet this goal since 2015 by organising seminars and creating our Junior Entrepreneur program. Junior Entrepreneur is a workshop-type program, which invites any company's employees' children (13 to 17 years old) to brainstorm on the venture's existing projects. Through this adventure, we elevate the kids' entrepreneurial spirit and help companies (or schools) understand the needs of the next generation.

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