

IMPACT REPORT

MAY 2022



GreenHouse
purpose • action • impact



DO YOU WANT TO MAKE AN IMPACT?

GreenHouse is a social impact incubator that offers programs, opportunities and a community for students to develop problem solving skills, to form innovative ideas and make new forms of sustainable impact around social or environmental change.

Our Programs



Students enrolled in **Social Innovators in Training** work with other like-minded innovators interested in creating social or environmental change through their own projects or ventures.

Our **Workplace Innovation Program** connects students in multi-disciplinary teams to host organizations to solve real-world challenges. Students collaborate to design and implement solutions within their host organization.

Our **Indigenous Entrepreneurship** program is built on a model of Indigenized business education and experiential learning. Students receive training and support from a network of Indigenous entrepreneurs, elders and community organizations to launch their own projects and ventures

GreenHouse Milestones



2013
GreenHouse launches with the first Innovators in Residence cohort

2014
The Social Impact Fund is started to support the development and growth of early-stage ventures

2017
GreenHouse opens a 2,500 square foot innovation space in St. Paul's

2018
GreenHouse expands our program offerings with the launch of the Workplace Innovation Program

2020
Social Innovators in Training replaces Innovators in Residence; GreenHouse opens to both graduate and undergrad students

2021
GreenHouse supports the first cohort of students in Indigenous Entrepreneurship

IMPACT TO DATE

Social Impact Fund

The Social Impact Fund (SIF) was established to support students in advancing their ideas into action.

91

Ventures funded

\$205,600

Total awarded from SIF

Students Supported

220

Social Innovators
In Training

197

Workplace Innovation
Program

45

Indigenous
Entrepreneurship

GreenHouse and the Sustainable Development Goals

The UN's Sustainable Development Goals (SDGs) are set in place to help the world move towards a more just society. Below are the Sustainable Development goals and the number of GreenHouse ventures contributing towards those goals. We use the SDGs to understand how the collective actions of GreenHouse ventures contribute towards solving pressing challenges and building a better future.



25th SOCIAL IMPACT SHOWCASE

March 24, 2022

6
ventures
funded

\$19,900
awarded



**PEOPLE'S CHOICE
WINNER:**



**A Barefoot Solution to
the Water Crisis**
(+\$1000)

\$6,000

Pluriversity - Leadership training for Indigenous youth in India to become climate justice advocates

\$5,600

A Barefoot Solution to the Water Crisis - An Indigenous-led approach to train women in First Nations communities in water treatment plant operation and decision-making

\$3,300

ConnectMe - Connecting newcomers in Canada with a diverse range of coaches of the same cultural background.

\$2,000

Drop Point Waste Solutions - Addressing excess waste in high-density residential buildings

\$1,500

Nurture - Nurturing positive mental health among youth by making Waterloo a sustainable food forest

\$1,500

GrassRoots - A digital tool for volunteer mentorship and growth for community organizers

ALUMNI SPOTLIGHT



Top 50 National Changemaker Award

Hannah Sennik, Workplace Innovation Program

Hannah Sennik (BASc '19), a St. Paul's GreenHouse alumna has been recognized as one of Canada's Top 50 Changemakers for her work on her venture, Rekammend. Rekammend was conceptualized and founded by a team of four Systems Design Engineering students. Their team created, řeka, a word-retrieval app for users with aphasia. Hannah's impactful work with Rekammend started at GreenHouse with her experience in the Workplace Innovation Program.

Learn more: <https://uwaterloo.ca/stpauls/news/celebrating-hannah-senniks-top-50-national-changemaker-award>



Canada SDG Youth Award

Transition Space, Workplace Innovation Program

A team of Workplace Innovation alumni has been recognized with a Canada SDG Youth Award in the 'Community Health and Wellbeing' category for their work on their venture, Transition Space. Transition Space is an online platform that presents relevant and valuable resources for all adults navigating Ontario's disability services, including independent living, financial planning and healthcare services.

Learn more: <https://uwaterloo.ca/stpauls/news/greenhouse-supported-venture-transition-space-recognized>



GreenHouse alumni accepted into NEXT36

HaoHao Du and Keith Cleland

HaoHao Du, founder of iContribute, partnered with his long time friend from highschool and current University of Waterloo student, Mesha Naidoo-Edwarson, to develop their venture, an app rooted in volunteerism and student success. HaoHao is one of two GreenHouse students who have been selected to join 34 other young entrepreneurs from across Canada to take part in the 2022 cohort of the NEXT36 program.

HaoHao will be joined in the 2022 NEXT36 cohort by fellow GreenHouse student and University of Waterloo Masters candidate, Keith Cleland. Keith won big at the Fall 2021 Social Impact Showcase, bringing home \$7,500 for his venture, Aqua-Cell Energy, which provides low-cost solar energy storage for small businesses.

Learn more: <https://uwaterloo.ca/stpauls/news/greenhouse-alumni-accepted-next36>

NEXT36

What Our Students Have to Say

Testimonials



"I have always been very passionate about social innovation and making an impact on the world around me. GreenHouse has allowed me to pursue that passion through my venture by providing me with the tools, guidance, and resources to be able to get started! I am very grateful that I was able to become a part of this community this term as I have been continuously challenged, inspired, and excited throughout this entire process and am looking forward to seeing what my future with GreenHouse has in store!"

**- Neha Lalany, Innovate Consulting
Accounting and Financial Management**



"Throughout this journey, GreenHouse has been critical in overcoming my own self-doubt—that my idea won't work, or that I'm not the right person to do this, or that I shouldn't make people believe in me because then there's the risk of letting everyone down. Now, when those thoughts intrude, I hear Tania's voice saying "If you're nervous, it means you care," and I find the courage to keep going with my project."

**- Julia Baribeau, A Barefoot Solution to the Water Crisis
Mechatronics Engineering**



"GreenHouse is an incredible organization to work with. The dedication and enthusiasm of its staff make this a truly exceptional place to grow your venture. After working with the phenomenal coaches from GreenHouse, I feel confident that my project has a better chance than ever to develop into a venture that I can be proud of."

**- Joan Arrow, GrassRoots
Quantum Computing and Mathematics**



"From my experience, the GreenHouse program has been a catalyst in driving ideas and concepts into real world action. During my initial participation in this program back in spring 2021, I have had the opportunity to begin learning valuable skills and building the mindset required to become a successful social entrepreneur. I am extremely grateful for the opportunity and mentorship which the GreenHouse community has provided me."

**- Justin Succar, Drop Point Waste Solutions
Environment, Resources, and Sustainability**



"With constant support from the GreenHouse team, we were able to overcome our fear of failure and start building up the initial scheme of the product and understand the idea's potential in the real world. Throughout the program, we were connected to professionals through the GreenHouse network and we could gain a lot of great insights in regards to our business idea. After spending almost three months at GreenHouse, now we have goals and a clear path to move forward."

**- Delaram and Parmiss, ConnectMe
Business, Entrepreneurship, and Technology**

Our Supporters

Thank you to the Hallman Foundation, Canada Service Corps and the Business Higher Education Roundtable for supporting our programs. We also want to extend a special appreciation to our community of donors that contributes towards the Social Impact Fund and helps our students grow.



LYLE S. HALLMAN
FOUNDATION



Our Team



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Director



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Wylie-Toal**

Partnership
Development Lead



**Katie
Heggveit**

Workplace
Innovation Manager



**Jacob
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Manager, Indigenous
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**Isra
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GreenHouse

purpose • action • impact

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