

ESG

An initiative of
tGELF

Entrepreneurship Sports Generation

Entrepreneurship as Sport™

Impact Report 2021

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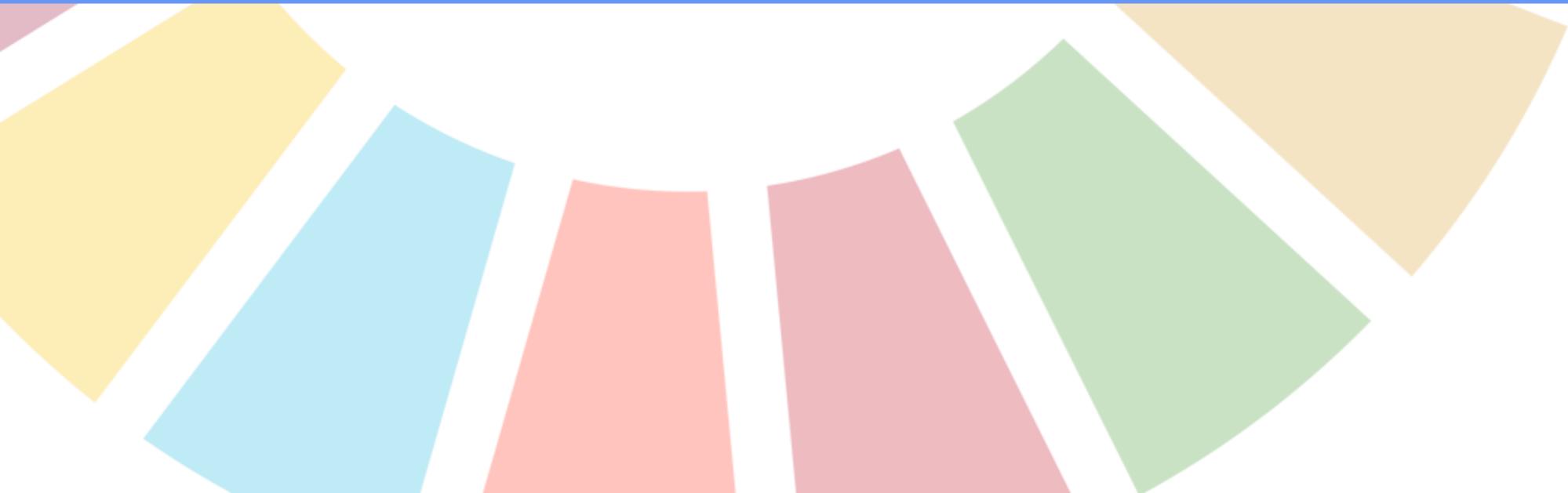
ESG 2021 Global Finals

ESG 2021 in News & Media

ESG Youth



The Global Education & Leadership Foundation (tGELF) Entrepreneurship Initiatives



tGELF Entrepreneurship Initiatives



2008 - Present

SKILLD

tGELF's teacher driven model for students between 10-18 years of age aims to imbue 21st century leadership and entrepreneurship skills through an interactive, progressive and engaging curriculum. Our unique grade 6-12 curriculum is designed in collaboration with Harvard University and Columbia University, USA.

3 million+
Students Impacted



2016 - Present

Global Citizen India

A youth-led platform where we brought together corporate heads, performers, political and faith leaders to create impact. We raised USD6.38bn to finance projects focused on the United Nations Sustainable Development Goals.

\$ 6.3 Billion
Raised



2017

Global Entrepreneurship Summit

We partnered with the U.S Department of State and NITI Aayog, Government of India and helped organise the Summit that focused on creating jobs, increasing productivity, and improving the quality of life for people across the world.

15k
Attendees



2018

Shuruat Bus

A journey through schools and colleges across India to promote inclusive innovation, rekindle entrepreneurial spirit and empower citizens to become job creators.

200k
Youth Impacted



2019 - Present

Entrepreneurship World Cup

The Entrepreneurship World Cup started out as an idea and now supports entrepreneurs globally. It is co-created by MiSK Foundation, Global Entrepreneurship Network and tGELF.

200
Countries Reached



2020 - Present

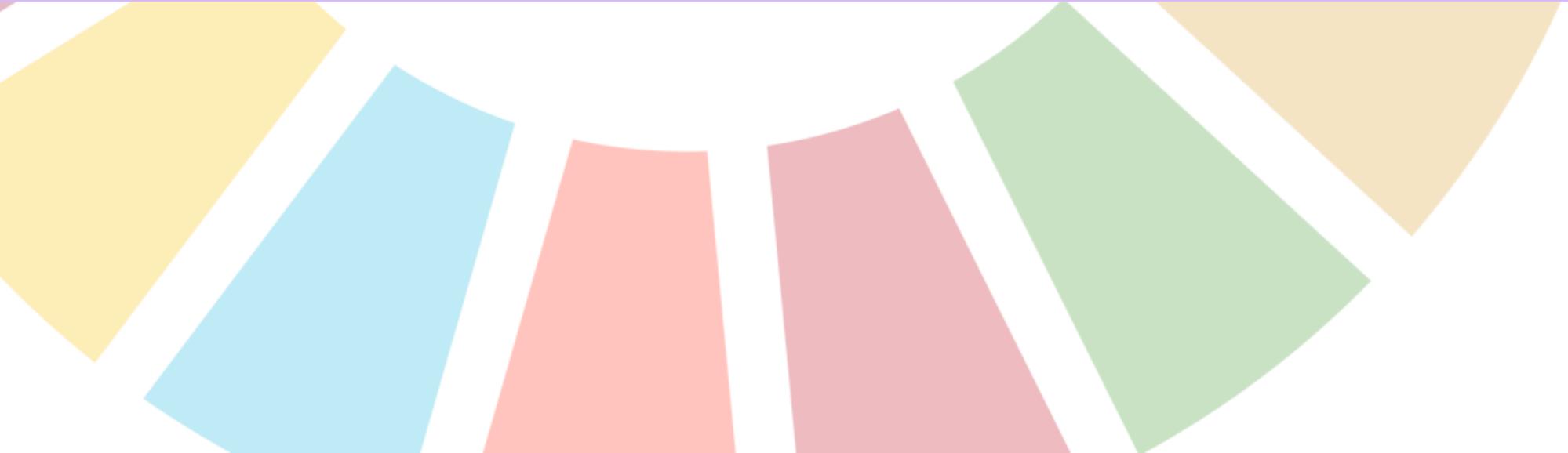
Entrepreneurship Sports Generation

Our flagship initiative launched in 2020, Entrepreneurship Sports Generation (ESG) is a one-of-a-kind global, sportified tournament for conscious entrepreneurship.

600k
Applications



ESG OVERVIEW



From Our Executive Chairman



Shiv Khemka

Executive Chairman, tGELF

“

The world faces many great challenges, the climate crisis, economic, social, and gender inequality, extreme poverty, mass unemployment, growing numbers of refugees - the challenges seem daunting. But, the United Nations 17 sustainable development goals focus us on the challenges we need to address and have laid out a roadmap for us to try and address these issues. The question really is "how do we do it?"

We believe at tGELF that entrepreneurs and an entrepreneurial mindset can help solve these problems. So, our mission is that using the metaphor of sports and all the inclusivity and all the fun that it implies, to activate and connect entrepreneurship ecosystems globally, to identify and support conscious entrepreneurs to help build a sustainable and equitable future for all.

The Entrepreneurship Sports Generations wants us all to reimagine entrepreneurship as a sport. Last year over 300,000 entrepreneurs from 195 countries took on this challenge, and this year we've had over 600,000 entrepreneurs join the movement and we have curated over half a billion dollars of reward. Our partners such as United Nations Young President's Organization, Forbes, One Valley, Junior Achievement, Female Quotient, and many others have really helped us in this journey, and we have hundreds of partners joining the movement to really lead this solution to trying to deal at scale with the problems that confront us. The Global Goals are the world's To-Do list and we are the accelerator to the world's to-do list. We are very excited about 2021 and we look forward to 2022 when we hope we will be able to have not only virtual events but physical events as well.

”

ESG Entrepreneurship Sports Generation

Entrepreneurship Sports Generation (ESG) is envisioned as a-one-of-a-kind global movement that aims to reimagine entrepreneurship as sport. This movement focuses on advancing the United Nations Sustainable Development Goals by fostering conscious entrepreneurship.

We have adopted the 17 UN Sustainable Development Goals in all our partnerships and projects, paving the way towards a sustainable future as Global Accelerators to the World's To Do List



THE GLOBAL GOALS
For Sustainable Development

#WORLDSTODOLIST



United to launch 'The World's To-Do List' campaign in support of UN Global Goals

An initiative supported by the United Nations
launched in 2021 during the 76th UN General Assembly

Leading companies including Unilever, Google, Reckitt, Mars, Diageo and DPDgroup launch
World's To-Do List campaign with Project Everyone in support of the UN's Sustainable
Development Goals (Global Goals)



The ESG 2021 Virtual Stadium



Entrepreneurship has emerged as one of the biggest drivers of job creation

1
Billion
Jobs need reskilling by 2030

Source:
OECD

700
Million
Population growth by 2030

Source:
UN 2019

250
Million
Global employment in 2022 due to Covid-19

Source:
International Labor Organization, 2021

150
Million
People pushed to extreme poverty due to COVID-19

Source:
World Bank 2020

\$3.7
Trillion
Global Income Labour Loss in 2020

Source:
International Labor Organization, 2021

As we tackle the UN SDGs, Job Creation will remain one of the world's biggest challenges with the need to create more than 1 billion jobs over the next decade.



Percentage of UN SDGs Represented in ESG 2021 Applications

ESG is a platform where entrepreneurs can advance the United Nations Sustainable Development Goals

Entrepreneurs create jobs at **TWICE** the rate of established companies.
 Source: Ernst & Young, 2016

97%

jobs in emerging markets are contributed by SMEs
 Source: World Economic Forum, 2016

ESG seeks to provide the most promising startups with a platform to unleash their potential and achieve global scale and to build a community of ethical and purpose driven leaders globally.



Source: Primary Data

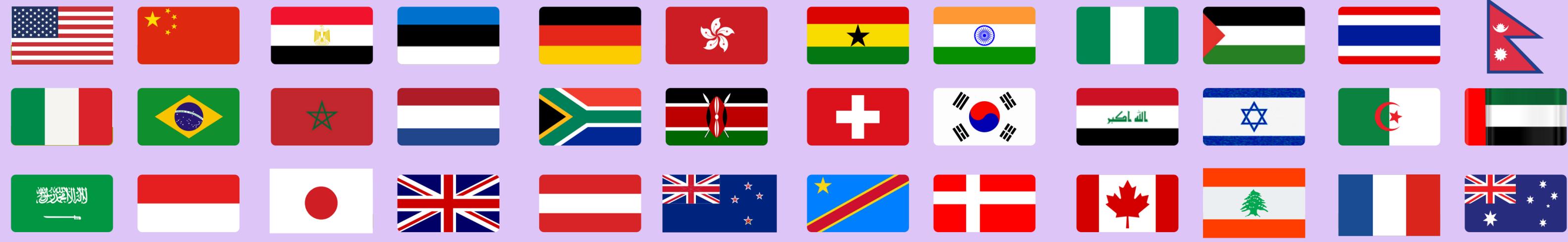
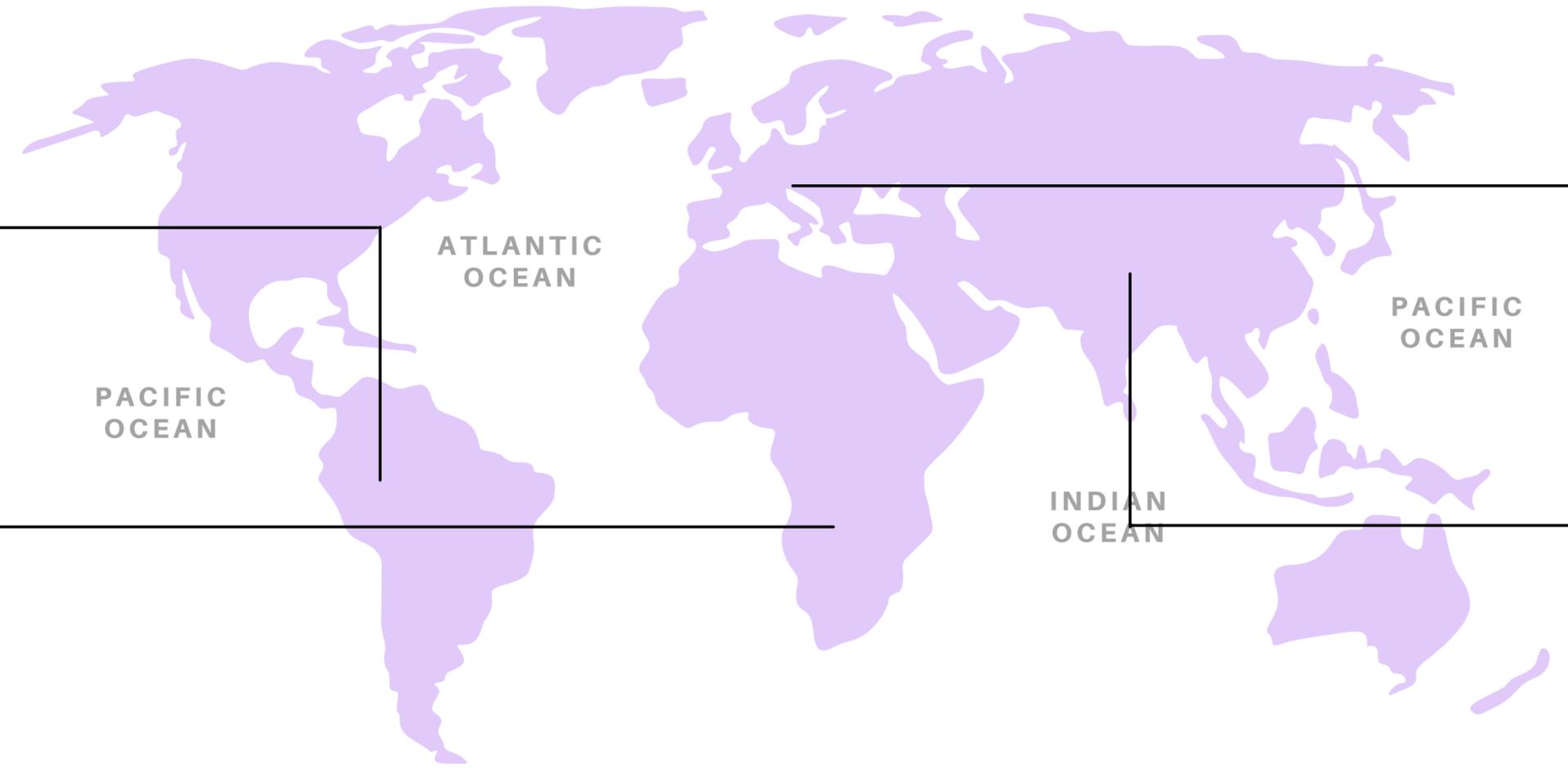
International Footprint

America Confederations

Europe Confederations

Africa Confederations

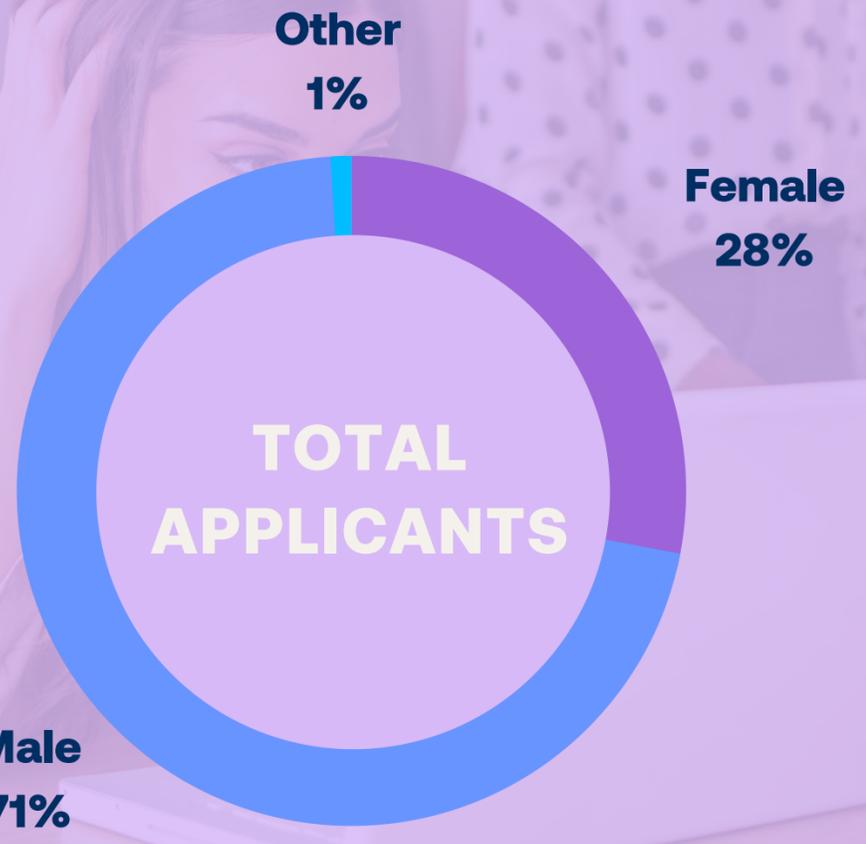
Asia Confederations



Gender Diversity at ESG 2021

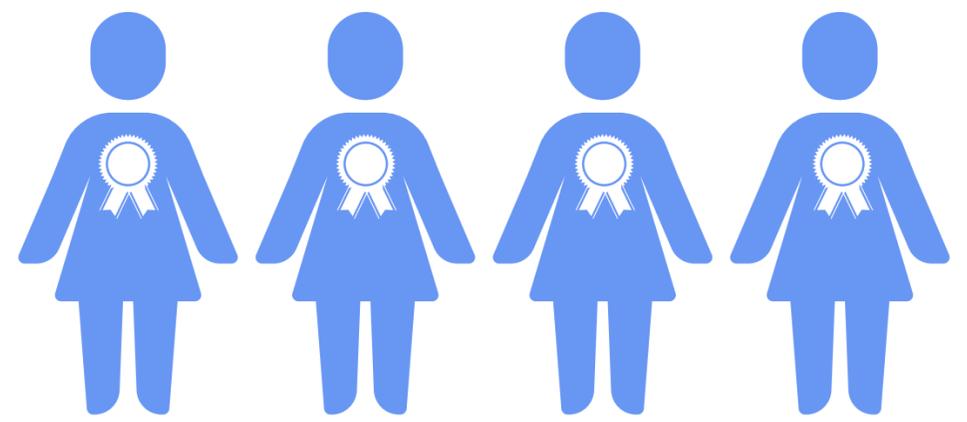
28%

Female Applicants



4

Top Female Winners



33%

Female Global Finalists

Gender Diversity at ESG 2021

ESG 2021
Growth Stage
Gold Medal Winner



DR. ANITA GOEL
Chairman & CEO,
Nanobiosym



ESG 2021
Early Stage
Silver Medal Winner



MAJBRIIT BYSKOV
Co-Founder & COO,
Alver



ESG 2021
Growth Stage
Silver Medal Winner



MELISSA MCCOOL
Vice President of Clinical,
Ellipsis Health



ESG 2021
Social Track
Gold Medal Winner



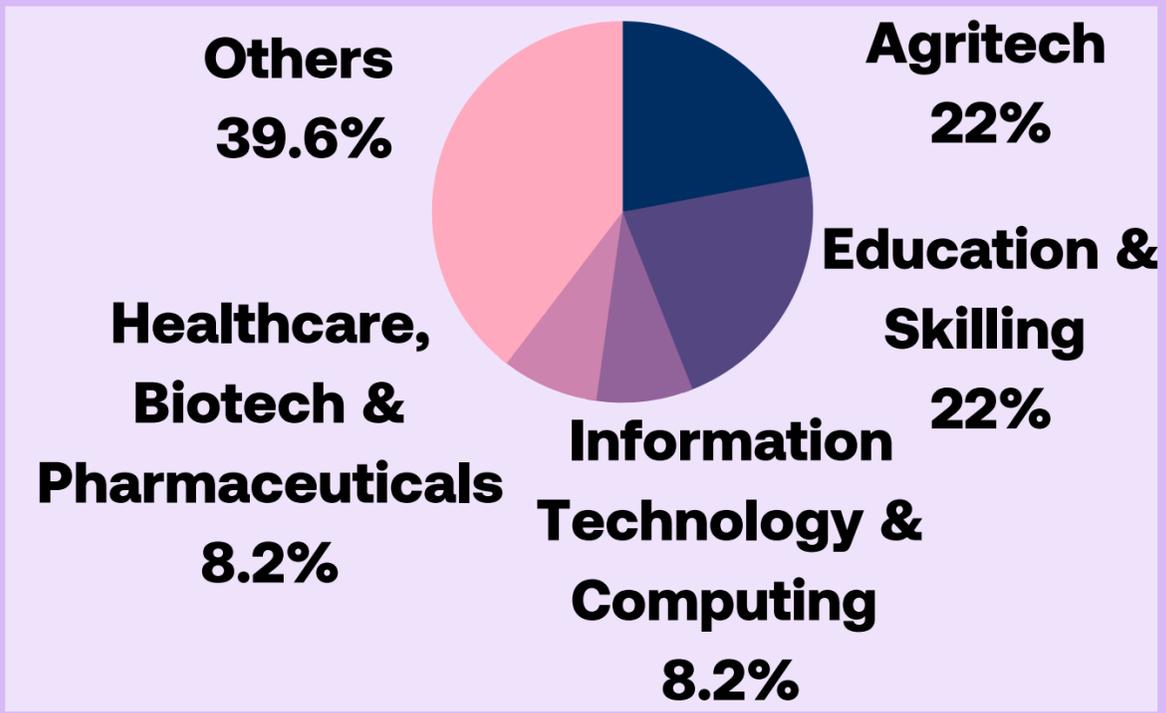
SABRINA VETTORI
Co-Founder and CEO,
Edama



Industries Represented in ESG 2021

More than 31 industries represented

> 31



Education & Skilling	IT & Computing	Power Generation & Environment	Arts & Media	Communication & Entertainment	Citizen Services
Cognitive Solutions	Data Analytics	Computing	Machine Learning	Genetic Engineering	Electronics & Semi-conductors
Data Management	FMCG	Cyber Security	Web 3.0	Telecommunication	Industry 4.0
Governance Services	Insurance & Finance	Banking Solutions	Agriculture & Agritech	Aerospace & Defense	Open Process Automation
Edge Computing	Blockchain	Commerce & Retail	Automobile & Components	Carbon Neutral Systems	Hybrid Cloud Computing
Supply Chain Management	Explainable AI	Multisensory Systems	Consulting & Advisory	Fashion & Luxury Goods	Neuromorphic

Source: Primary Data

ESG 2021 Global Pool

21

Enterprises

11

Countries

13

Industry Sectors

17

UN SDGs





The ESG Journey



The ESG Ecosystem



2020

300,000+
Entrepreneurs

190+
Countries

US\$ 300 mn
Worth of rewards

2021

600,000+
Entrepreneurs

190+
Countries

US\$ 600 mn
Worth of rewards

Journey to the Global Finals

City / National Competitions
Oct. 30 - Nov. 13, 2021

Confederation Finals
Nov. 15 - Nov. 16, 2021

Global Finals
Dec. 26, 2021



ESG Features



GLOBAL SCOPE

ESG will tap into, and build the entrepreneurial spirit around the world to solve the most pressing challenges confronting the planet.



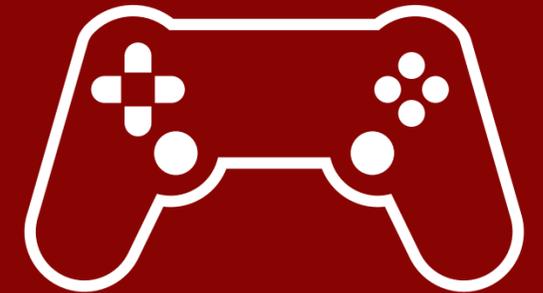
TOURNAMENT STYLE COMPETITIONS

A multi-tiered competition with the city, national, confederation, and global finals. The competitors will face each other in knockout rounds throughout the competition, to have the honor of representing their countries in the confederation and/or global finals.



HYBRID EXPERIENCE

For the past two years ESG has been designed as a virtual program from the user-friendly application portal to a custom-designed world-class event platform, and multi-million dollar rewards. tGELF, and our partners have planned a memorable journey for the startups and our global audiences.



GAMIFIED FORMAT

ESG will engage participants, jury members, franchise-owners and audience members in an interactive experience.

Exceptional Rewards Program Curated for Entrepreneurs

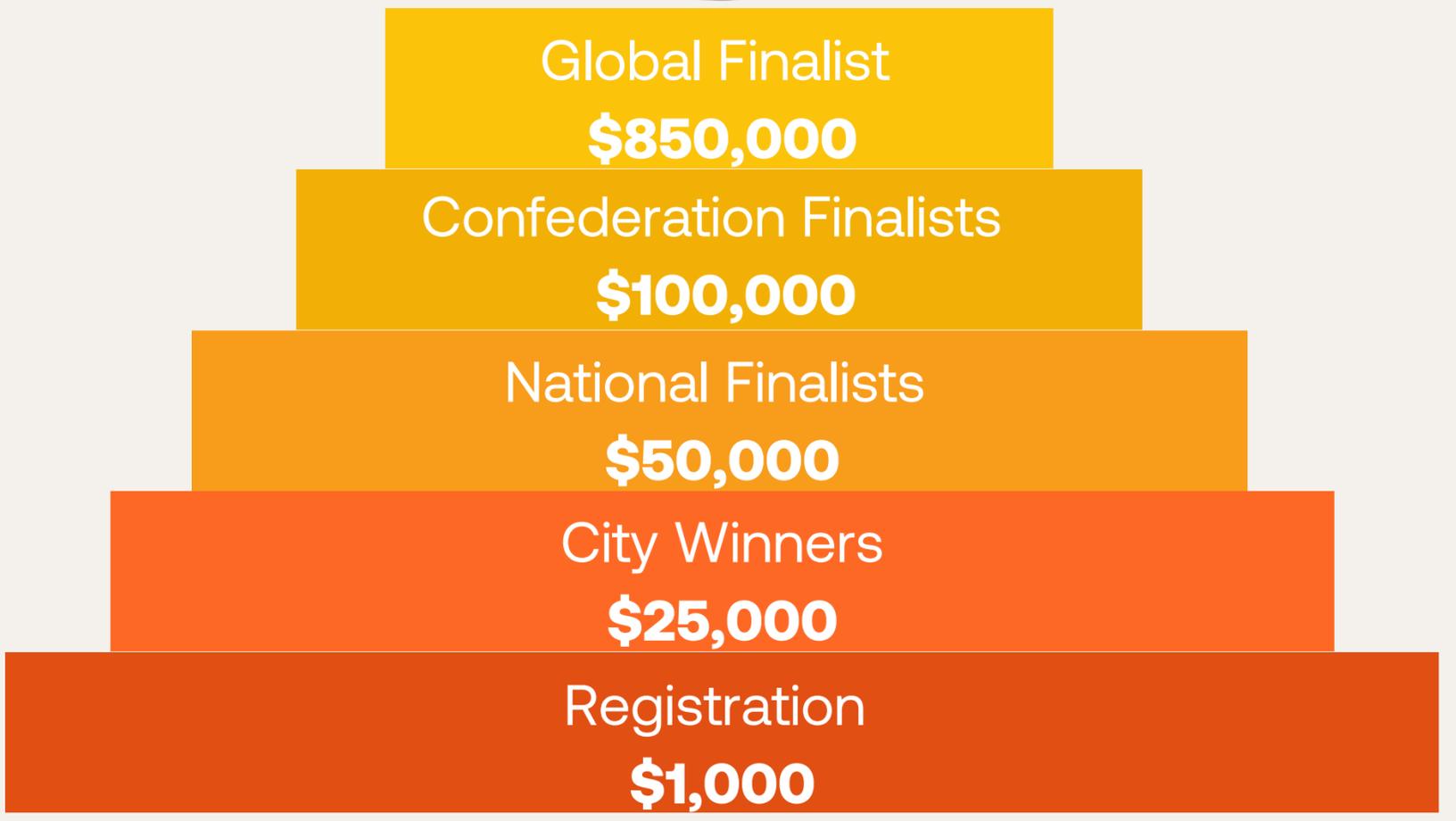


Opportunity to win from a bouquet of exclusive rewards provided by ESG.



Every participant wins!

Over USD 600mn in Perks and Rewards Over 1000 VC Firms Participating



Perks and Benefits

Invest in
the Future

Investment Simulation
Game

Meet the best
Global
Entrepreneurs

Learn
as you compete

Special access to
interesting courses

Engage in a sports
and Entertainment
league format

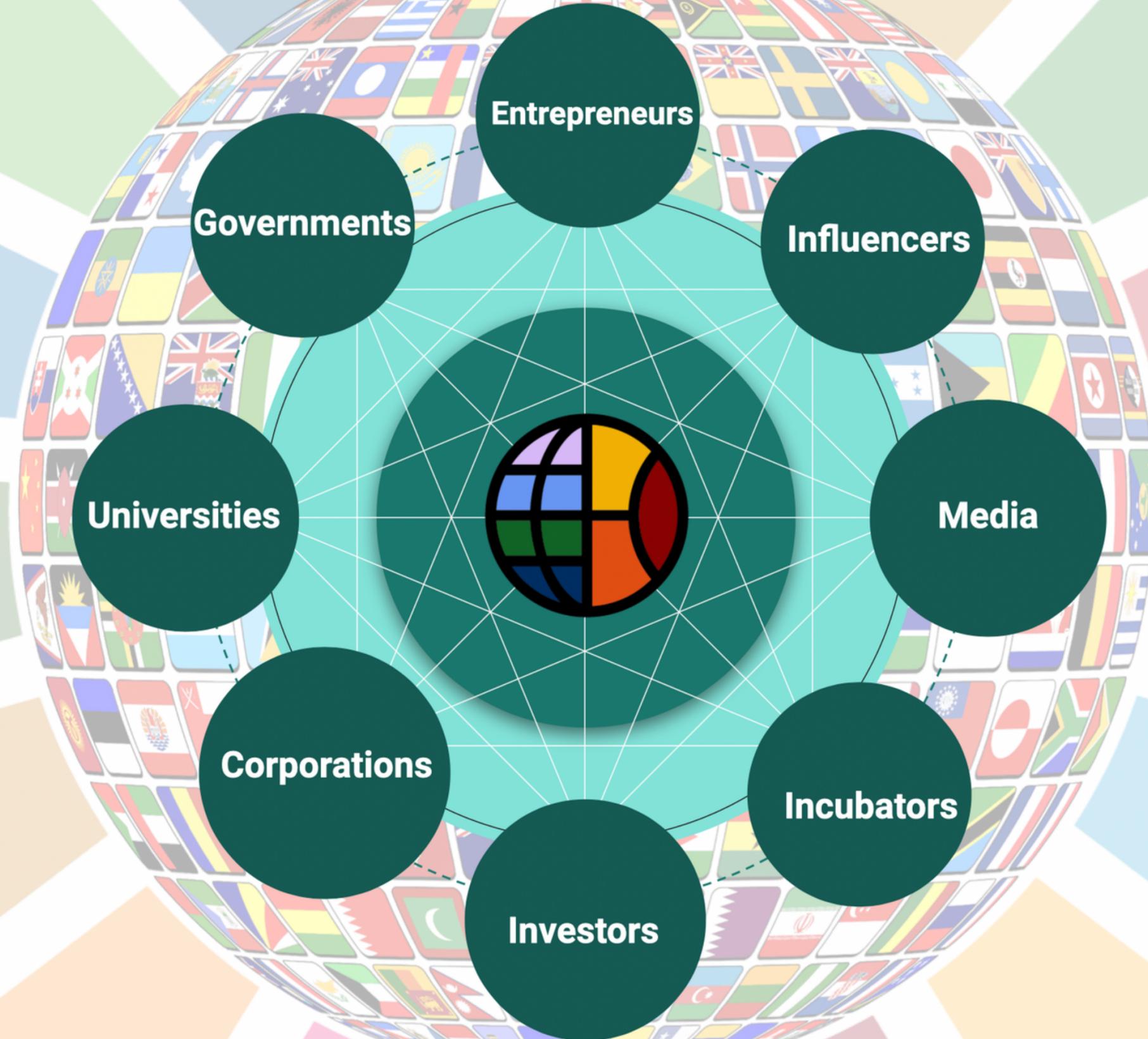
Build Global
Networks



The ESG Ecosystem

The ESG Ecosystem

Access
Support
Investment



Scale
Collaboration
Sustainability

ESG 2021 Global Finals



Global Finals Top 15

Startups

Early, Growth & Late Stage | Social Enterprises

TO DO
7. Supply clean energy for all
#WORLDSTODOLIST

TRANSMUTEX
Reinventing Nuclear Energy from the First Principles

TO DO
15. Protect life on land
#WORLDSTODOLIST

ALVER
The Most Sustainable Protein on the Planet- Golden Chlorella

TO DO
3. Deliver good health for all
#WORLDSTODOLIST

ZENKLUB
Mental health is Organizational Growth

TO DO
10. Fight inequality
#WORLDSTODOLIST

ELLIPSIS HEALTH
Quantifying Anxiety and Depression Severity Through Speech

TO DO
9. Support sustainable infrastructure & innovation
#WORLDSTODOLIST

SALUBATA
Recycling Plastic Waste to Customizable Shoes

TO DO
9. Support sustainable infrastructure & innovation
#WORLDSTODOLIST

AGNIKUL
Bringing Space within Everyone's Reach

TO DO
13. Tackle the climate crisis
#WORLDSTODOLIST

GREEN MONDAY
Plant-Based Pork Substitute Products and Frozen Meals

TO DO
2. End world hunger
#WORLDSTODOLIST

TWIGA FOODS
Simplifying the Supply Chain between Fresh Food Producers

TO DO
13. Tackle the climate crisis
#WORLDSTODOLIST

MONARCH TRACTORS
Making Sustainable Farming Economically Superior

TO DO
11. Make cities sustainable
#WORLDSTODOLIST

EDAMA ORGANIC SOLUTIONS
Organic Waste Recycling Solutions

TO DO
12. Create a waste free world
#WORLDSTODOLIST

SUPERBIN
Developing AI and Robotics Technology to Solve the Urban Waste Problem

TO DO
11. Make cities sustainable
#WORLDSTODOLIST

SOLCOLD
Harnessing the Sun to Make Things Cooler Rather Than Warmer

TO DO
3. Deliver good health for all
#WORLDSTODOLIST

NANOBIOSYM
Creating Breakthrough Technologies from the Convergence of Physics, Nanotechnology and Biomedicine

TO DO
9. Support sustainable infrastructure & innovation
#WORLDSTODOLIST

WAYRAY
Simplifying the Supply Chain between Fresh Food Producers

TO DO
17. Get everyone involved in The World's To Do List
#WORLDSTODOLIST

A WORLD IN SUPPORT OF ACT NOW
An app guiding you towards living sustainably

Global Finals: Tournament Style Competition

Knockout Round

Startups pitch virtually for 3 mins and answer questions asked by a panel of judges.

Startups are randomly paired against each other.

Early Stage

GENEVA EAGLES VS **TEL AVIV LEOPARDS**

Transmutex   SolCold

Early Stage

FRIBOURG FOXES VS **SÃO PAULO JAGUARS**

Alver   ZenKlub

Growth Stage

NEW YORK BEARS VS **SEOUL TIGERS**

Nanobisym   Superbin

Growth Stage

BENGALURU ELEPHANTS VS **SAN FRANCISCO COUGARS**

AgniKul   Ellipsis Health

Late Stage

ZURICH CHAMOIS VS **PALO ALTO PUMAS**

WayRay   Monarch Tractor

Late Stage

NAIROBI LIONS VS **HONG KONG DOLPHINS**

Twiga Foods   Green Monday

Global Finals: Tournament Style Competition

Spotlight Round

Startups undergo a live Q&A by a panel of esteemed judges.

alver 



MAJBRIITT BYSKOV BRIDGES
Founder

YEAR FOUNDED: 2017
SECTOR: Food Tech
INDUSTRY: Food Processing
TECHNOLOGY: Micro Algae Fermentation
FUNDS INVESTED: 4.4mn
REVENUE: <USD 15mn
UN SDGs: 

Early Stage

ellipsis HEALTH 



Dr. MICHAEL ARATOW
Co-Founder

YEAR FOUNDED: 2017
SECTOR: Health & Well-being
INDUSTRY: Mental Health
TECHNOLOGY: Information Technology, AI
FUNDS INVESTED: 30mn
REVENUE: USD 15mn - USD 70mn
UN SDGs: 

Growth Stage

MONARCH 



PRAVEEN PENMETSА
Co-Founder & CEO

YEAR FOUNDED: 2017
SECTOR: Agri Tech
INDUSTRY: Ag Tech, Electric Vehicle, Farming
TECHNOLOGY: Artificial Intelligence
FUNDS INVESTED: 81mn
REVENUE: >USD 70mn
UN SDGs: 

Late Stage

SoiCold 



YARON SHENHAV
Co-Founder & CEO

YEAR FOUNDED: 2016
SECTOR: Advanced Materials
INDUSTRY:
TECHNOLOGY:
FUNDS INVESTED: <USD 15mn
REVENUE:
UN SDGs: 

Early Stage

NANOBIOSYM 



Dr. ANITA GOEL
Chairman & CEO

YEAR FOUNDED: 2004
SECTOR: Health Tech
INDUSTRY: Genetics, Nanotechnology, Healthcare
TECHNOLOGY:
FUNDS INVESTED: USD 15mn-USD 70mn
REVENUE:
UN SDGs: 

Growth Stage

green monday 



DAVID YEUNG
Co-Founder & CEO

YEAR FOUNDED: 2017
SECTOR: Food Tech
INDUSTRY: Plant based meat
TECHNOLOGY:
FUNDS INVESTED: >USD 70mn
REVENUE:
UN SDGs: 

Late Stage



ESG 2021 Global Finalist

Alver

Representing Fribourg Foxes

Stage	▶	Early
Sector	▶	Food Tech
Country	▶	Switzerland
Industry	▶	Food Processing
Technology Focus	▶	Micro Algae Fermentation
Annual Revenue	▶	< USD 15mn
UN SDG Focus	▶	2, 3, 5, 9,11, 12, 13, 14, 15



Microorganisms are the next frontier of alternative protein and Alver® will lead the way. Alver's Golden Chlorella microalgae are disruptive as it is UNIQUELY naturally neutral in taste and colour, making them easy to incorporate into everyday foods. It is rich in zinc, magnesium, vitamin B, omegas, and carotenoids and has a full amino acid profile. Alver has developed a range of High Protein Vegan Superfoods including pasta, granola, bars, soups and protein powders which are sold throughout Europe. Alver also offers their unique Golden Chlorella and Diamond Chlorella as a functional ingredients. Alver Chlorella is not only highly nutritious but also has excellent binding, gelling and emulsifying properties, perfect for dairy and meat applications.

ESG 2021 Global Finalist

Transmutex

Representing Geneva Eagles



Stage	▶	Early
Sector	▶	Nuclear Energy
Country	▶	Switzerland
Industry	▶	Nuclear, Renewable Energy
Technology Focus	▶	Carbon Free Energy
Annual Revenue	▶	< USD 15mn
UN SDG Focus	▶	7, 11, 12, 13



Based on the innovative combination of particle accelerators and fuel based on existing long-lived radioactive waste, Transmutex is developing a breakthrough energy process that will be inherently safe, will reduce the stockpile of long-lived waste, and is resistant to military proliferation, and will be cost-competitive.



ESG 2021 Global Finalist

Zenklub

Representing Sao Paulo Jaguars



Stage	▶	Early
Sector	▶	Health & Wellbeing
Country	▶	Brazil
Industry	▶	Mental Health
Technology Focus	▶	Data Driven Transformation
Annual Revenue	▶	< USD 15mn
UN SDG Focus	▶	3,4,8



Zenklub is Brazil’s leading emotional health platform. We empower employers, individuals and professionals with technology & data to enable a personalized and effective emotional health journey. Zenklub’s platform gives direct consumers (and increasingly corporates, to provide for their employees) mental wellness support in the form of personalised content and training tools. Users can also book online appointments with over 800 coaches, psychologists and therapists.





Stage	▶	Growth
Sector	▶	Health & Wellbeing
Country	▶	USA
Industry	▶	Mental Health
Technology Focus	▶	Information Technology, Artificial Intelligence
Annual Revenue	▶	USD 15mn - USD 70mn
UN SDG Focus	▶	3,4,5, 8,9,10

Click on the image or logo to know more about the startup

ESG 2021 Global Finalist

Ellipsis Health
Representing San Francisco Cougars



Ellipsis Health is a growing start-up developing affective computing for existing patient/care team interactions to create a real-time, behavioural health vital sign for each patient. It provides a simple, cost-effective way for health systems to continually screen their patient population for conditions such as depression and get patients the support they need.

It analyzes acoustics and words in a natural speech to quantify depression and anxiety severity.





ESG 2021 Global Finalist

Superbin

Representing Seoul Tigers

Stage	▶	Growth
Sector	▶	Waste Management
Country	▶	South Korea
Industry	▶	Waste Management
Technology Focus	▶	Artificial Intelligence
Annual Revenue	▶	USD 15mn - USD 70mn
UN SDG Focus	▶	1,9, 11, 12, 13, 14, 15



SuperBin is the company developing 'artificial intelligence' and 'robotics' technology to solve the urban waste problem and share the value of recycled resources with the social community. It uses AI to create a culture where our society can share and practice the value of circulating resources. SuperBin ultimately aims to build a digital information system that can define all household waste using artificial intelligence and sensors.



ESG 2021 Global Finalist

Agnikul

Representing Bangalore Elephants

Stage	▶	Growth
Sector	▶	Space Tech
Country	▶	India
Industry	▶	Space Tech, Aerospace
Technology Focus	▶	Nanotechnology, 3D Printing
Annual Revenue	▶	USD 15mn - USD 70mn
UN SDG Focus	▶	9



Going to space shouldn't be the hardest part of utilizing, living in or working from space. So, why not design & build a product that makes the earth-to-space journey as simple, as quick and as affordable as possible? Agnibaan is a highly customizable, 2 stage launch vehicle. Capable of taking up to 100 kg to orbits around 700 km high, Agnibaan can access both low and high inclination orbits and is completely mobile - designed for accessing more than 10 launch ports.



Stage	▶	Late
Sector	▶	Agri Tech
Country	▶	India
Industry	▶	Agri Tech, Electric Vehicle, Farming
Technology Focus	▶	Artificial Intelligence
Annual Revenue	▶	> USD 70mn
UN SDG Focus	▶	2,3,7,8, 12, 13

Click on the image or logo to know more about the startup

ESG 2021 Global Finalist

Monarch Tractor
Representing Palo Alto Pumas



Monarch Tractor offers a platform that combines mechanization, automation, and data analysis to enhance farmer's existing operations. Labor shortages, climate change, and food safety concerns create a multitude of challenges for farmers. Monarch Tractor provides a farmer-first approach to innovation, making each decision with the end-user and their biggest challenges in mind. Company's dedication to solutions for the farmer also means healthier solutions for the planet, the consumer, and the global food ecosystem.



Stage	▶	Late
Sector	▶	Agriculture Supply Chain & Marketplaces
Country	▶	Kenya
Industry	▶	Agriculture, E-Commerce, Marketplace
Technology Focus	▶	Supply Chain Management
Annual Revenue	▶	> USD 70mn
UN SDG Focus	▶	2, 3, 9, 12

Click on the image or logo to know more about the startup

ESG 2021 Global Finalist

Twiga Foods
Representing Nairobi Lions



Twiga is building the future of retail in Africa through a B2B e-commerce platform, anchored on affordable access to food and grocery across urban cities. Twiga creates an ecosystem for African retail, aggregating fragmented retail and offering everyday needs. Twiga simplifies the supply chain between fresh food producers, FMCG manufacturers and retailers through a B2B e-commerce platform. This removes the need for many intermediaries, significantly lowering the cost of food for consumers. Twiga has over 100,000 registered customers and delivers to 10,000 every day. By creating this closed ecosystem in this \$700bn industry in sub-Saharan Africa, Twiga aims to revolutionize African retail.





ESG 2021 Global Finalist

Way Ray

Representing Zurich Chamois

Stage	▶	Late
Sector	▶	Mobility
Country	▶	Switzerland
Industry	▶	Consumer Electronics, Navigation Media
Technology Focus	▶	Augmented Reality, Automotive
Annual Revenue	▶	> USD 70mn
UN SDG Focus	▶	8, 9



WayRay is an industrial deep-tech company that develops holographic AR technologies for vehicles of the future. WayRay aims to create a global platform — like an app store with bespoke content for drivers and passengers — that will reshape the whole mobility paradigm. Their holographic AR head-up displays for cars surpass any conventional HUD in its projection system volume, field of view, and distance to the virtual image. The display can be customized to meet the specific integration requirements of any car model. The AR user interface can be designed for both drivers and passengers, conventional vehicles and self-driving cars, consumers and businesses.



ESG 2021 Growth Stage Gold Medal Winner

Solcold

Representing Tel Aviv Leopards

Stage	▶	Early
Sector	▶	Advanced materials, Energy efficiency
Country	▶	Israel
Industry	▶	Manufacturing
Technology Focus	▶	Thermal Technology
Annual Revenue	▶	< USD 15mn
UN SDG Focus	▶	3, 7, 11, 13



The sun is our biggest source of light, warmth/heat as the sun rises, its radiation is absorbed and creates heat. The stronger the sun, the stronger the radiation, the hotter it gets. SolCold harnesses the sun's radiation, reversing this relationship from 'more radiation means more heat in our buildings', to a relationship of 'more radiation actually means less heat in our buildings. Solcold uses a technology that revolutionizes this relationship - with solcold: the stronger the sun, the cooler it gets. radiation from the sun means cooling off and not heating

up.

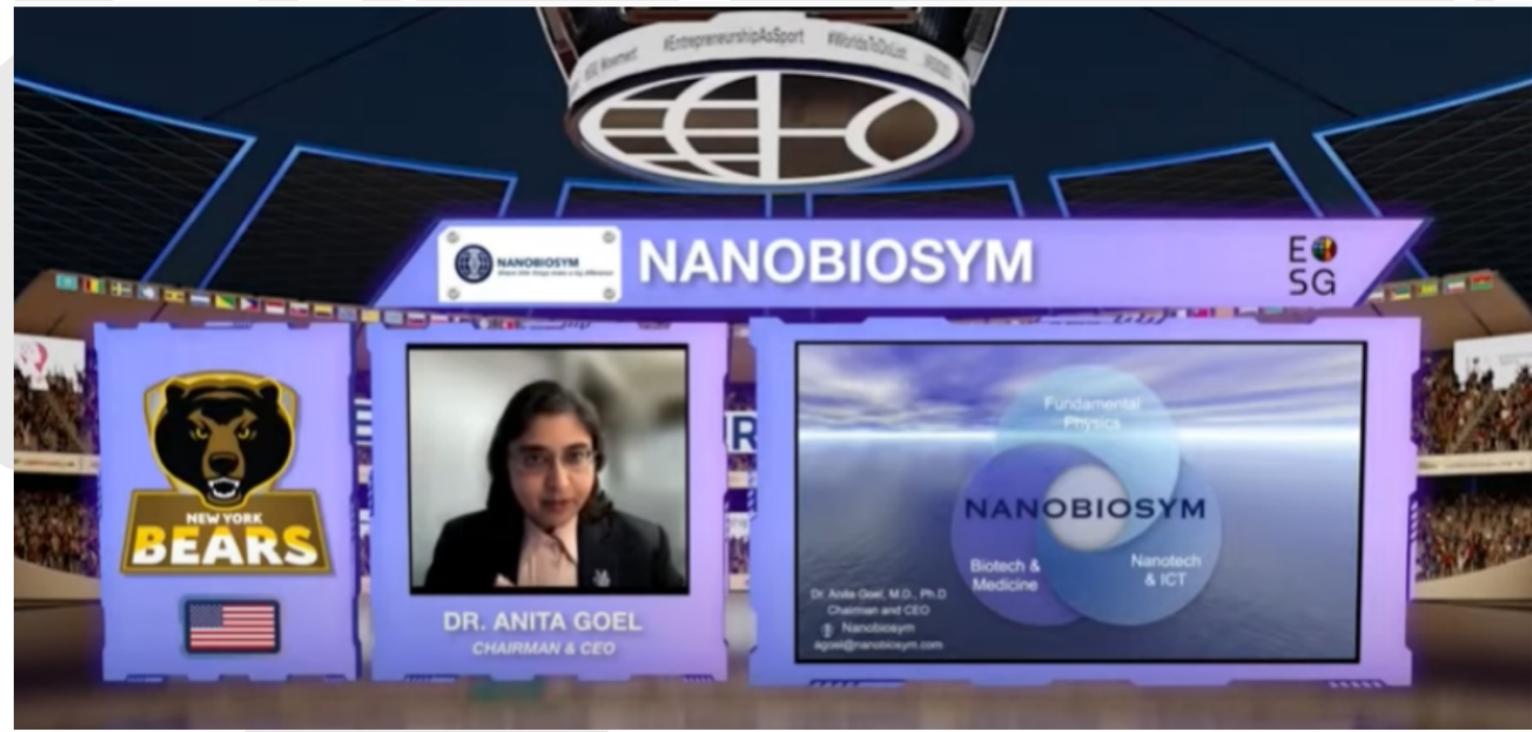


ESG 2021 Growth Stage Gold Medal Winner

Nanobiosym

Representing New York Bears

Stage	▶	Growth
Sector	▶	Health Tech
Country	▶	USA
Industry	▶	Genetics
Technology Focus	▶	Nanotechnology
Annual Revenue	▶	USD 15mn - USD 70mn
UN SDG Focus	▶	3, 9



Nanobiosym® Diagnostics (NBSDx) focuses on the commercialization of the Gene-RADAR®, a portable nanotechnology platform that can rapidly and accurately detect genetic fingerprints from any biological organism, empowering people worldwide with rapid, affordable, and portable diagnostic information about their own health. They are creating Breakthrough Technologies from the Convergence of Physics, Nanotechnology, and Biomedicine





Stage	▶	Late
Sector	▶	Food Tech
Country	▶	Hong Kong
Industry	▶	Plant based meat
Technology Focus	▶	Food Technology
Annual Revenue	▶	> USD 70mn
UN SDG Focus	▶	3, 12, 15

Click on the image or logo to know more about the startup

ESG 2021 Late Stage Gold Medal Winner

Green Monday
Representing Hong Kong Dolphins



The Green Monday platform is a multi-pronged social venture model aimed at shifting the public towards sustainable living. It is a manufacturer of plant-based pork substitute products and frozen meals and an operator of a chain of vegetarian-focused retail outlets and cafes. Green Monday champions the adoption of a plant-based diet for at least one day per week to combat climate change, food insecurity, public health crisis, planetary devastation, and animal suffering. Their mission is to construct a multi-faceted global ecosystem of the future food that combats climate change, food insecurity, public health crisis, planetary devastation, and animal suffering.

ESG 2021 Social Track Winner

AWorld (Italy)

AWORLD
IN SUPPORT OF
ACTNOW



AWorld is a platform and a social-gamified app created to guide and inspire people in taking tangible, everyday actions with quantifiable results. The AWorld Mission is to weave sustainability into everyday life. Showcasing its importance and impact in daily decisions and illuminating the way to a truly sustainable lifestyle. AWorld was selected as the official platform to support ACTNOW United Nations campaign for individual action on climate change and sustainability.

Stage	▶	Social Track
Sector	▶	Social Action
Country	▶	Italy
Industry	▶	Sustainability
Technology Focus	▶	Sustainable Development Goals
UN SDG Focus	▶	All 17

Click on the image or logo to know more about the startup

ESG 2021 Social Track Winner

Edama (Saudi Arabia)



Edama transforms organic waste into resources for desert agriculture. Their mission is to create a local circular economy that recycles organic waste into high-value products for desert agriculture, aligning social, environmental and economic targets set by Vision 2030 and the UN Sustainable Development Goals. Edama integrates the most advanced composting technologies with local needs and proprietary scientific know-how. Our recycling facilities set a precedent for the future of city-scale composting in arid environments, showcasing the integration of sustainable technology for the benefit of our communities and the environment.

Stage	▶	Social Track
Sector	▶	Waste Management
Country	▶	Saudi Arabia
Industry	▶	Waste Management, Circular Economy
Technology Focus	▶	AgriTech
UN SDG Focus	▶	2, 9, 11, 13, 15

Click on the image or logo to know more about the startup

ESG 2021 Social Track Winner

Salubata (Nigeria)



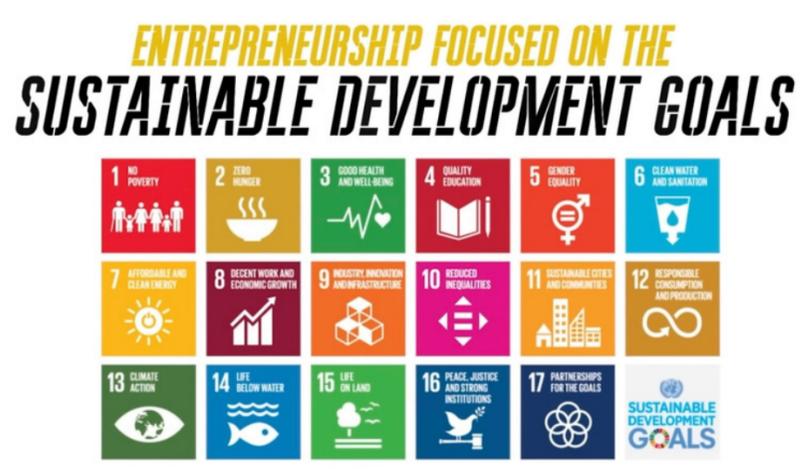
Salubata recycles plastic waste into customizable shoes. Currently occupying the niche of recycled plastic shoes that are customizable, their mission is to invent lifestyle technologies that help people and the planet.



Stage	▶	Social Track
Sector	▶	Waste Management
Country	▶	Nigeria
Industry	▶	Plastic Waste Management
Technology Focus	▶	Lifestyle Tech
UN SDG Focus	▶	9, 10, 13

Click on the image or logo to know more about the startup

ESG 2021 Global Finals in Pictures



ESG - The Movement



Ann Rosenberg

Director,
ESG

“Entrepreneurship Sports Generation 2021 is the accelerator to the world's to-do list. The world has big problems - the climate crisis, gender inequality, extreme poverty. Problems of this scale need big and innovative solutions. This is why Entrepreneurship is Key. The world's to-do list was announced at the 76th UN general assembling and at COP26 which recently took place in Glasgow. During the entire year, the focus has been on raising the net-zero and race resilience, and as we gathered at COP26 it was clear that only via a strong Entrepreneurship mindset we are able to build solutions that are scalable, accessible, and affordable for all. The Global Goals are the world's to-do list.”

”



Aileen McManamon

Founder and Managing partner
of 5T Sports Group

“We are excited to be partners of the Entrepreneur Sports Generation 2021 finals. The ESG 2021 is a great next level of competition for the winners of the sports at COP Global Sustainable Sports Hackathon that we held in Glasgow in November.” She believes that the game brings out the best in every competitor. “Entrepreneurs is working to advance the Sustainable development goals really deserves that same spotlight and cheers that we give to our very best athletes. And as you, the Entrepreneurs entering the arena today, remember that your fellow competitors aren’t rivals, they are peers working towards the same dream while they are also pushing you to bring your A-game” McManamom stated. According to Aileen, the unique aspect of this particular competition is that while there will be one win, there will be no losses.



Natalia Vega-Berry

Founder of The Global Brain
Foundation,
Executive producer of The Net
Zero World Campaign

“As you may already know that the entrepreneurial path is one of courage and passion. A mentor once told me that if we are passionate about something and work hard, everything eventually will fall into place. Failure usually occurs because people give up when they are not seeing the results they want immediately. If you are persistent you will see the result but if you give up after a month because you only have 100 social media followers for example that’s where your story ends. So, stay on your path and do the right thing because if you have the willpower, everything eventually happens.

Challenge yourselves for the world we really care about, take a risk, have a vision, and take action one day at a time because the world really needs us

From our Speakers



Gail Gallie

Co-founder
Global Goals Campaign

“We founded Global Goals Campaign so that we can achieve a world in which Global Goals are achieved. And we really believe in the goals as a framework about which we can all monitor progress. So, I was delighted when I heard about a competition which would unite thousands of entrepreneurs all using the goals as the framework to see how they can improve the state of the world. It is all in our interest that you succeed”



Cameron Saul

Co-Founder of BOTTLETOP,
Co-Creator of Together Band Campaign

“Entrepreneurship Sports Generation 2021, what an incredible platform for really supporting the best of ideas around the world for harnessing the power of entrepreneurship to tackle unprecedented challenges that we face. I want to say a huge congratulations to all of this year's ESG winners and again I want to encourage everybody to think about how we can tackle problems and really drive progress, change, and action in support of the 2030 agenda. This has to be the turn key for the impact.”



Aseem Kumar

Officiating Executive Director and
Head APRC, UN Global Compact, India

“This platform (ESG) is unique because it establishes entrepreneurship in sports in an entertainment format, highly engaging and this also inspires conscious entrepreneurs to give back and build back better. I'd like to congratulate all the winners of this year's ESG Global Finals and feel that they should participate with their best and put in their best foot forward so that they come back as winners although everyone who participates here is the winner”

From our Speakers



Majken Gilmartin

Co-founder, CEO
Global Goals World Cup



Claudia Romo Edelman

Founder
We Are All Human



Shelley Zalis

CEO
The Female Quotient



John Coast Sullenger

Principal Partner chez GAIA
Family Office

“A huge shoutout and congratulations to everyone who participated and of course hands up for the winners of this ESG Global Finals 2021.”
“Remember that we are all stronger together. You are a player in the world and also Never Stop Playing”

“Getting a rocket to the moon would not have been possible without a plan, building a pyramid, winning a super bowl, advancing industries, and even our domestic functions as simple as following a recipe needs a plan. We need a plan. Everybody needs a plan, and the Hispanic community doesn't have one. So today we are gonna be here to make sure that we create one plan. And we will learn from the people who have successfully not only created a plan but implemented it”

“Many congratulations to the winners of this year's ESG Global finals. Here is just a quick piece of advice to all of you - conscious entrepreneurs, there is no such thing as trying, we either do it or you don't. So, Go for it. You're all gold winners. Here's to each and every one of you. Go for Gold.”

“A couple of words of encouragement and gratitude and appreciation for all these Entrepreneurs who are innovating these wonderful solutions, all these impactful creations really gives us a tremendous amount of optimism I think in the future.” “Know that you are a crucial part of our future”



Finals Judging Panel Knockout Round



AY Young
*Producer, Singer,
 Songwriter, Entertainer
 and Entrepreneur*



David Meltzer
*Co-Founder,
 Sports & Marketing*



Rokšana Ciurysek - Gedir
*Founder,
 PossibleX*



Feraye Ozfescioglu
*CEO,
 World Humanitarian Forum*



Madge Thomas
*President,
 American Express Foundation*



Randall Lane
*Chief Content Officer & Editor,
 Forbes*



Finals Judging Panel Spotlight Round



Asheesh Advani
*President & CEO,
JA Worldwide*



Carolyn J. Lutz
*Managing Director,
Montarosa*



Diipa Büller-Khosla
*Founder,
Indē Wild*



Dr. Tatiana Kazakova
*Co-Founder,
Leaders on Purpose*



Premal Shah
*Co-Founder,
Renewables.org & Kiva*



Select Friends of ESG



Paul Polman
Co-Founder
IMAGINE



Eric Schmidt
Founder
Schmidt Futures



Hassan Al-Thawadi
Secretary General
Supreme Committee
for Delivery and Legacy



Alejandro Agag
Chairman
Addax Capital LLP



Luciano Huck
CEO
Joa Investimentos
S/A



Gus Schmedlen
Vice President
Hewlett Packard



Anant Agarwal
CEO
EdX



Asheesh Advani
President & CEO
JA Worldwide



Bill Tai
Chairman
Treasure Data



Jonathan Ortman
Founder & President
Global
Entrepreneurship Network



Oliver Weisberg
CEO
J Tsai Sports



Rebecca Winthrop
Senior Fellow &
Co-Director
Centre for Universal
Education at the
Brookings Institution

ESG in News and Media

ESG shoutout by Akon,
Popular American singer with over 50 Million
followers

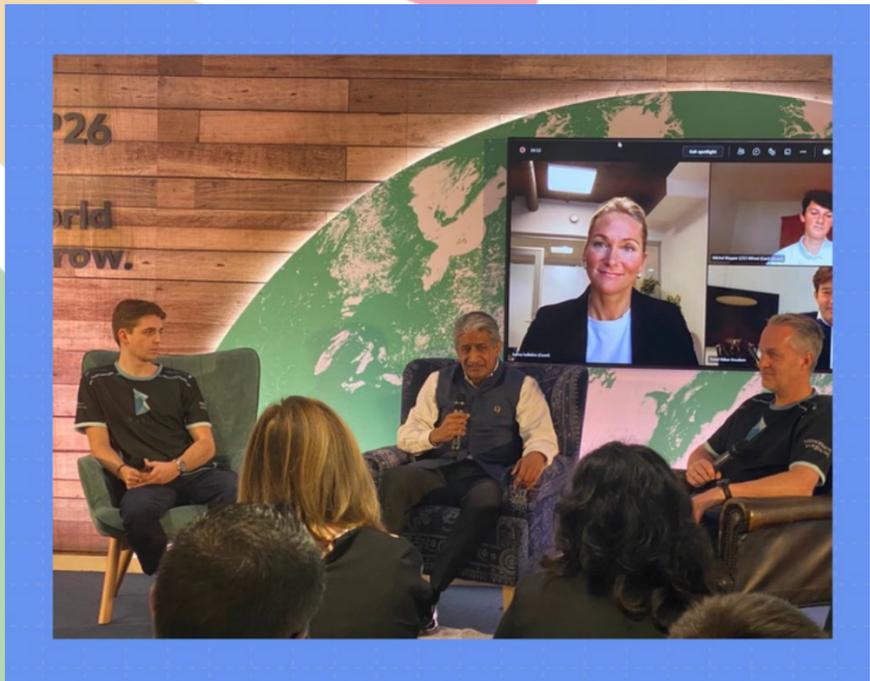
ESG Virtual Booth at Global Leadership
Conference by JA worldwide

ESG launched as The Accelerator to
World's To Do List at 76th UNGA

ESG Shoutout by Akon



ESG at Cop26 in Glasgow



Mr. Shiv Khemka, Executive Chairman of ESG, & Ann Rosenberg, Director of ESG, attended the #WorldsToDoList film launch!

“From 20-26 September, a group of the world’s biggest companies and brands will be launching a major awareness campaign, led by Project Everyone, to show their support for and action towards achieving the 17 Global Goals for Sustainable Development to end poverty, conquer inequality and tackle the climate crisis by 2030.

The tGELF ESG movement focuses on advancing the United Nations Sustainable Development Goals by fostering conscious entrepreneurship.”

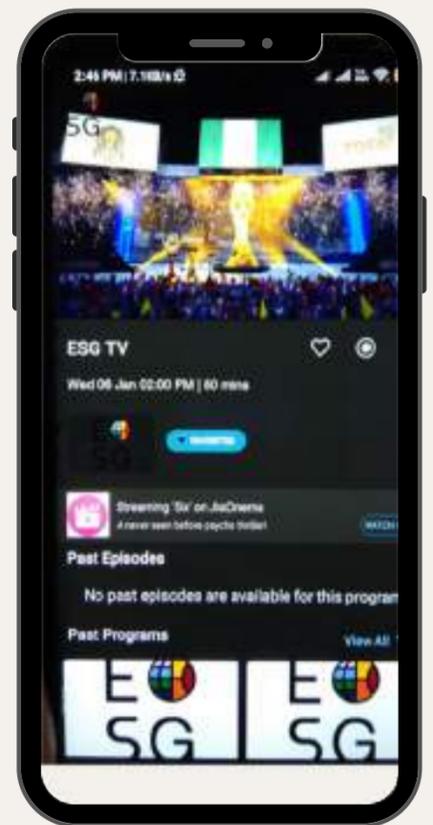
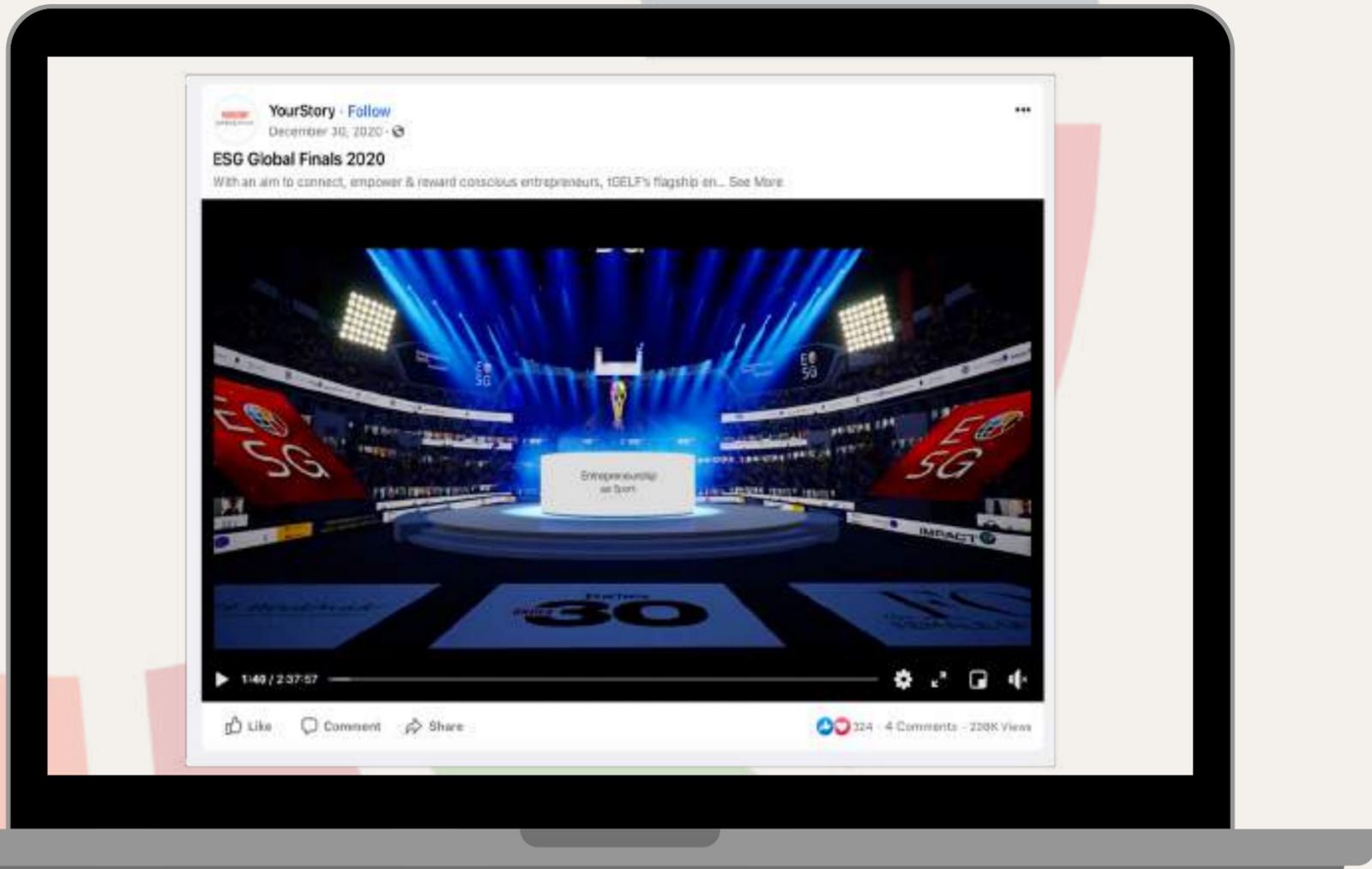
PARTNERS



Over **30 million views**

and counting!

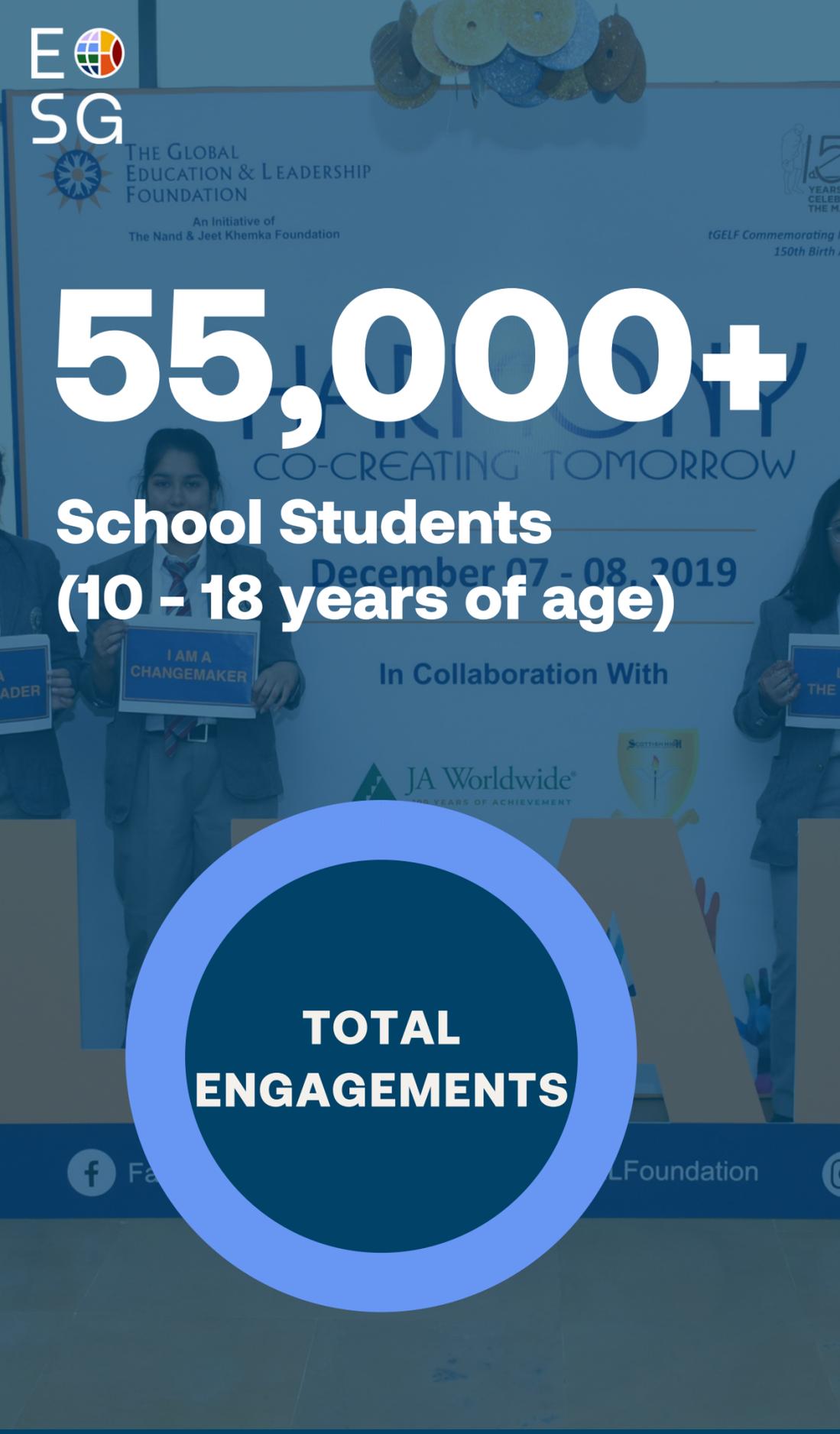
ESG Global Finals was telecast on major media platforms



YOUR STORY

Click on the image to watch the ESG 2020 Global Finals.

ESG Youth



55,000+

**School Students
(10 - 18 years of age)**

**TOTAL
ENGAGEMENTS**

ESG Youth

36

**States and Union
Territories in India
Represented**



3000+

Schools Participated

66

**School Teams in the
National finals**

ESG YOUTH 2021 Entrepreneurship Track



Winner



Tagore International School,
Vasant Vihar, New Delhi
Project: Tyron Pvt. Ltd.

First
Runner Up



Delhi Public School, Sec 45,
Gurugram
Project: Banalala Pvt. Ltd.

Second
Runner Up

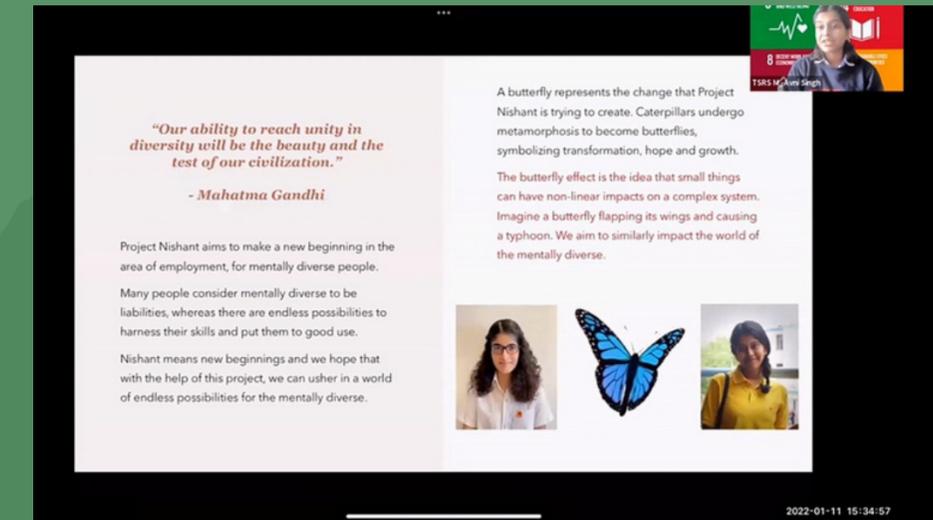


Springdales School, Dhaula
Kuan, New Delhi
Project: Japples



The tGELF/JA India LEAD Company of the Year Competition, is in partnership with the US based Junior Achievement WorldWide (JAWW) and The Global Education & Leadership Foundation (tGELF), with the mission to create an entrepreneurial mindset and work readiness in the youth of today. Through this curriculum and competition, we seek to empower the youth to become problem solvers and job creators instead of job seekers.

ESG YOUTH 2021 Social Track



The Youth Leader Competition, an initiative of The Global Education & Leadership Foundation (tGELF), was launched in 2009 with the mission to recognise exceptional leadership skills in school students as well as honour them for their outstanding contribution to society. The Youth Leader Competition is a year-long student engagement programme to identify exceptional talent with emphasis on ethical, altruistic and action-oriented leadership.

- Winner 
The Shri Ram School, Moulisari,
Gurugram
Project: Project Nishant
- First Runner Up 
Maharaja Sawai Bhawani Singh
School, Jaipur
Project: Educate2Empower
- Second Runner Up 
Delhi Public School, Sec 45,
Gurugram
Project: Unmasking
Sustainability

ESG YOUTH 2021

Reel to Real: The Motion Picture



Winner



Delhi Public School, Sushant Lok, Gurgaon
 Movie Title: Sarva Seva- Be the Change

First Runner Up



Delhi Public School, Budgam, Srinagar
 Movie Title: Hijr

Second Runner Up



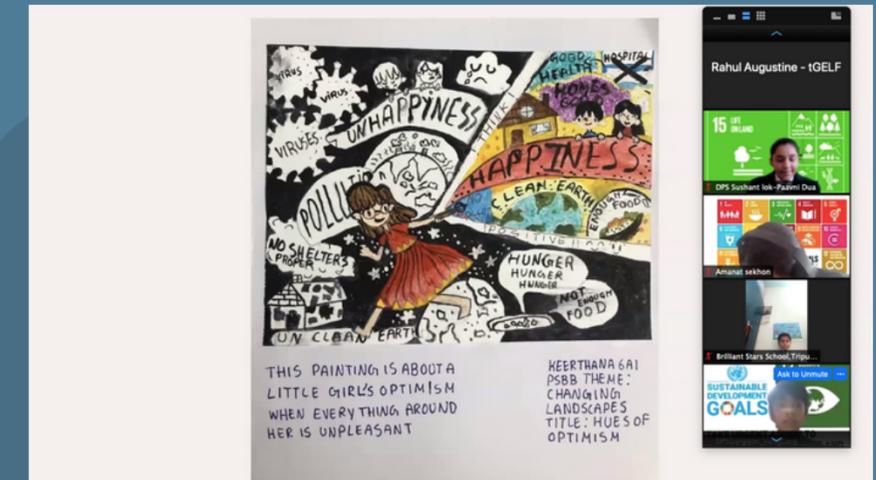
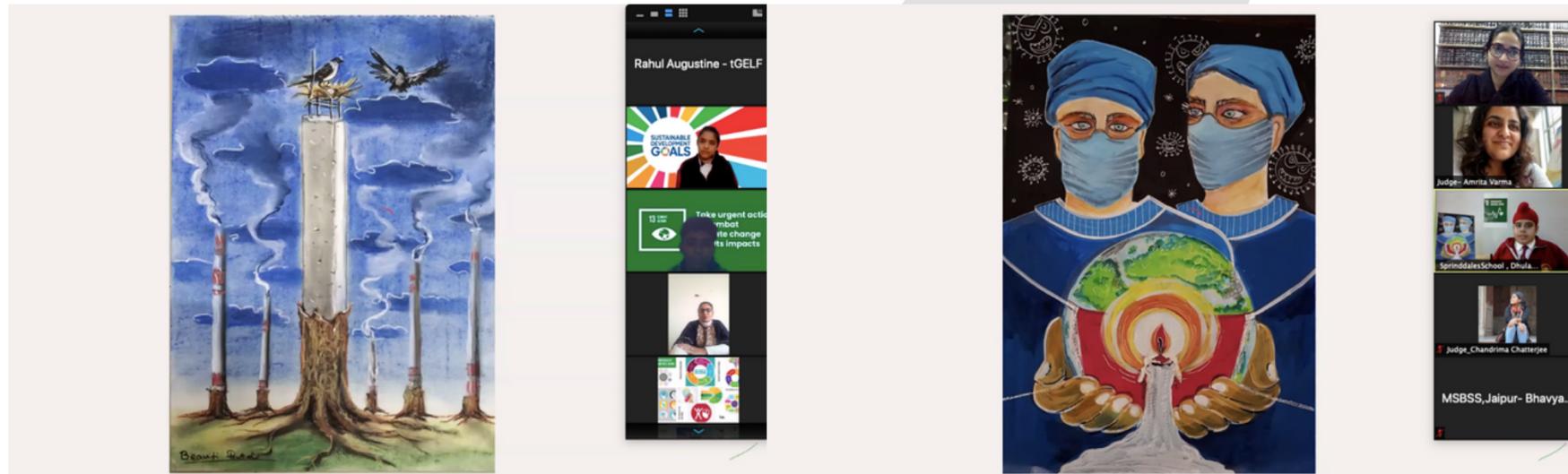
Scottish High International School, Gurgaon, DPS, Sector 45, Gurgaon
 Movie Title: Life after Corona, A new chapter A new You



The Reel to Real Competition, an initiative of The Global Education and Leadership Foundation (tGELF), aims to foster creativity and originality in school students. The students are presented with a theme each year and they create a short film or photo series in the video on the theme provided, which is then evaluated on criteria surrounding theme development, technical quality, time, and many more.

ESG YOUTH 2021

Magic with Colors: Art for Voice Competition



Winner  Delhi Public School,
Sushant Lok, Gurugram

Winner  Maharaja Sawai Bhawani
Singh School, Jaipur

Winner  Strawberry Fields High
School, Chandigarh

The Magic with Colors Competition, an initiative of The Global Education and Leadership Foundation (tGELF), carries the mission to give voice through an art piece. It recognises creativity, originality, and messaging in school students. The students are presented with a theme each year and they create an art piece on the given theme, which is then evaluated on criteria surrounding composition and skill, usage of colors, and many more.

Join The Movement!



www.esgx.global



anahita@tgelf.org