



# AWARDS CEREMONY

## **PROGRAM**

### — **DRINKS** —

in the foyer

### — **WELCOME** —

Lavinia Jacobs, President of the Jacobs Foundation

### — **FILM PREMIERE "MAKING A CHANGE"** —

documentary by Swiss director Oliver Paulus  
("Vielen Dank für Nichts"; "Level Up Your Life")

### — **AWARDS CEREMONY** —

10 awards for 10 social innovators

### — **MEET THE AWARDEES** —

at the Dialogue Space

### — **FOOD OF THE WORLD** —

flying dinner and food stalls with specialties from the home countries of the awardees

### — **PARTY** —

join us in celebrating with the awardees

# 10 YEARS OF KLAUS J. JACOBS AWARDS

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“If you want to move forward, you need to take action” – this was a motto that Klaus J. Jacobs embraced throughout his life. After completing high school and vocational training in the coffee business, my father went to Central America. Then, in the 1970s, he assumed the leadership of the Johann Jacobs & Co. coffee company. He acquired the Suchard and Tobler chocolate brands in the 1980s, merging them to form Jacobs Suchard. He subsequently sold his majority share of the business to the Philip Morris company in the United States. In the 1990s, he founded the global companies Adecco (an HR solutions provider) and Barry Callebaut (a manufacturer of cocoa and chocolate products). The two companies are now leaders in their respective global markets. In 1989, my father created the Jacobs Foundation. Its purpose is to have a positive impact on future generations by providing better opportunities for development, thereby enabling young people to become socially responsible members of society.

My father was an entrepreneur – he wanted to move forward, and he wanted others to do so as well. That is why he was socially engaged. He was convinced that children have enormous potential, and that education is the key to healthy development. Both as a private individual and through the Jacobs Foundation, he was dedicated to the interests of children. This is reflected in the Klaus J. Jacobs Awards, which recognize outstanding achievements in the field of child and youth development.

To mark the 10th anniversary of the Klaus J. Jacobs Awards, we are presenting 10 special prizes in memory of my father. These prizes recognize 10 social innovators in the field of child and youth development, who are working tirelessly to achieve social change. They have found affordable, sustainable ways to promote positive development that can be easily implemented. They are beyond talking – they act. In keeping with my father’s conviction that moving forward requires taking action!

You can learn more about our awardees on the following pages, in the documentary “Making a Change” and – at a personal level – in their Dialogue Space. Prepare to be inspired!

Sincerely,

A handwritten signature in black ink, appearing to read 'L. Jacobs', with a stylized, cursive flourish at the end.

Lavinia Jacobs  
President of the Board of Trustees



“I am inspired by the power and potential of African youth to create change on a global level.”

**Boris Bulayev** and his organization Educate! are reforming the secondary education in Africa to equip young people with the skills necessary to break the cycle of poverty. Educate! partners with governments in East Africa to integrate this practical skills-based model into the national education system.

**ORGANIZATION**

Educate!

**COUNTRY**

East Africa

**WEBSITE**

[www.experienceeducate.org](http://www.experienceeducate.org)



“Reading can unlock children’s hidden potential to become change makers.”

**Rana Dajani**, founder of the We Love Reading (WLR) program, has developed an innovative model that provides a practical, cost efficient, sustainable, grassroots approach that involves youth, women and men and the community to increase reading levels among children by focusing on the read aloud experience to plant the love of reading. We Love Reading started in Jordan, and has spread to 35 countries, becoming a social movement.

**ORGANIZATION**

We Love Reading

**COUNTRY**

Jordan

**WEBSITE**

[www.welovereading.org](http://www.welovereading.org)



“Young people need to become resilient to risk factors and to be able to make positive life choices.”

**Luke Dowdney**, founder of Fight for Peace (FFP), has developed a community-based response to the arming and employment of young people by drug trafficking gangs in Brazil. Since its founding in 2000, FFP has become a global youth development NGO delivering a comprehensive, research-based methodology towards violence prevention including martial arts, combat sports and skill training.

**ORGANIZATION**

Fight for Peace

**COUNTRY**

Brazil

**WEBSITE**

<http://fightforpeace.net>



“Children are core to every society’s continued existence.”

**Noreen Huni**, founder and CEO of the Non-Profit organization REPSSI (Regional Psychosocial Support Initiative), is working to ensure that mental and psychosocial wellbeing for girls, boys and youth becomes standard in East and Southern Africa. REPSSI generates psychosocial support knowledge through research, builds programs around it and advocates for it on governmental level.

**ORGANIZATION**

REPSSI

**COUNTRY**

South Africa

**WEBSITE**

[www.repssi.org](http://www.repssi.org)



“I strongly believe that every child should get equal opportunity in life.”

**Lucia Kossárová** is the co-founder of the Slovakian program BUDDY. With this community based approach children who live in orphanages are able to build up a loving and strong relationship with a reliable and mature volunteer mentor. The program was founded in 2006. Currently, 77 BUDDY pairs of children and mentors are supported in 14 children's homes.

**ORGANIZATION**

Buddy

**COUNTRY**

Slovakia

**WEBSITE**

<https://tvojbuddy.sk>



“Our commitment is to develop the full potential of every child.”

**Nathalia Mesa** is the chairperson of aeioTU, a Colombian social enterprise promoting Early Childhood Development (ECD). With aeioTU she has mobilized national, state and city governments and dozens of foundations and private companies leading to a new national policy on ECD, increased national budgets, and improved standards for new services for the 2.5 million vulnerable children in Colombia.

**ORGANIZATION**

aeioTU

**COUNTRY**

Colombia

**WEBSITE**

[www.aeiotu.com](http://www.aeiotu.com)



“Being able to learn is essential for giving refugee children hope for the future.”

**Selçuk R. Şirin** is professor in the Department of Applied Psychology at New York University. He led the first research team to document the educational and mental health needs of Syrian refugee children in Turkey. In cooperation with top innovators in the field of game-based learning, he has designed a play-based intervention for refugee children. The online platform Project Hope enables children to learn through play anywhere in the world with an internet connection.

**ORGANIZATION**

New York University

**COUNTRY**

USA

**WEBSITE**

[www.selcuksirin.com](http://www.selcuksirin.com)



“Our youngsters have an innate desire to become farmers and the demonstrated motivation and tenacity to succeed in this field.”

**Judy Stuart** is the founder and CEO of Future Farmers, a South African foundation attracting and developing a new generation of predominantly black commercial farmers. With Future Farmers, Judy aims to provide them with opportunities to acquire top class farming experience and practical skills. The program began with 3 participants and currently operates in 6 provinces with 550 participants.

**ORGANIZATION**

Future Farmers

**COUNTRY**

South Africa

**WEBSITE**

[www.futurefarmersfoundation.com](http://www.futurefarmersfoundation.com)



“I envision Nepal as a country where all children receive quality opportunities for learning and developing to their full potential.”

**Agatha Thapa**, founder of Seto Gurans (White Rhododendron), offers quality Early Childhood services in Nepal. Seto Gurans also provides parenting education, which is a very important component for the holistic development of both children and youth. Agatha Thapa has been at the forefront of a social movement, which has succeeded to include early childhood development (ECD) in the constitution of Nepal stating that every child shall have the right to holistic development and child participation.

**ORGANIZATION**

Seto Gurans

**COUNTRY**

Nepal

**WEBSITE**

<http://nationalsetogurans.org.np>



“We want to educate, equip and empower a new generation of leaders in South Africa.”

**James Urdang**, founder and CEO of Education Africa, focuses on breaking the cycle of poverty and empowering a new generation of leaders through educational interventions. Education Africa provides educational opportunities for various age groups among South Africa’s disadvantaged citizens. Projects target children and communities at pre-primary, primary, secondary and tertiary education level.

**ORGANIZATION**

Education Africa

**COUNTRY**

South Africa

**WEBSITE**

<https://educationafrica.org>

# AWARDS & SELECTION CRITERIA

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Each award will come with an amount of CHF 100,000.

The awardees will use the prize money to further develop their programs in their countries.

The ten awardees were selected according to the following criteria:

- **Social innovation & social change**
- **Social engagement—driven by one man or one woman (or a small team)**
- **Children’s learning and development & education**
- **Local approaches with potential for scaling up**

# THE JACOBS FOUNDATION

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The Jacobs Foundation is active worldwide in the area of child and youth development. The Zurich-based private foundation was established in 1989 by entrepreneur Klaus J. Jacobs. It is operated according to the vision of its founder, who believed that a society can only experience long-term success when as many of its members as possible are given the chance to receive quality education.

The Jacobs Foundation aims at identifying and supporting the most innovative globally leading researchers in the field of child and youth development. It promotes activities that provide answers to how the living and learning conditions of young people can be designed and supported so that they will become successful members of society.

As far as its methods and approaches are concerned, the Jacobs Foundation is particularly committed to scientific excellence and evidence-based findings, and subscribes to an approach in child and youth development that emphasizes positive development opportunities for young people. This approach covers a wide spectrum of scientific disciplines and approaches that include the psychological, cognitive, emotional, intellectual, social vocational, academic, economic and physical development of children and youth.

**Jacobs Foundation**

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[www.jacobsfoundation.org](http://www.jacobsfoundation.org)



Our Promise to Youth