



The Social Impact Boost boutique conference organized under umbrella of Alps-Adriatic-Alliance with partners WBAF Croatia (Entrepreneurial centre of Krapina-zagorje county), IEDC Business School of Management Bled, Podjetniški inkubator Vrelec Rogaška Slatina and Social Business Club Styria Graz was held on 01.09. in the new Business Tech Incubator building in Krapina. The hybrid format of the conference created as a mixture of live participants and interactive activities with lectures and round table attendees joined through video link, all integrated via recorded streaming on YouTube channel provoked a very positive feed back from the audience and community.

Renata Brkić (Feelsgod Capital Partners) presented a history of Social Impact, introduced the audience with methods of detecting Social Impact elements, measuring them and concluded with the term of impact-weighted accounts that will establish new norms of behaviour in business. The lecture of Rüdiger Wetzl-Piewald (Social Business Club Styria) was an eye opener with pointing at the difference between intentional and unintentional impact and explained how sustainable business can lead on the way to sustainable success. Hose Antonio Morales (IEDC School of Management) confronted participants through the Zoom lecture with some astonishing examples of successful impact businesses from different sectors.

Mislav Ante Omazić (Faculty of Economics and Business University) moderated the round table "Embedding Impact in Business" with Mirjana Matešić (Croatian Business Council for Sustainable Eevelopment), Nataša Kalauz (Impact House Consulting), Rüdiger Wetzl-Piewald (Social Business Club Styria), Tina Sirotić (Erste&Steiermärkische Bank) and Branka Aralica (Entrepreneurial Incubator Vrelec, Rogaška Slatina) and managed to create vibrant discussion followed by intriguing questions from the audience.

After the workshop about creating social impact that has held again Renata Brkić some of the participants already presented their ideas about possible elements of social impact that could be developed in their businesses.

The finals of the event was the Fu\*\* up program in the night cabaret-scenery of incubator terrace in front of the green hills of Zagorje. Matija Nakić, Robert Ilijaš and Darko Jovišić disclosed their unsuccessful and unpleasant stories from professional life to share their lessons learnt, encourage entrepreneurs to stick to the entrepreneurial path and demystify failure.

If you are interested in getting a Social Impact Boost conference booklet with abstracts of the conference or a link for the recorded materials from the conference please contact [romana@poduzetnickicentar-kzz.hr](mailto:romana@poduzetnickicentar-kzz.hr).



Romana Kerep  
Assistant director  
WBAF Hrvatska  
HR-49000 Krapina, Bobovje 52 G  
Tel: +385 99 5463 900

