



Hogan
Lovells



HL BaSE: Business as a force for good

Impact Report 2017





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BaSE

BaSE is the foundation for building sustainable value for our clients and stakeholders.



[@HLBaSE](https://twitter.com/HLBaSE)

www.hoganlovellsbase.com

socialenterprise@hoganlovells.com



“We are a business which operates in more than 25 countries across six continents. We are able to bring our resources, knowledge, experience, and perspectives to bear on social as well as legal issues. We have a very long standing commitment to doing so.”



Steve Immelt
Chief Executive Officer,
Hogan Lovells

HL BaSE

HL BaSE is Hogan Lovells’ international social enterprise and social finance practice. We believe in business as a force for good. Our social impact clients are leading the way on responsible and sustainable business and we do not underestimate the value we gain from working with them. Whether developing new technology to combat climate change or advancing healthcare in underserved communities, we are in awe of the creativity and drive that our clients show as they push for real and sustainable change.

Our goal is to ensure that access to legal support is not a barrier to scale, enabling organisations to grow their impact in a sustainable way.

Our mission is accessible legal support for business as a force for good.

BaSE

The HL BaSE team works
in 3 key areas:

BaSE Legal

Delivering legal advice
to social businesses,
charities, and impact
investment projects

BaSE Training

Our business and social
enterprise school for junior
lawyers

BaSE Catalyst

Working with big business
to support social
entrepreneurs



Our Impact

Hogan Lovells has provided legal support to social businesses for over 10 years. We have advised in over 25 countries involving every one of our practice areas to support the growth of the social enterprise and impact investment sectors.

We understand that legal support is just part of the picture, but in our experience the appropriate legal advice at the appropriate time can lay the foundations for increased and sustained impact.

In 2017 we invested:



Over
5,500 hours
of advice



From
350+ lawyers



Worth
more than
\$2.68 million

We supported:



**80+ social
businesses**



Attracting
>\$20 million
of impact
investment

“Hogan Lovells is a global law firm that helps our clients make a meaningful difference in the lives of many people. Our clients are inventing drugs for uncured diseases, supplying power to remote places, and financing new ways of doing business. In whatever field they operate, we are helping our clients to build the world of the future.”

*Leo von Gerlach,
Chair, Hogan Lovells*

Hogan Lovells are a pleasure to work with. They understand the challenges early stage ventures face, whilst also having the humility to listen to our expert team of Venture Managers and alter their support accordingly. This ensures that these transformational ventures get access to top quality legal support which aids their path to growth. I'm looking forward to continuing to work with Hogan Lovells for a long time.

*Ben Smith,
Investment Lead, UnLtd*



HL BaSE supports social businesses contributing to the attainment of the UN Sustainable Development Goals

"Ashoka is delighted to be a longstanding global partner of Hogan Lovells. Your invaluable pro bono assistance to more than a dozen of our Fellows each year has helped promote the development of social entrepreneurship worldwide. The Hogan Lovells social enterprise practice is our first port of call when a social entrepreneur has a complex legal need. We are hugely grateful for your support and expertise on everything from capital raising to IP protection."

*Mark Cheng,
European Director, Ashoka*

HL BaSE Legal

"professional, practical, and good hearted"

Ben Midberry, Alina Vision

HL BaSE Legal is a thriving legal practice, advising social businesses, charities and impact investment projects on the full spectrum of legal issues that they face. The practice is run on a not-for-profit basis, offering low bono or pro bono support to its clients. It works to address any legal issues that are a barrier to scale and sustainability, whether that is by supporting its clients to become investment ready, restructuring at the point of scale or protecting their intellectual property.



“

Working with my own client has been such a huge learning opportunity for me. As a first seat trainee I had the autonomy to manage the case, practice client care, set key dates and negotiate a contract. The programme highlighted why it is such a privilege to train at Hogan Lovells, we are lucky to be surrounded by passionate and innovative clients that challenge you to rethink the defining characteristics of successful multibillion dollar businesses.

*Emma Noehrbass,
Trainee Solicitor, Hogan Lovells*

”



HL BaSE Training

“one of the most pioneering education programs for newly qualified lawyers anywhere in the world. The integration of social enterprise and best business practice that HL BaSE achieves is both visionary and inspirational.”

Mark Cheng, European Director, Ashoka

HL BaSE Training is a mini-MBA style course for trainee and junior lawyers, training them in commercial skills and social impact. The programme runs in London, Hong Kong and New York, ensuring that junior lawyers joining the firm are familiar with the importance of social impact to all of our clients. The programme is delivered in partnership with Ashoka, a global network of Ashoka Fellows, the world’s leading social entrepreneurs. A key part of the programme is a workshop in which social enterprises can access pro bono legal support from a small team of junior lawyers who will go on to advise for the next 6 months.



3 continents



700+ trainee and junior lawyers



90+ social enterprises

“I think that the work that Hogan Lovells does with BaSE is so impressive. The programme shows that it has a real commitment to championing business as a force for good and a strong understanding that purpose-led business can be the way to commercial success.”

*Paul Lindley,
Founder, Ella's Kitchen, and
children's welfare campaigner*

“The Hogan Lovells BaSE programme has been a great experience for RightsDD. Hogan Lovells deployed a large team of lawyers from across Europe to help us develop policies and our core modern slavery due diligence product. The team were enthusiastic, knowledgeable and brought a wide range of perspectives to the table. RightsDD looks forward to working with Hogan Lovells in the future.”

*Oliver Cushing,
Founder, RightsDD*

“These workshops are now a longstanding event in Citi’s London Pro Bono Calendar and for good reason. Having participated on many occasions in the past the event continues to live up to its reputation for me. Super interesting entrepreneurs, relaxed environment where the exchange of ideas is easy.”

*Sharon Blackman,
Citi*

“I found it incredibly useful. The advice I received was thoughtful, encouraging and very practical, and I came away with lots of ideas about what to do next.”

*Rosie Oglesby,
Social entrepreneur and
Founder, New Leaves*

HL BaSE Catalyst

HL BaSE Catalyst is a programme of pro bono support for social enterprises provided by volunteers from Hogan Lovells and our clients. Part of the programme is a series of afternoon workshops during which social entrepreneurs can receive bespoke and confidential advice from a small team of senior lawyers on a particular legal issue.

Our workshops also offer social entrepreneurs guidance in other business areas, such as Marketing and Human Resources, by drawing on the expertise of volunteers from Hogan Lovells’ internal Business Services teams.

Since the programme launched workshops have involved:



9 countries

(UK, China, the Netherlands,
France, Spain, Russia, Germany,
the U.S., and Mexico)



**50+ client
volunteers**



**70+ social
entrepreneurs**





At HL BaSE we're proud to work with social innovators





RedConcero

affordable mobile money and broadband services in Mexico

Hogan Lovells advised on the establishment of RedConcero, S.A.P.I. de C.V. by Ashoka, a global network of changemakers, and its partner Concero Connect, L3C, a Grameen Social Business that provides affordable broadband Internet and financial inclusion. Their goal is to bring opportunity to remote and underserved areas of the world, starting in Mexico. RedConcero is a jointly-owned Mexican Mobile Virtual Network Operator that uses a share of mobile money transaction fees to help offset telecom costs and assure the long-term sustainability of these services in underserved communities and populations.



51 million Mexicans lack an Internet connection



Over 55% of the population is unbanked



For those living in remote areas, access to the Internet means access to life-altering and life-saving mobile applications

“The support of the Hogan Lovells attorneys has been exceedingly helpful and professional, and we deeply appreciate their enthusiasm for and willingness to support the social impact effort in which we are engaged.”

Anne Evans,
Ashoka



“The Women’s Livelihood Bond was the world’s first fixed-income security that placed women front-and-center and doing something that is first-of-its-kind is never an easy feat. Hogan Lovells was a vital partner in structuring this high-impact instrument and turning IIX’s innovative idea into a reality, impacting the lives of over 385,000 across Southeast Asia while giving investors a market rate financial return. We are very grateful to have the support of bold partners like the Hogan Lovells team who offered their talents to blaze new trails with us.”

*Durreen Shahnaz,
Founder and CEO,*

Impact Investment Exchange (IIX)



Women’s Livelihood Bond

empowering women in Southeast Asia

IIX is a Singapore-based impact enterprise committed to building pathways that connect the backstreets of underserved communities to the Wall Streets of the world through impact investing and innovative finance. It constructed the Women’s Livelihood Bond (WLB), a US\$8 million bond for impact enterprises and microfinance institutions to grow their businesses, focusing on empowering women to transition to sustainable livelihoods in Southeast Asia. The WLB is the world’s first listed bond with dual focus on financial and social returns.



Impacting the lives of
over **385,000 women** in
Southeast Asia



Mobilizing **\$8 million**





Signalol

promoting sustainability in the aviation sector

Building on cutting-edge behavioural science with a proprietary platform, Signalol targets the right people with the right information at the right time. Signalol's work has shown its enormous potential for fuel efficiency by providing a seamless digital service to feedback data in proven ways, leading to savings which carry high commercial and environmental value. Hogan Lovells advised Signalol on corporate structure, tax, IP and investment, in supporting Signalol to scale. This product has real market disruption potential, bringing the best behavioural scientists to work with the best engineers and pilots for the benefit of us all.



The cheapest method for **reducing CO2 emission** ever measured



Saving **21,507 tonnes** of CO2 in **8 months**



"It's an honour to be part of their social impact programme and to work with such a high calibre of legal advice. From the first moment, the service has been first class. We are confident their advice and work will play a key role in our future success. I wouldn't hesitate to recommend any socially-motivated organisation to work with Hogan Lovells"

*Dan White,
CEO & Founder, Signalol*

signalol

“Having Hogan Lovells legal back up in a project that involves the gathering of sensitive information and data from vulnerable populations gives us and our potential clients and investors’ reassurance and confidence in our project”.

*Aranca Martinez,
CEO, Itwillbe.org*



Itwillbe.org

using biometrics to protect street children

Itwillbe.org has developed an app that enables social workers to use biometrics to register and document street children. The purpose of the app is to enable undocumented individuals to prove their identity, increasing access to healthcare and education and protecting them from exploitation. Child PPa (Protection People app) was first used in India in collaboration with the NGO Don Bosco, supporting social workers in 81 centres. Over 80,000 street children go missing in India every year and enabling social workers to collect information from them can protect them from smuggling mafias, who take advantage of their lack of registry and documentation, and help them to access and monitor the social and healthcare support that they receive.



20% of the world's population is undocumented



Over 100 million street children worldwide





Alina Vision

world-class eye care hospitals in underserved emerging markets

Alina Vision develops and delivers high-quality, accessible and sustainable eye care to preserve or restore sight for clients of all income groups, actively reaching out to serve those excluded from mainstream healthcare systems, particularly low-income individuals. Its work is funded using blended finance – drawing on philanthropy to address the largest risks involved in entering new markets and expanding the network, which then attracts private investment to achieve the scale and speed needed to make a difference.



\$12M raised to seed a network



with the potential to scale to **400,000** additional sight-saving surgeries

“We can’t imagine Alina Vision succeeding without Hogan Lovells’ steadfast support – from the earliest stages of start-up and incorporation, to closing on \$12M in seed grant and equity funding within a year. Hogan Lovells provided excellent teams in London, Singapore and Vietnam, with expertise ranging from international partnerships, finance and IP, to navigating the local legal and regulatory environment in Vietnam. My time at Deutsche Bank helps me appreciate the breadth and depth of Hogan Lovells’ team – and how professional, practical, and good hearted its members are.”

*Ben Midberry,
Managing Director, Alina Vision*



“A major milestone in 2017 has been our first investment round which was a great success due to our excellent work with Hogan Lovells’ lawyers from Frankfurt. With their legal expertise we have come closer to our vision to revolutionize the coffee-to-go market in Munich, Germany, and worldwide.”

*Fabian Eckert,
CEO, ReCup GmbH*



RECUP

reducing waste in Germany

Munich-based RECUP has developed an innovative and sustainable deposit system for reusable takeaway coffee cups. It has created an app that allows users to find their nearest coffee shop and for a 1 Euro deposit ‘borrow’ a RECUP which can be returned to any other partnering coffee-shop, to be cleaned and reused by other coffee-lovers. RECUP has developed a consumer and supplier friendly multi-way system that has the potential to significantly reduce waste and facilitate environmentally friendly habits.



2.8 billion disposable coffee cups used each year in Germany



Every RECUP can be reused up to **500 times** before it’s recycled





Abianda

supporting young women affected by gangs

Abianda supports gang-affected young women by combining a solution focused and competence based approach with participatory principles and techniques. By asking young women the right questions and offering an equal, transparent relationship it helps them to discover their own resilience and to develop the power to change their situation. Abianda provides frontline services for young women aged 11 to 24 in London, and training for professionals such as social workers, youth workers, police, health professionals and foster carers so that they may work more confidently and effectively with gang-affected young women. Hogan Lovells has assisted Abianda with its employment and commercial contracts, corporate structuring and by running a day of training on business basics for some of the young women it supports.

“HL BaSE offered us expertise on legal issues which, if not dealt with effectively, would have undermined our growth plans, reputation and integrity. Having HL BaSE support has been hugely supportive and allowed me to feel confident going into important negotiations - feeling more informed and with greater of sense of how to protect our interests.”

*Abi Billingham,
Founder, Abianda*



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Baltimore
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Budapest
Colorado Springs
Denver
Dubai
Dusseldorf
Frankfurt
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