



Hogan
Lovells

HL BaSE Impact Report

2022

HL BaSE

HL BaSE is Hogan Lovells' international impact economy practice. For over a decade, we have been working with the leading innovators and disrupters in the social economy space. Through our work we have supported over 500 purpose-led businesses, but importantly we have seen so many of these ground-breaking organisations set the standard for the business community – providing challenge and example in their implementation of ESG at the core of their work.

Impact

In 2022 we invested



8,758 hours
on social enterprise
legal advice;



From
over 565 lawyers



Worth more than
£4.2 million

We supported



Over
**195 social
enterprises**

HL BaSE Training

The 2022 HL BaSE Training program was a truly global gathering with 177 Hogan Lovells and client delegates from across EMEA and APAC taking part in the online 3 day program. Delegates heard from experts such as Mark Cheng from Social Innovation Circle, Sohaila Ouffata, Managing Director of BMW I Ventures in Europe and Hogan Lovells' global head of ESG, Adrian Walker, on the relevance of impact and sustainability to every business.

On the final day of the program delegates were introduced to 30 inspiring social enterprises who they will go on to support with pro bono legal advice over the next 6 months.

Since the launch of HL BaSE Training, over half of the firm's lawyers have benefited from this mini-MBA program and an understanding of the importance of commercial context and sustainability considerations for our clients.

177 trainees and junior lawyers trained

30 social businesses advised

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HL BaSE have consistently demonstrated their unwavering support, diligence, patience and responsiveness. As a fast-paced yet small organisation with big ambitions, their guidance has been instrumental.

Izzy Obeng, Foundervine

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I am grateful to have had the opportunity to participate, and I found it to be a thoroughly enjoyable and rewarding three days. I have learnt a lot about sustainability in business and social enterprise to take away and reflect on.

Vodafone delegate

HL BaSE Catalyst

HL BaSE Catalyst is a programme of pro bono support for social enterprises that allows us to work alongside in-house counsel at our private sector clients to advise entrepreneurs. By working together on issues that align with our shared values we can maximise our impact. The 2022 workshops introduced us to a huge range of social innovators; from House of Cinn which bakes to break cycles of homelessness to the Paris-based entrepreneurs selected via the Entrepreneurs dans la Ville (EDLV) and Start-up Leadership Program networks.

32 client volunteers

6 countries

22 social entrepreneurs

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I was delighted to take part in this workshop which provides very concrete help to social entrepreneurs. I enjoyed seeing the energy and motivation of the young participants and found the involvement of the young Hogan Lovells lawyers in this initiative particularly inspiring.

Client volunteer

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It was incredibly valuable to hear the different views of the lawyers in the group, both from a legal perspective and as consumers.

Kate Cohen, It's Our Planet Too

Partnership for the goals

Bright Tide

UK social enterprise Bright Tide works with businesses to help them make climate change and biodiversity a strategic priority through the provision of guidance and advisory support on organisations' sustainability and social impact strategies and connecting businesses to investment-ready solutions in the climate and biodiversity markets.

In 2022 Bright Tide launched its Ocean Economy Accelerator programme, the first of its kind in the UK, supported by the Crown Estate and Investec. The Accelerator programme supported organisations working to turn the tide on climate change in the oceans using a variety of techniques and technologies, including using seaweed to absorb carbon (seaweed absorbs 6 times more carbon than trees), developing unmanned surface vessels to survey and map coastlines, harbours and the wider ocean, and developing precision fishing tools to reduce bycatch and make fishing more efficient.

HL BaSE partnered with Bright Tide to support a number of impactful ventures and blue carbon projects working on scalable nature-based solutions towards commercial viability and fruition.



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Having access to reliable, affordable and coherent legal advice is often a serious barrier to scalability for a lot of social enterprises and start-ups. That is why we are delighted to team up with the fantastic HL BaSE team.

Harry Wright, CEO, Bright Tide

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The various participants were really lovely, super-informative, made several suggestions, and also asked some questions that we've not discussed that I'll be talking with our team about ASAP!

Carolyn Mills, Founder, Woolly Rock Rose



The Wildlife Trusts

The Wildlife Trusts are a grassroots movement of 46 individual charities with a shared mission; people from a wide range of backgrounds and all walks of life, who believe that we need nature and nature needs us. They have more than 900,000 members, over 35,000 volunteers, 2,000 staff and 600 trustees.

Hogan Lovells has been supporting the Wildlife Trusts with fundraising and legal advice since 2019, and has worked with the Wildlife Trust on a wide variety of matters, for example advice in relation to the David Attenborough Wild Isles BBC series and commitment to restoring temperate rainforests in Britain.

We advised the Wildlife Trusts on an exciting £38 million donation from Aviva Group, as part of Aviva's wider commitment to spend £100m on nature-based solutions projects in the UK and Ireland to help tackle the interlinked nature and climate emergency.

A fifth of the UK was once covered with glorious Atlantic rainforests, but now only 1% remains. The Aviva donation will enable The Wildlife Trusts to substantially increase their efforts to address the nature and climate crises. The programme will allow restored natural habitats to store carbon whilst simultaneously ensuring a brighter future for the threatened species that inhabit Atlantic rainforests – from red squirrels and pied flycatchers to luxuriant lichens and globally rare fungi.



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We are delighted to have been able to help the great team at The Wildlife Trusts to secure funding for the Atlantic rainforest project, with huge carbon and biodiversity benefits. As the nature crisis deepens, we continue to be committed to our rewilding initiative and efforts on innovation in environmental protection.

Phil Brown, Hogan Lovells Partner

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Huge thanks to Hogan Lovells for all its amazing pro bono support – we owe the team so much! We can't wait to get started restoring Britain's magical rainforests so that these special places and the wildlife that depends on them can thrive once more. The task of helping nature recover so that habitats can store carbon has never been more urgent – our natural world is in fast decline and we're in a climate crisis. We're very excited that we'll now be able to work with many more communities to help nature fight back, improve climate resilience and enhance the lives of all those involved through these amazing projects.

Craig Bennett, Chief Executive
of The Wildlife Trusts

Pioneers Post

We have partnered with social enterprise magazine Pioneers Post on a special series on climate and biodiversity action.

The series highlights some of the entrepreneurs and innovators that we work with who are tackling climate change. Whether it's Gree Energy, a B Corp on a mission to decarbonise the food supply chain and to empower the food industry to cut methane emissions, treat wastewater, and create opportunities for clean energy in underserved rural communities, or Riversimple, a for-profit, purpose-led business which is developing a highly efficient, zero-emission car, and which has developed a unique governance model to give equal power to all the stakeholders, these are stories of hope and action in the face of the climate crisis.

[Click here](#) for the Earth Fixers series.



Pioneers Post is the independent news network for the global impact community. It is an essential source of intelligence and insight for pioneers across the impact economy, from social entrepreneurs and impact investors, to changemakers working across business, civil society, philanthropy, government and public services.

PIONEERS POST



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Having the backing of the HL BaSE team has been hugely valuable for Pioneers Post. They appreciate our mission as an independent, solutions-led journalism platform, and the positive impact that we can make in partnership to expand our coverage of innovative solutions to issues of climate change and other threats to biodiversity.

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In addition to our editorial partnership they have also backed us through their expert and thoughtful counsel, as we seek to protect our brand, improve our governance and bring in investment to grow our global audience from 200,000 to more than 1 million changemakers working across business, society and government around the world.

Tim West, Founding Editor and CEO,
Pioneers post

Meaningful Business 100

HL BaSE partners with Meaningful Business for their annual Meaningful Business 100 (MB100), which celebrates global leaders combining profit and purpose to achieve the UN Sustainable Development Goals. Jun Wei, Chair of Hogan Lovells' Greater China practice joined the judging panel for the 2022 MB100, recognising social entrepreneurs, sustainability leaders and impact investors solving some of the world's most pressing social and environmental issues.

The 4th edition of the award received over 750 applications from 80+ countries, following a global nomination process. Judged by a panel of 24 experts, each nominee was scored across five key areas: Durability, Impact, Innovation, Leadership and Scope. The year-long program is designed to help winners increase their positive impact through tailored workshops, mentorship, profiling and exclusive networking opportunities. As part of the program HL BaSE ran a legal 101 session on key legal issues for impact organisations, and offered follow up pro bono legal support.



MEANINGFUL
BUSINESS

17 PARTNERSHIPS
FOR THE GOALS



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I am overwhelmed by the standard of this year's entrants. Their commitment to, and perseverance in, taking on the world's most critical and urgent issues is clear. I am certain that anybody who has contact with these businesses will be motivated to also act in support of a more just and sustainable future.

Jun Wei, Chair of the Greater China
Practice, Hogan Lovells

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The MB100 demonstrates the power of social entrepreneurship, sustainable innovation and conscious leadership to change the world for the better. Our partnership with HL BaSE is a great example of how companies can help these impact-focused leaders succeed, with tailored support aligned to key business challenges that they are facing.

Tom Lytton-Dickie, Founder and CEO,
Meaningful Business

Our clients

WildChain

Wildchain is a non-profit building a global movement to inspire individuals and organisations to support wildlife and nature conservation. They enable the adoption of wildlife, planting of trees, and support for real-world conservation efforts – all within a mobile game.

Wildchain lets you digitally adopt and raise some of earth's rarest species within a digital sanctuary and plant trees to become planet positive. 100% of profits from in-app purchases, special items, ads, and other fees go towards conservation initiatives which are determined by the players. Deploying blockchain technology to create tokens and NFTs, Wildchain blends flora and fauna data with the digital world and expects to launch its platform later this year. The Singapore office advised on staffing, and on compliance with the laws and regulations of Singapore relating to payment services and digital tokens. This work allows for millions of dollars to be raised for conservation. Khushaal Ved, a Hogan Lovells lawyer based in the Singapore office, was nominated as TrustLaw's global Lawyer of the Year for this work.

13

CLIMATE
ACTION

14

LIFE
BELOW WATER

15

LIFE
ON LAND

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Khushaal and his team were able to understand a complex token structure in a short time and provided us with clear advice. Our experience working with Khushaal from Hogan Lovells was excellent. Khushaal helped us navigate the complex web3 space – an area of law that is constantly evolving. His accessible advice was crucial for us. Although we (as a non-profit organization) received Hogan Lovells services pro-bono, we never once were treated as anything other than a valuable client by everyone involved. We appreciate the knowledge and support we receive through Khushaal and the Hogan Lovells team. They have continued to support us on our further endeavours.

Florian Rehm, Wildchain



Fact

60%

of all Earth's wildlife
has been lost in the
past 4 decades.



GREE Energy

GREE Energy's mission is to fight climate change by scaling profitable and proven biogas solutions that transform agriculture industry waste into valuable resources for people and the planet. In emerging countries, inadequate treatment of food industry wastewater is responsible for massive methane emissions and water pollution. In Indonesia alone, where GREE works, the agrifood industry generates water pollution equivalent to a population of 320 million.

This wastewater in turn emits 50 million tonnes of CO₂ eq per year, comparable to greenhouse gas emission of 10 million cars. GREE Energy empowers food processors in emerging countries to deploy biogas solutions that treat industrial wastewater and cut methane emissions. They make biogas solutions financially viable by unlocking access to carbon credit revenues, green finance, and clean energy markets. GREE is the only B-corp certified biogas solution provider in Asia. Our Hong Kong office advised GREE to develop a shareholders agreement and an employee stock ownership plan.



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For a growing social enterprise it is extremely hard to have the resources, in people and in dollars, to engage into state-of-the-art corporate legal development. But at the same time, it is essential to prepare for further growth and scaling up our impacts. The HL Base team's support bridged that gap. They not only offered us world-class services in developing key corporate legal agreements but they went beyond so that we could benefit from their exceptional experience, built over many years, on corporate governance. They allowed us to get equipped for our next round of growth, while keeping our focus on our beneficiaries and actions on the ground in the meantime. This deserves a big and warm thank you.

Nicolas Stirer, Founder and CEO



Feed Me Good

Feed Me Good is a health and wellbeing Community Interest Company which works with the housing and education sector, charities, National Lottery, and corporates such as IKEA to deliver bespoke health and wellbeing services to over 4750 participants in various communities across London, Essex, and Kent.

Feed Me Good provides holistic and innovative health and wellbeing solutions in the form of accredited programmes, ranging from children focused modules like ChEP (Children Education Programme) to its most popular “How to be a Smart Food Shopper”, enabling Feed Me Good to directly engage with diverse and hard to reach communities. “Feed Me Life Skills” is a combination of “How to be a Smart Food Shopper” with sustainable skills in gardening and air pollution at home and funded by Impact on Urban Health. Feed Me Good are hoping to work with more corporates in future, and have asked for our advice on preparing a template service agreement.



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As a black disabled female CEO and Founder, I have really taken the time to learn all elements of my business for the last 10 years. While I specialise in food, health and sustainability, one of the areas where I fell short was law. Working with the BaSE Lawyers Tom Walsh, Fenella Chambers and my first dream team junior lawyers, supported me with protecting my work by trademarking Feed Me Good. This was a gamechanger as I have spent the last 10 years developing and amending the content, services and products, which we deliver to our marginalised communities across London and outside M25. I now have peace of mind, protection and more aspirations to succeed beyond Feed Me Good’s vision and mission. Thank you so much BaSE Team, you give us SME the protection we need to serve and thrive.

Nureen Glaves, Feed Me Good



World Afro Day

World Afro Day is a global day of celebration and liberation for Afro hair and identity, endorsed by the UN Office of the High Commissioner for Human rights. World Afro Day works with organisations, companies, authorities and people from all backgrounds to tackle hair discrimination. World Afro Day produces events, tools and training to empower people with Afro hair and to equip everyone for change. HL BaSE supported World Afro Day with a number of matters in 2022. World Afro Day attended a HL BaSE Catalyst pro bono workshop with in-house counsel from our clients and has been provided with extensive IP advice from Hogan Lovells' Alicante office and corporate advice from a team of lawyers in London.



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



8 DECENT WORK AND ECONOMIC GROWTH



10 REDUCED INEQUALITIES



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Hogan Lovells have been a critical support for contract agreements and a range of legal advice including music rights. We can draw on their wide range of expertise, which gives us confidence to explore new avenues of business. Our core work is tackling the problem of Afro hair discrimination across the African diaspora, which affects hundreds of millions of people. World Afro Day awareness has a global estimated reach of 1.5 billion. Within the UK, we have a particular focus on schools and our research shows that 1 in 6 children are having a bad experience at school connected to their Afro-textured hair and 41% want straight hair. This is why our work endorsing and contributing to the Equality and Human Rights Commission (EHRC) hair discrimination guidance and new resources for schools, was a major milestone in 2022.

Michelle De Leon, World Afro Day



FabricAID

FabricAID is a Lebanese social enterprise working towards a future where everyone can afford decent clothing and the fashion industry does not harm the environment and society. As the largest second-hand clothing collector in the MENA region, FabricAID is working to establish and scale a socially and environmentally conscious value chain for the apparel industry by optimizing the collection, sorting, upcycling, and resale of second-hand clothes.

It does this through a series of socially conscious and sustainable brands targeting diverse socio-economic groups, including the extremely vulnerable. FabricAID has raised a total of 2.1 million USD since its inception, and has multiplied sales in 2021 by a factor of five, resulting in over 70,000 beneficiary consumers served to date. Our Dubai office provided corporate structuring advice to support the organisation to scale.



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As a start-up social enterprise fighting to pave its way we couldn't ask for a better partner to have our back than Hogan Lovells. The support we have received free of charge, is at this stage unaffordable yet much needed allowing us to continue growing our impact to reach more than 100,000 beneficiaries this year.

Omar Itani, FabricAID



Drinkwell

Billions of people still do not have access to safe water. As a result, women and girls worldwide, especially in cities like Dhaka, Bangladesh, wake up at 3 a.m. when the gas pressure is high enough to boil water, so the family will have drinkable water the next day. Established in 2013, US based social enterprise Drinkwell is helping to solve the challenge of providing safe, affordable drinking water to rural and peri-urban communities. Today, Drinkwell provides systems-based solutions that include both the technology to treat water and a variety of service delivery models, including traditional utility companies, small community systems, and a network of innovative water ATMs.

Drinkwell continues to develop new ways to grow its impact, including recently launching Decentralized Safe Water for Asia to operate 2,000 pay-as-you-go water filtration systems across South and Southeast Asia by 2030. And as more households in the region gain access to affordable, clean water, more women and girls will be able to sleep through the night. Drinkwell has helped improve the lives of more than 1.1 million people in Bangladesh and India. Drinkwell's life-changing work is being noticed. In December 2022, Drinkwell was awarded the 2022 Secretary of State's Award for Corporate Excellence by the U.S. Department of State's Bureau of Economic and Business Affairs. HL BaSE has provided advice to Drinkwell over several years, and most recently on general corporate matters, including Drinkwell's capital-raising activities and commercial contract matters with Emil Arca, Patricia Duffy and Jonathan Wieder leading.



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It takes a lot more than just capital to build a business, and I want to thank our legal counsel at Hogan Lovells for ensuring we maintain the highest standards of corporate governance in every decision we make.

Minhaj Chowdhury, Drinkwell's CEO and co-founder during his acceptance speech for the Award for Corporate Excellence.



Sensecube Mexico A.C.

We are allies of Makesense (Sensecube México A.C.), an international organization that develops programs with social and environmental impact and promotes purpose-driven companies and their entrepreneurs. Our commitment with this organization is to support them by mentoring purpose-driven entrepreneurs in various legal matters for a maximum of 25 hours each. During the year 2022, we have supported 11 social enterprises including:

- Located in Oaxaca, Hacer Común is dedicated to strengthening the social fabric through training, design, leadership, soft skills and reactivating the economy through the sale of products and services that revalue tradition. We have advised on a range of legal issues including incorporation, leases and customer and supplier contracts.
- ECOTECH VIESMA S.A.P.I. de C.V. (INNOVACARB) produces activated carbon from coffee grounds for cosmetic and pharmaceutical use and water treatment, promoting the well-being and health of Mexican society while maintaining high quality standards. We have advised on contracts covering the collection of coffee grounds from cafes, and the purchase and sale of activated carbon.



make_sense

INNOVACARB
carbón activado



Hacer Común



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The generosity and commitment of the law firm not only prepared the way for our initiative, but also strengthened our understanding of the importance of legality in the field of social entrepreneurship. The experience of receiving valuable pro bono services from Hogan Lovells has been truly transformative. The legal advice provided was fundamental to the successful formation of NGO (A.C.), which is called Fundación Catalina. The generosity and commitment of the law firm not only prepared the way for our initiative, but also strengthened our understanding of the importance of legality in the field of social entrepreneurship. This collaboration has been not only a legal service, but an invaluable endorsement that has the positive impact we seek to achieve in society. We sincerely thank the firm for its commitment to social good and for being a key catalyst in the success of our project. This experience has shown that when legal expertise meets altruistic vision, significant and lasting change can be achieved. We are excited about the future that is on the horizon thanks to this significant collaboration.

The Hacer Común & Fundación Catalina team



Konexio

Konexio is an award-winning social enterprise that offers a wide range of digital training programs spanning beginners computer skills and freelance platform usage to advanced spreadsheet management and full-stack software development. These training programs provide possibilities for employment and socio-professional inclusion for individuals in disadvantaged circumstances, particularly refugees and migrants, in several cities in France and internationally in Malawi, Jordan, and Kenya. Konexio has recently opened new offices in Lille and Bordeaux, as well as an international office in Malawi. The HL BaSE team in Paris is a long standing supporter of Konexio, and has provided extensive advice in various aspects of French law ranging from employment to taxation, and will continue to support Konexio going forward.



Coastruction

Coastruction creates 3D printed reefs designed for local species and site-specific conditions to create the best possible fit for local ecosystem. The Netherlands-based social enterprise does this in collaboration with local knowledge holders who understand their environment best. It prints using natural materials aiming for the lowest CO2 footprint possible, ideally using local materials such as beach sand or recycled concrete. Coastruction's reefs help to restore damaged reef systems and protect vulnerable coastlines.

Coastruction adopts the Building with Nature design philosophy to develop Nature-based Solutions for water-related infrastructure such as flood defence, sustainable port development and for the restoration of ecosystems. It harnesses the forces of nature to benefit the economy, society and the environment. HL BaSE advised Coastruction on a variety of legal issues relating to the expansion of its operations and impact, including employment law and the agreements for the use of its specialized 3D printers by local communities around the globe.



Coastruction

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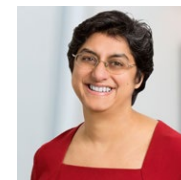
It was a great opportunity for Coastruction to work with Hogan Lovells and helped us a lot as an early stage start-up to step ahead with our business. We are grateful for their dedication to our cause and the help we received, with professionalism, great communication and a very wide range of expertise.

Nadia Fani, Founder, Coastruction



Contacts

HL BaSE team



Yasmin Waljee OBE
International Pro
Bono Partner



Fenella Chambers
Counsel



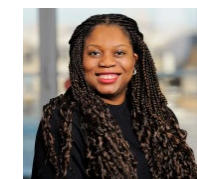
Tom Walsh
Senior Associate



Marion Fischer
Responsible
Business and
Pro Bono
Counsel - CE



**Mareike van
Oosting**
Senior Responsible
Business Manager -
EMEA



Ada Onyenwe
Responsible
Business Advisor,
EMEA



Anna Liddell
Diversity, Equity
& Inclusion and
Responsible
Business Manager,
APAC



Lila Gasca
Director of
Pro Bono - Mexico

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Rome
San Francisco
São Paulo
Shanghai
Shanghai FTZ*
Silicon Valley
Singapore
Sydney
Tokyo
Warsaw
Washington, D.C.

*Our associated offices
Legal Services Center: Berlin

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