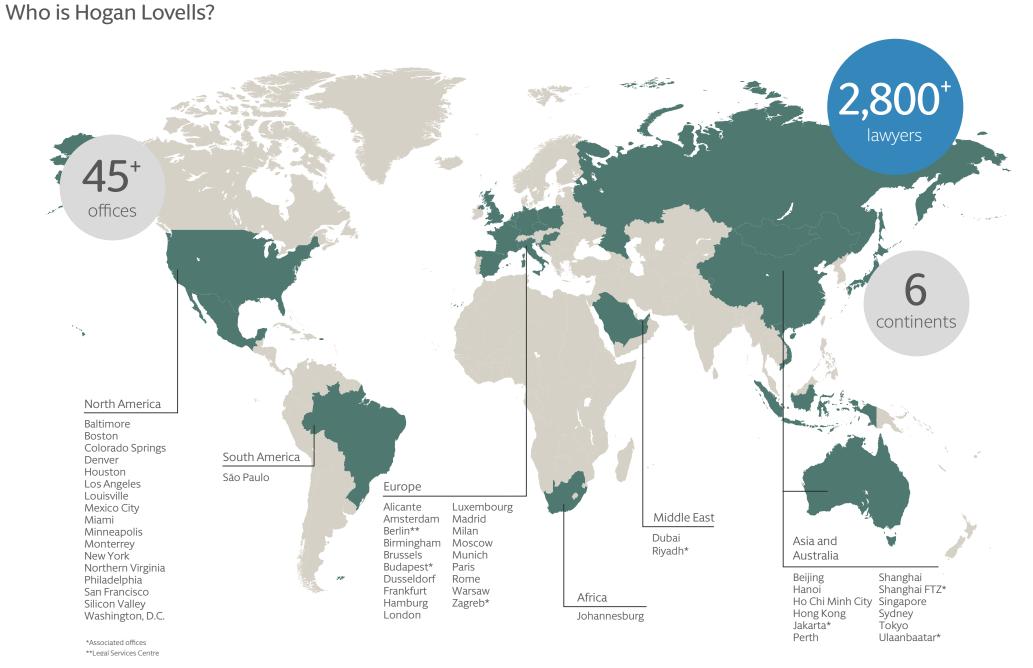


Impact Report 2018/2019







One of the global elite

Hogan Lovells is a leading global law firm. We offer extensive insights gained from working in some of the world's most complex legal environments. We help identify, manage and mitigate risk and make the most of your opportunities.

A fast-changing and inter-connected world requires fresh thinking, combined with proven experience. Our legal solutions will be aligned with your business strategy. Our experience in cross-border and emerging economies gives us the market perspective to be your global partner.

HL BaSE is Hogan Lovells' international social enterprise and social finance practice. We believe in business as a force for good. Our social enterprise clients are leading the way on responsible and sustainable business, and we do not underestimate the value of 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 mission is to provide accessible legal support for business as a force for good.



One of the top 10 largest law firms in the world, with 50 offices



Over 800 partners globally and 2,500 lawyers



5 practice areas and 11 key industry sectors



Our roots can be traced back more than 100 years



Ranked as one of the top most innovative law firms by the Financial Times



One of the world's top five law firms brands



Nearly 80 different languages spoken



Providing legal support to charities and social enterprises for over 10 years





BaSE is the foundation for building sustainable value for our client and stakeholders



Foreword by Adrian Walker, Partner, Hogan Lovells

"HL BaSE is about who we are as people and as an organization; it reflects our belief that business should be a force for good. HL BaSE is an integral part of our philosophy that recognises an alignment between our commercial practice and our engagement with the communities in which we work.

Through HL BaSE, we encourage lawyers from across our international offices to support social impact causes, by providing high quality legal support to social entrepreneurs. Over the last two years, our ground-breaking HL BaSE Training programme which is delivered in partnership with Ashoka, has enabled over 400 of our junior lawyers worldwide to develop important client facing skills early in their career and ensure that all junior lawyers joining the firm are familiar with the importance of social and environmental impact for our clients."

The HL BaSE team



Hogan Lovells

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Introduction to HL BaSE

Legal support for the impact economy HL BaSE is our social enterprise and social finance practice. We provide practical, commercial advice to social enterprises and mission-led businesses, and we act as advisors to impact investment projects.

We lead a number of innovative programmes designed to leverage support and advice for our impact economy clients, and our mission is to provide accessible legal support for business as a force for good.

In a year in which the business community has become increasingly conscious of its social impact, the conversation around purpose grows ever louder. From Larry Fink, CEO of Blackrock, urging businesses to "embrace their purpose in order to achieve their full potential" to the declaration of the U.S. Business Roundtable which recognised that shareholders were only one group among multiple

stakeholders to which companies should pay attention. Others include workers, customers, suppliers and communities. The message is clear, purpose is good for business.

We believe that sustainable value is an attractive quality in times of economic and political uncertainty.

At HL BaSE, our vision is a market where every business has a purpose and access to legal support is not a barrier to maximising the positive social impact created by that purpose.

Accessible legal support for the

HL BaSE Training

Overview:

HL BaSE Training is a business and social enterprise school for Hogan Lovells lawyers.

HL Base Training focusses on social impact commercial skills. All newly qualified Hogan Lovells lawyers undergo HL Base Training, which encourages junior associates and trainees to think about the commercial context in which a client operates.

HL BaSE Training is currently offered in Europe, Asia and the United States, as well as to key clients around the world.

HL BaSE Training is delivered in partnership with Ashoka, a global network of the world's leading social entrepreneurs, and introduces participants to social enterprise clients. Many associates and trainees go on to provide these clients with six months of pro bono support.

Key Facts:

- Three continents.
- 1,000 + trainee and newly qualified lawyers.
- 100 + social enterprises advised to date.



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The Reviews:



Something we learnt from the HL BaSE Training experience is that no matter how large or small the client is, you can still relate to them on a personal level and understand what drives them and their business. Your clients are still people at the end of the day, and they want to hire lawyers that they enjoy working with.

Adam Kania, Trainee Solicitor, Hogan Lovells



I really enjoyed the HL BaSE Training programme; it was highly educational and opened my eyes to how we can collectively make a difference. I loved meeting colleagues from around the globe and working together on real-life legal tasks.

Eleanor Doubleday, Trainee Solicitor, Hogan Lovells



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HL BaSE provides Hogan Lovells lawyers at the outset of their careers with an understanding of how businesses operate, better positioning them to understand our clients. It also recognises the importance of social impact and social enterprise to the world of business today.

Andy Ferris, Partner, Hogan Lovells.



A conversation with Ben Higson on HL BaSE training

What is your role within HL BaSE and how did you get involved?

I have been involved in HL BaSE since its inception and have remained a supporter ever since. I was inspired to support HL BaSE by virtue of my involvement with Big Society Capital, on whose judging panel I historically sat.

How is HL BaSE an integral part of the firm?

HL BaSE is now embedded in what we do – especially in the corporate practice – thanks in particular to Nicola Evans's leadership. I think that it is increasingly regarded as a unique selling point of Hogan Lovells.

What are some of the key commercial skills that junior lawyers take away from HL BaSE?

Understanding the challenges businesses face and how lawyers can help solve them in a commercially-focussed way. And being at the "sharp end" of those issues. Although, the issues faced by HL BaSE participants might be on a different scale, the principles that can be applied in helping clients to solve them aid in understanding scaled-up issues faced by other clients.

How does HL BaSE benefit the lawyers who participate?

As well as the points made above, I think that it is a tremendous opportunity to be client-facing and learn those skills, in addition to have the chance to practise legal ones.

How does HL BaSE also benefit the social enterprises and clients we work with?

As with many areas of our work, the more experience we have in solving clients' problems, the better we become in advising our social enterprise clients. HL BaSE Catalyst (which is an important part of HL BaSE) also offers a unique opportunity for our big business clients to get involved with some extremely meaningful work and provide essential pro bono legal advice to our impactful social enterprise clients.

What is your favourite thing about HL BaSE and how would you like to see the programme grow?

I love that HL BaSE is something unique that also fits with the culture and values of Hogan Lovells as a top-end, high quality law firm that is also a purpose-minded organization; and I think that the HL BaSE businesses are different and interesting because they are not the same as our other clients. As we continue to globalize HL BaSE I want to ensure that as many of our trainee and junior lawyers are involved in it – plus encouraging more partner engagement too.

HL BaSE Catalyst

Overview:

HL BaSE Catalyst provides pro bono support for social enterprises.

HL BaSE Catalyst offers a series of afternoon workshops in which social entrepreneurs can receive bespoke and confidential advice on a particular legal issue from a small team of subject-matter experts comprising lawyers from Hogan Lovells and its participating clients.

HL BaSE Catalyst also provides guidance to social enterprises in other areas of business. such as marketing and human resources. drawing on the expertise of Hogan Lovells' Business Services teams.

Key Facts:

- 100+ client volunteers.
- 9+ countries around the world (United Kingdom, United States, China, France, Germany, Hong Kong, Italy, Mexico and the Netherlands).
- 100 + social enterprises advised to date.

The Reviews:



I have found that our HL BaSE Catalyst workshops provide an excellent forum for social enterprises to obtain valuable input on their plans for clients to be able to make a valuable contribution to the development of social enterprises.

> Richard Ufland, Senior Counsel, Hogan Lovells



Hogan Lovells



We always have great demand for places on these workshops and we are the only international law firm which provides this service. Additionally, we find the relationships we have with the lawyers that attend the programmes are strong and long lasting.



Our time with the solicitors was extremely useful and has helped to widen my perspective and see different options regarding the situations presented.

Maria Morgan, Executive Director of Kineara CIC



Seriously impressive for us to see the investment Hogan Lovells have made into such a worthwhile enterprise. Great stuff.

Caroline Riddy, Senior Counsel, Axa Insurance PLC





I think the format works well – with the overview to start, followed by a deep dive with the individual social enterprise. It was interesting to consider legal issues that I see inhouse within the context of a very different organization.

> Kiron Choudhury, Solicitor, Ford Motor Company Limited





HL BaSE Legal

Overview:

HL BaSE Legal is a thriving legal practice for social enterprises.

HL BaSE Legal is run on a not-for-profit basis, offering low bono or pro bono support to social enterprises.

HL BaSE Legal works to address any legal issues that are a barrier to scale and sustainability, whether that is by supporting social enterprises to become investment ready, restructuring growing social enterprises or protecting the intellectual property rights of social enterprises.

Key Facts:

- 800+social enterprises advised to date.
- 3 continents around the world (Asia, Europe, North America).
- · 800+ Hogan Lovells lawyers involved.



The Reviews:



We have the unique opportunity of working closely with passionate founders of social enterprises that seek to close the gap between traditional charity and corporate. Through such work, we are able to help our clients develop their novel ideas, sometimes directly from the drawing board, into successful enterprises that work to solve critical social problems.

> Jen Qosja, Trainee Solicitor, Hogan Lovells

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Our ultimate goal is to ensure that access to legal support is not a barrier to scale, enabling social enterprises to grow their impact in a sustainable way. As such, it's a tremendous privilege to work with some inspirational social enterprise clients that are making a meaningful difference in the lives of so many people.

> Harry Wright, Social Enterprise Associate, Hogan Lovells



We are very proud of our relationship with Hogan Lovells and it means a great deal to us all at Humanutopia and the Heroes Foundation. It seems totally appropriate that one of the biggest things that we will now be doing for our staff is being supported by your expertise and support.

> Carlo Missirian, Partnerships Director, Humanutopia



I want to pass on our thanks for all your hard work; it is a real milestone for City Mental Health Alliance and will help us achieve our ambition of improving workplace mental health across the global business community.

Alison Unsted, Head of Strategy and Operations, City Mental Health Alliance CIC

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UK case studies

Appt Health

Appt Health provides an intelligent appointment booking platform designed to help the NHS transform preventative healthcare.

Appt Health combines accessible delivery technology with behavioural economics, targeted messaging and data analysis to help patients' book routine NHS appointments.

Appt Health enables healthcare to be more easily administrated, which means that more diseases are caught early and more patients are treated accordingly.

Key Facts:

- Enhanced booking rates of NHS appointments.
- Improved cost-efficiencies for the NHS.
- Increased uptake of preventative healthcare programmes at a national level.

The Reviews:



Hogan Lovells

We're thrilled to be working alongside Hector and his team to help Appt Health shape their business strategy for the next few years while assessing the legal constraints on the data protection side. As co-mentor, I think I speak for the entire team of Hogan Lovells lawyers assisting when I say we feel deeply about Appt Health's aspiration to facilitate preventive health.

> Agathe Michel-de Cazotte, Senior Associate, Hogan Lovells



We have worked with the HL BaSE programme on two occasions now and both times our expectations have been exceeded. First we worked with a group of lawyers as part of the Catalyst programme, where they helped us to create a strategy around intellectual property protection. Then, in September of this year we came back for the BaSE training programme and now we are working with a group of bright young lawyers over a six month period. They are delivering a piece of work that will help us understand our responsibilities as a data processor under GDPR. It is fantastic as a small social enterprise to have access to high quality legal advice, which would be out of reach without programmes like BaSE.

> Hector Smethurst. Founder, Appt Health





Peek Vision

Peek Vision provides smartphone-based technology to help identify people with eyesight problems and connect them to local healthcare workers.

Peek Vision's technology generates data that enables health care providers to supply more cost effective, targeted treatment through the efficient use of available resources.

Peek Vision develops partnerships and training frameworks to reach the people who most need eye care by working with partner NGOs, healthcare providers and governments to implement effective programmes.

Key Facts:

- Tripled the proportion of people who receive eye treatment.
- Utilised smartphone-based technology to provide quality, sustainable eye healthcare.
- Collaborated with leading research groups to ensure ground-breaking scientific research and innovation in transformative eye healthcare.

The Reviews:



It has been really inspiring to assist Peek Vision in expanding their global reach and it has been great to involve so many colleagues in different jurisdictions. I have really enjoyed the opportunity to see the great work they are undertaking in Botswana, as well as hearing about their exciting plans for the future.

> Imogen Walsh, Associate, Hogan Lovells



Hogan Lovells has shown great interest in our work at Peek Vision and the impact we are having through our programmes. They have been instrumental in helping to strengthen our employee contracts and provided much-needed support in establishing our first branch office outside of the UK, which has now opened in Gaborone, Botswana.

Stuart Mackie, Head of Strategic Partnerships, Peek Vision

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NOWTEACH

Now Teach

Now Teach provides a route for experienced professionals to successfully become teachers with sustainable, long-term careers.

Now Teach focuses primarily on shortage subjects (e.g., science, maths, IT and modern foreign languages) and delivers its programme nationwide.

Now Teach partners with schools, universities and training providers to support career changes and connect them with a strong professional network to amplify impact and accelerate progress.

Key Facts:

- Established unique network of experienced, talented individuals from over 25 industries, collectively with 4,200 years of experience.
- Partnered with over 50 schools, where over 27,000 students will be taught by Now Teachers in 2019.
- Recruited over 85 Now Teachers in 2019, with 1,800 years' worth of combined career experience.





Working with Now Teach on their path to independence has been fantastic. I can't wait to see what lies ahead as the organization grows and grows.

Annie Lund, Trainee Solicitor, Hogan Lovells

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It has been a pleasure to work with Now Teach over the last few years and witness the extraordinary growth of the organization. We look forward to further developing our relationship with Now Teach and helping the organization become a fully registered charity.

> Don McGown, Partner, Hogan Lovells



Here at Now Teach, we have just finished our third successful recruitment round, bringing in another 85 experienced career changers into teaching. We could not have done this without your support. Your legal support has helped us to:

- Bring over 200 experienced career professionals into teaching since 2017.
- Expand across four regions London, Hastings, East Anglia and Birmingham.
- Work with over 50 partner schools.
- Build our cohort retention to 83%. Clare Geldard, Executive Director,

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Now Teach





Continental Europe case studies

Financing Agency for Entrepreneurship (FASE)

FASE creates a unique ecosystem for financing social enterprises.

FASE supports social enterprises in finding appropriate finance and raising growth capital.

FASE designs innovative finance schemes (such as its Social Innovation and Impact Fund) to match the needs of social enterprises and impact investors.

FASE aims to create a balanced risk/return ratio with a compelling social impact and a moderate positive internal rate of return for its investors, all while providing social enterprises with risk capital which would otherwise be difficult to obtain.

Key Facts:

- Supported over 40 social enterprises to date.
- Raised over €20 million in growth capital for social enterprises.4
- Funded social enterprises across Europe, including in Austria, Benelux and Germany.

The Reviews:



It was a regulatory challenge to set-up the new social fund and agree the guarantee with the European Investment Fund, but great fun working with the team – internally and externally.

Joerg Herwig, Partner, Hogan Lovells

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The pro bono support of Hogan Lovells was a key success in designing and setting up the layered fund structure of the Social Innovation and Impact Fund. We are very grateful for this support!

Dr Markus Freiburg, Founder and CEO of FASE





discovering hands taktile diagnostik

discovering hands

discovering hands utilises the superior tactile perception of blind and visually impaired persons to improve palpatory diagnosis in the early detection of breast cancer.

discovering hands provides blind and visually impaired women with a nine-month training programme to become clinical breast examiners in qualified vocational training centres.

discovering hands uses Medical Tactile Examiners (MTEs) who serve as medical assistants in the healthcare system.

Key Facts:

- Increased long-term career opportunities for blind and visually impaired women.
- Improved patient care (as each MTE takes at least 30 minutes, additional qualified examiners can dedicate the necessary time and attention required for each patient).
- Enhanced, quality-assured patient examinations.

The Reviews:



How impressed I am and how enthusiastic about the idea of discovering hands improving the life of so many women...It was truly inspiring to make a contribution to the realisation of this idea and to experience how very much appreciative discovering hands was of our contribution.

Christiane Alpers, Counsel, Hogan Lovells

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An innovative idea is only as good as its implementation. For highly relevant legal issues, our team has found the most motivated and committed support through the Hogan Lovells staff, for which our mission has also become a matter of the heart in my perception.

Dr.Frank Hoffman, CEO and Founder, discovering hands



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Nice To Eat You

Nice To Eat You connects restaurants and food shops with final users, through a business to consumer marketplace.

Nice To Eat You avoids food waste by providing a second chance to all food which has not been sold at the end of the day.

Nice To Eat You offers final users fresh food at a discounted price, allowing shops to save excess food waste and reduce their own CO2 emissions.

Key Facts:

- · Offers flexibility, choice and easy access to consumers looking to reduce their own food waste.
- Allows retailers to sell their own surpluses, by offering food items at a fixed price (e.g "3kg of fruit/vegetable – €2,75") which avoids the need for a daily update.
- Enhanced suitability for retailers looking to reduce their own food waste.

The Reviews:



At Hogan Lovells pro bono is taken very seriously. It's more about helping another person and offering all of your knowledge.

> Eduardo Perez, Counsel, Hogan Lovells



Being selected by Hogan Lovells for its HL BaSE programme has been a great opportunity for us to accomplish some important legal aspects that we couldn't otherwise have afforded. It's been a real pleasure to meet their committed Spanish team and to participate in the Hogan Lovells social engagement film "A Journey to Social Engagement". Thanks Mareike. Eduardo and the Team for your support".

> Gabriel Ramas, Co-Founder, Nice To Eat You

A Journey to Social Engagement:

In our documentary series A Journey to Social Engagement, we present four Citizenship projects from Continental Europe and accompany colleagues from Madrid, Paris, Munich and Moscow in their social engagement. The short films portray innovative ideas, foreign cultures, personal encounters and the question of what we learn ourselves when we help others. The film series is available on our website https://www.hoganlovells.com/en/ citizenship/our-citizenship-journeythrough-continental-europe



North American case studies

The Agora Projects

The Agora Projects strive to promote a more sustainable and equitable environment for social enterprises.

The Agora Projects provide high potential, early and growth stage social enterprises with in-depth consulting support, as well as access to mentors, investors and a global community of like-minded peers.

The Agora Projects build solar-powered, Wi-Fi-enabled pavilions that provide solar energy and internet access to communities, companies and universities in North America.

Key Facts:

- · Increased engagement from indigenous communities, including from the Navajo Community, where The Agora Projects are due to build their first pavilion at the STAR Charter school located near Flagstaff, Arizona.
- · Greater access for communities to utilise renewable energy sources at The Agora Projects' pavilions, where individuals can charge their personal devices, access free Wi-Fi and use integrated web-enabled tablets.
- · Improved awareness of environmental and sustainability issues.



The Reviews:



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By providing legal advice to social enterprises such as Agora Projects, Hogan Lovells supports entrepreneurs in their efforts to create a positive impact on the Mexican economy and, at the same time, promotes the formation of companies with a positive social and environmental impact.

Federico de Noriega, Partner, Hogan Lovells



Through the advice of the assigned team of Hogan Lovells lawyers, Agora was able to obtain clarity on specific legal requirements. Additionally, we were provided with a loan contract format to apply with all Mexican regulations and specific recommendations to make the process more fluid. Through the support received, we obtained the approval to drive of \$35,000 for the Mexican company Agrofloresta Mesoamericana. These funds are being used to encourage the export of sustainably grown cocoa and provide a fair wage to more than 150 small producers in Mexico. The loan raised the funds on the Kiva platform by joining the efforts of more than 1,000 people who relied on Agora and Agrofloresta.

María Duarte, Country Manager/ Directora de País Nicaragua, The Agora Projects



Asia Pacific Middle East case studies

Ignitia AB:

Ignitia AB began as a research project to understand the differences in tropical weather events and create a model to more accurately predict them.

Ignitia AB works closely with small scale farmers to provide reliable forecasts to increase their resilience through the adaptation of farming practices and enhance their productivity through better timing and use of critical resources.

Ignitia AB provides advice on regulatory requirements and restrictions on the provision on weather data in Southeast Asia to understand if there are restrictions in connection with their business model as they explore expansion in the region.

Key Facts:

• Improved accuracy of 84%, with forecasts more than twice as accurate as global models.

The Reviews:



Conducting the research has been very interesting. I'm delighted to provide Ignitia AB with advice that will enable them to fully consider their options as they plan for expansion, and to know that our expertise as a firm can be used for social good within the APME region.

Anthony Woolley, Administrative Counsel, Hogan Lovells LLP





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The Ocean Cleanup

The Ocean Cleanup develops advanced technologies for the clearance of plastic waste in the world's oceans.

The Ocean Cleanup (through its subsidiary The Ocean Cleanup Interception B.V) coordinates with local authorities and organizations in Can Tho City (Vietnam) on a pilot project called "River Plastic Interception" in the Mekong Delta.

The Ocean Cleanup aims to embed its river cleanup system, the "Interceptor", in rivers near Can Tho City and monitor the Interceptor's operations of intercepting plastic waste.

Key Facts:

- Improved research opportunities to reduce plastic waste, provided by the data generated from the Interceptor's operations.
- · Increased engagement and environmental benefit to the local community and the parties involved.
- Reduction in the flow of plastic waste from rivers in the Mekong Delta into the ocean.

The Reviews:



I am passionate about the idea of catching plastic in rivers and preventing more plastic from reaching the oceans in the first place. I was excited about the opportunity to inject energy and enthusiasm into the realization of this idea and to experience how we can engage with others to make the world a better place.

> Long Huynh, Senior Associate, Hogan Lovells

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Value for Women

Value for Women helps organizations advance gender inclusion.

Value for Women envisions a world where business embraces economic inclusion and the role that women play in driving entrepreneurship and performance, and in contributing to thriving economies, healthier societies, and a more sustainable planet.

Value for Women holds firm that women are key drivers of economic and social growth and that women's inclusion is essential for better business outcomes.

Key Facts:

- · Enhanced collaboration with government, financial institutions, NGOs, business and corporate foundations to bring a gender lens to business practice.
- Improved practical, cross-sector solutions for sustainable change and tangible results for business.
- Identified and tested solutions that foster inclusions while unlocking the powerful economic potential that women hold.

The Reviews:



We have been working with Value for Women since 2018 and in 2019 provided Value for Women with contractual advice and support for their partnerships with Australian and Southeast Asia organizations working together to empower and invest in women's entrepreneurship.

Christopher Moses, Senior Associate, Hogan Lovells LLP



Hogan Lovells and Barefoot College

Our achievements

solar mamas from 35 countries were trained

hours of pro bono advice was given to open four new solar training centres

US\$450,000

was raised to help the solar mamas set the world alight

mamas discussed their personal experience with human rights

the Sustainable Development Goals

Our partnership helps achieve seven of the 17 Sustainable Development Goals



















Legal Access Challenge

Overview:

The Legal Access Challenge is a challenge prize that sought out digital technology innovations that help individuals and SMEs to understand and resolve their legal problems in more affordable and accessible ways.

The Legal Access Challenge is delivered in partnership by Nesta (an innovation foundation) and England and Wales's Solicitors Regulation Authority.

The Legal Access Challenge has been made possible by a grant from the £10m Regulators' Pioneer Fund launched by The Department for Business, Energy and Industrial Strategy (BEIS) and administered by Innovate UK. The fund enables UK regulators to develop innovation-enabling approaches to emerging technologies and unlock the long-term economic opportunities identified in the government's modern Industrial Strategy.

Kev Facts:

- Attracted 117 high quality applications from a diverse range of teams.
- · Eight finalists were selected, each receiving a £50,000 grant to develop their solution over a six month period. Two final winners will be selected in April 2020 and will win a further £50,000 each.
- The finalists received expert support from a range of partners, including up to six months of free legal advice from Hogan Lovells.

The Reviews:



Hogan Lovells provided bespoke, one-to-one support to finalist teams throughout the Legal Access Challenge. We're very pleased that the Hogan Lovells team were able to provide support to the finalists during a crucial development phase.

Nicola Tulk, Programme Manager, Nesta Challenges

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I know how much the finalists have appreciated the support provided by Hogan Lovells and others. We are gaining key insights to how we can actively support the adoption of legal technology and other innovation that meets the needs of consumers, those we regulate and the economy.

> Chris Handford, Director of Regulatory Policy, SRA



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Amsterdam

Baltimore

Beijing

Birmingham

Boston

Brussels

Budapest*

Colorado Springs

Denver

Dubai

Dusseldorf

Frankfurt

Hamburg

Hanoi

Ho Chi Minh City

Hong Kong

Houston

Jakarta*

Johannesburg

London

Los Angeles

Louisville

Luxembourg

Madrid

Mexico City

Miami

Milan

Minneapolis

Monterrey

Moscow

Munich

New York

Northern Virginia

Paris

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Silicon Valley

Singapore

Sydney

Tokyo

Ulaanbaatar*

Warsaw

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*Our associated offices Legal Services Centre: Berlin

www.hoganlovells.com

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