

Planet Fundamentals

Planetary Health: Innovating for a regenerative and inclusive future

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**Planetary Health:
Innovating for a Regenerative and Inclusive Future**

A new open call for **social impact startups**

able to offer innovative solutions in response
to the most urgent global challenges promoting social progress



€150K
seed
investment



4 months
acceleration
program





An interconnected social system: a balanced planet for balanced people

Environmental, social and economic crises can no longer be considered as distinct spheres. The **World Economic Forum's [Global Risks Report 2025](#)** and the **[Planetary Health Alliance](#)** paint a clear picture: **the balance of the planet's health and that of its inhabitants as one.**

Climate change, pollution, the loss of biodiversity and the growing pressure on natural resources **are not just environmental threats, as they impact directly on human balance and on social and economic stability.**

Air quality as **ecosystem balance** determine people's living conditions and influence the spread of diseases, economic security and mental health.

Extreme heat waves, disease and illness caused by pollution, water insecurity and forced migration are just some of the most evident consequences.



The human footprint on the Earth's natural systems is stronger than ever before

We are overusing the available resources of **the only habitable planet we are aware of**. Since 1950 the human population has increased by nearly 200%, fossil fuel consumption by over 550% and sea fishing by over 350%.

We have built dams in close to 60 % of our rivers, done away with nearly half of tropical and temperate forests, we use nearly half of available fresh water every year and have taken over nearly 50 % of our planet's habitable surface to nourish ourselves.

Everything is connected: changing our planet's *natural systems* will in turn affect us, and not always in the ways we might expect. *Understanding* and *acting* on these *challenges* requires an extremely strong collaboration if we wish to defend our health and the planet's.



Damage mitigation is no longer enough.

Concomitantly, swift changes in the world of work, technological evolution and geopolitical tensions are rewriting the notion of social and economic security.

In this accelerating and unstable scenario, **traditional responses appear slow and fragmented**, while **challenges such as the ones we have, require swift and scalable system solutions.**

It is no longer enough to **mitigate** damages: **a new paradigm is called for**, one able to connect **social progress and sustainability.**

In our time, the crucial challenge is to **regenerate** existing models and **build new resilient economies.**



Startups & innovation: turning complexity into positive Impact

Startups have a unique opportunity in this scenario: **their agility and ability to experiment with new models enable them to tackle these challenges with fast and effective solutions, adapting and scaling in an ever-evolving landscape.**

The speed at which these interconnected crises emerge makes rapid response crucial. Those who can innovate in a sustainable and systemic way, anticipating change, will have the opportunity to generate deep and lasting impact.

This call is aimed at visionary entrepreneurs capable of developing innovative **solutions that enhance people's prospects by regenerating the planet and rebalancing social and economic systems.**



The issues we deal with and that affect us directly

Planet Fundamentals is a SocialFare call to find startups able to intercept transformations using their innovative solutions and models able to generate social and economic value.

- **Balancing the planet, its resources, and circular transition**
- **Balance and health in communities**
- **Technological balance, artificial and natural intelligence, and sustainable innovation.**

In Italy we are improving but not enough

We are improving only on half of the goals and getting worse for some of the SDGs.

There is a **space to be filled**, **change direction** and **act**.



Impact Areas

Selected startups will develop **innovative solutions with clearly stated intention and added value generating positive social impact.**

Climate, sustainability and resource management

Solutions addressing **climate change, environmental deterioration and the inefficient use of natural resources**, promoting sustainable production and consumption models..

Startups that develop **innovations to decarbonize**, for intelligent **water and energy** management, protection of **biodiversity and territorial** resilience

Health and new models for prevention

The evolution of the environmental, social and economic crises and their increasingly direct **impact on public health.**

We are looking for solutions that foresee emerging needs, improving **access to treatment**, and promoting **prevention**, dealing with challenges such as **pollution related diseases, mental health, longevity** and new models of personalised & **digital health**

Technology, artificial intelligence and sustainable innovation

Technological innovation can be an **accelerator of positive change** only if developed in an **ethical, inclusive and sustainable manner.**

We are looking for solutions that make use of **AI, big data, blockchain and digital solutions** to improve access to essential services, reduce inequalities and guarantee a transparent **management of resources and data.**

The future of work and new economic models

The digital and environmental transitions are redefining **the labour market, production models** and access to **economic opportunities.**

We are looking for startups that create **solutions for the training of new skills, impact finance, microcredit, inclusion at work** and the establishment of **regenerative and more resilient economies.**

Education and culture for transition

Knowledge, tools and new forms of learning are needed to meet global challenges.

We seek solutions that favour **equal access to education, digital literacy, impact culture** and a greater awareness on topics such as **sustainability, health and technological innovation.**

Who are we looking for?

We are looking for **dedicated and motivated** teams, interested in growing with us to develop scalable processes of change. We are looking for impact startups with the following features:

Development

Early stage **startups** with a **validated prototype** or a **product on the market**.

Business ideas, scale-ups (with revenue > € 4M/year) **are not our target**

Social Innovation

We are interested in **intentional, additional and measurable social impact** startups with a **highly innovative** products/services

Legal Form

We accept applications both from established companies (innovative startups, Innovative startups and social goals (aka SIAVS in Italian) , LLC/LTD and from companies still in the process of being set up

What we do offer?

SocialFare is the first Centre for social innovation in Italy and it is a **MISE** (*Ministry for Business and Made in Italy*) certified incubator. We offer the best social impact startups:

Development

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4 months of intense acceleration

Full time off and on line program at Rinascimenti Sociali in Torino



Investment up to €150K

In exchange for share in equity between 7% and 15%



Dedicated acceleration team

Service design, business planning, investment readiness and social impact assessment experts



Networking with over 60 mentors and investors

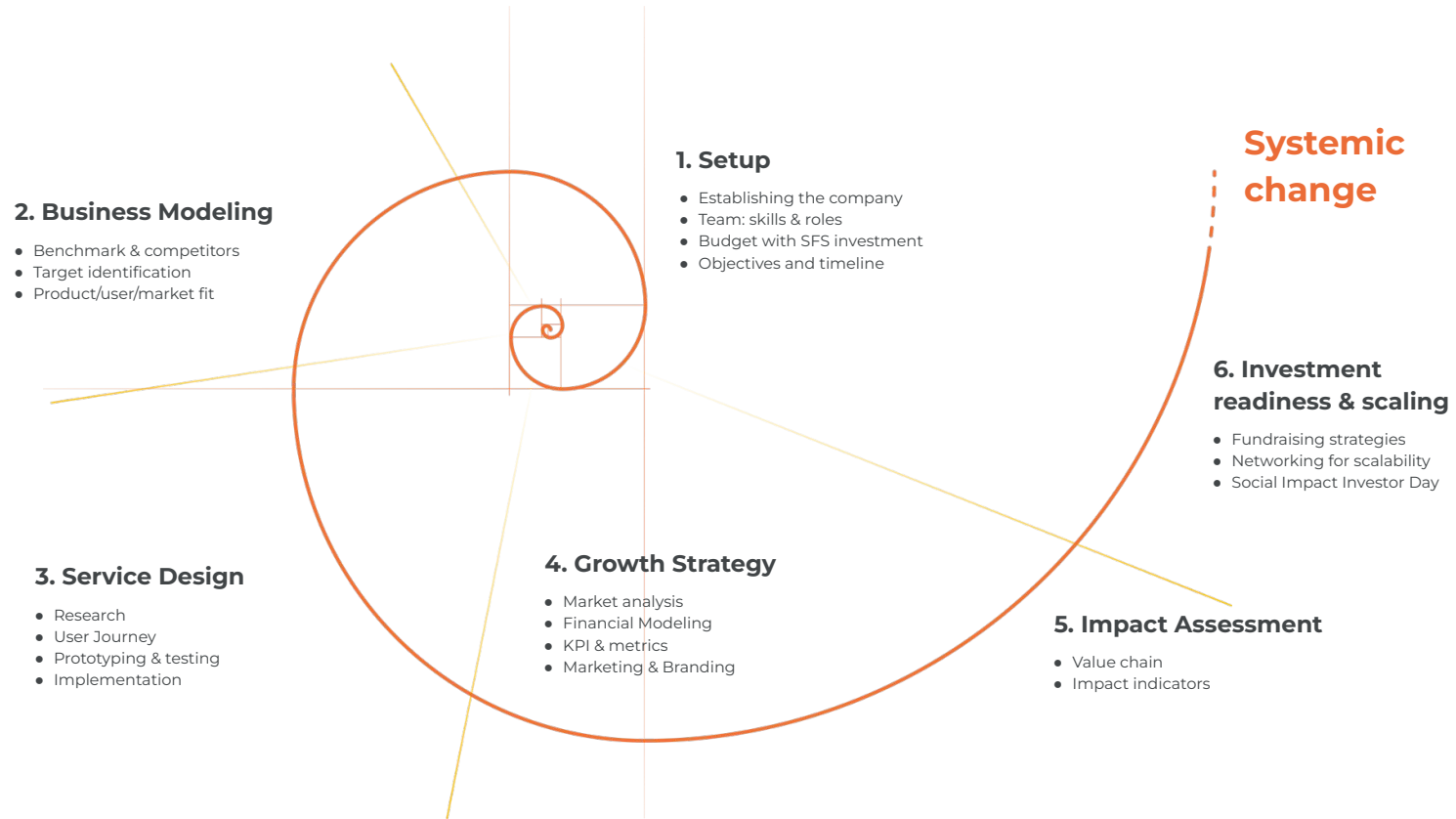
Access to our prestigious network of impact investors, mentors and advisors



Desk in the co-working and meeting rooms

Access to events taking place in our offices in the centre of Turin

Program milestones



Why to apply?

Since 2016 we have dealt with the launch and implementation of **18 acceleration programmes** accompanying **110 social impact startups** totalling **€50M funding** to date.

Over the 84% of the startups that received **SocialFare Seed** from 2017 to date **successfully received further funding after our investment.**

Thanks to our multidisciplinary team's expertise and to the prestigious network of mentors, advisors and impact investors we are able to offer **a unique expert advice programme** and **equity investment** for the generation of impact entrepreneurs.



We invest in your impact startup

Through SocialFare Seed



SocialFare Seed invests up to € 1mln per year in social impact startups accelerated by SocialFare.

SocialFare Seed is a private investment fund that supports startups and businesses accelerated by SocialFare.

If eligible, each startup/business can receive a seed fund of up to 150K€ (20% of which to be paid to SocialFare for acceleration services) in exchange for a variable percentage of equity, according to the valuation of the company.

The investment is paid in cash at the beginning of the program..

SocialFare Seed members:



Fondazione
Compagnia
di San Paolo

FINDE S.P.A.



FONDAZIONE CRC



SocialFare
Centro per l'Innovazione Sociale

We invest in your impact startup

Startups selected by SocialFare for acceleration will be awarded a seed fund of up to €150K in cash (20% of which to be paid to SocialFare for acceleration services) in exchange for a percentage of equity up to 15%. The investment will be performed by SocialFare Seed S.r.l.



SocialFare Seed is a private company established by impact investors such as the FINDE (Ltd partnership) Family Office, bank foundations such as the Compagnia di San Paolo, the CRC Foundation. SocialFare is also a partner and promotes a systemic model to establish and develop new social entrepreneurship. It is the one and only of its kind in Italy and is extremely innovative.

Convertible funding

The investment will be a convertible, that is a non interest-bearing convertible in the startup's equity. A convertible is a finance instrument used in the early stages of a startup given it is a cheap, swift means to gather funds without having to formally add a new equity partner at the start given the costs this entails. The conversion into equity by SocialFare Seed will take place in the event of a good performance of the startup or alternatively if it raises capital from investors in the three years following the signing of the contract.

Resource transfer

Resource transfer will take place in two steps: before the beginning of the acceleration program and on achieving shared objectives.

Contract

There is a standard contract for all startups a draft of which will be sent to the project/business team before the Selection Day, so they may view it. In the event of them being selected and joining the acceleration program the startup undertakes to accept and sign the relevant seed funding agreement/contract.

Type of company

If your business idea is selected you will undertake to establish the company within two months from selection, and to register with the Company Register (Registro delle Imprese).

Total investment and equity share

SocialFare Seed retains the right to vary the exact amount of the investment and the percentage of the equity; these clauses are negotiated with the team upon admission to the acceleration program.

SocialFare Seed Investments

In social impact startup

Planet Fundamentals



Personae



Exit



SocialFare Startup Acceleration Team

Vertical Team for the social impact startup acceleration and investment program



Laura Orestano
CEO



Martina Muggiri
Startup Program
Manager



Marco Cornetto
Startup Business
Developer



Filippo Psacharopulo
Investment Manager



Claudia Del Monte
Investment Analyst



Matteo Mascetti
Impact Communication
Lead

Our mentors e advisors

SocialFare avails itself of a prestigious network of out-of-house **professional staff** for its entrepreneurial acceleration Programmes, including:



Alessandro Ambrosio



Carlo Alberto Danna



Emilio De Lazzari



Danila De Stefano



Federica Falomi



Corrado Ferretti



Sara Galvagna



Igor Calcio Gaudino



Gianluca Manitto



Marco Montrucchio



Claudio Naviglia



Domenico Nesci



Corena Pezzella



Tommaso Puccioni



Pietro Puglisi



Giovanni Ravina



Christian Zegna



Caterina Manolino

Planet Fundamentals Partners



Invitalia, the Italian Development Agency, and SocialFare's institutional partner: it **advises our startups on available funding and measures** and **follows them in their application for easy terms** as well as pointing them to networking tools and opportunities for the growth of innovative businesses.



NHOA, SocialFare's technological partner for **Environmental Sustainability**, works alongside our startups **advising** and **mentoring** them in developing business solutions in sustainable energy, energy storage, green mobility or related areas.

Our network

SocialFare & SocialFare Seed

With a large network of **national and international partners** we develop solutions to respond to contemporary social challenges. Our network includes all innovation players: **Institutions, Foundations, Investors, Universities, Companies, Corporates, SMEs, ETs and Associations.**





Where we are

Via Maria Vittoria 38, Turin | Italy



Rinascimenti Sociali

Since 2015 SocialFare has been promoting an innovation and convergence model through Rinascimenti Sociali (Social Renaissance), **a place and convergence network to accelerate social impact knowledge and entrepreneurship in Italy**. It is based in Turin, a socially oriented city by choice, now Italy's point of reference for Social Innovation and startups.

Throughout the program, business and startup teams in acceleration will have a **desk** in the co-working area, and meeting rooms if required.

Program and selection timeline



Please note dates may vary slightly

How to apply:

Send your application on Paperform

by 11:59 pm of May 04th 2025

<https://socialfare.org/apply/planet-fundamentals-2025/>



Info

Planet Fundamentals is promoted & curated by

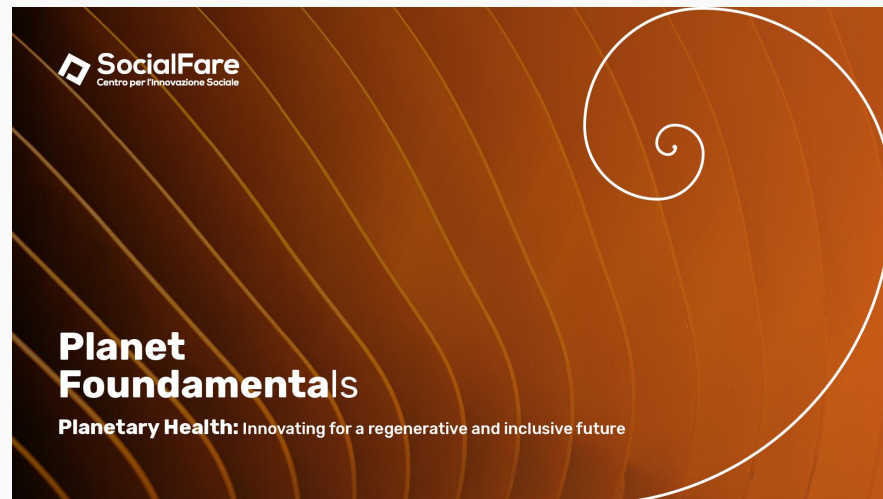


Headquarter:

Via Maria Vittoria 38, 10123 Torino, Italia | Tel: 393.1718264

www.socialfare.org

Info: fundamenta@socialfare.org



Cara startup, il team di SocialFare ti dà il benvenuto!

Ecco alcune informazioni utili:

- Il form può essere compilato indistintamente in **italiano o inglese**.
- Le startup che si candidano nella fase iniziale della call hanno un piccolo vantaggio perché abbiamo più tempo per leggere le risposte
- L'application form prevede un numero limitato di domande obbligatorie (indicate con *).
- Consigliamo di **leggere attentamente tutte le domande del form prima di iniziare** a compilarlo.
- **Una volta iniziata la compilazione NON è possibile salvare e riprenderla** in un altro momento.

Per ulteriori informazioni in merito al programma di accelerazione vi consigliamo di leggere con attenzione il bando scaricabile al seguente indirizzo: