

Madrid, 22 September 2020

ECOALF's founder, Javier Goyeneche, is awarded the Schwab Foundation's social innovators of the year 2020 for revolutionizing the fashion industry and leading the shift towards a sustainable future.

This award represents an achievement for Spain as Javier Goyeneche is the first Spaniard to have received this title and the only Social Entrepreneur 2020 Awardee in Europe. Furthermore, it asserts Ecoalf as the first fashion brand in the world to prompt the award.

The Schwab Foundation for Social Entrepreneurship, sister organization of the World Economic Forum, is a leading global platform that accelerates outstanding models of social innovation. The community has impacted the lives of 622 million people in 190 countries and, like Ecoalf, implements and promotes the Sustainable Development Goals set by all the United Nations Member States in 2015.

"The Schwab Foundation Social Innovators stand for trust, truth and service. They truly devote their lives through innovative actions to improve livelihoods," said **Hilde Schwab, Co-Founder and Chairperson of the Schwab Foundation for Social Entrepreneurship**. *"The Social Innovators of the Year 2020 represent a new ecosystem of leaders who are driving change and shifting organizations and systems towards a more just, inclusive, sustainable future"*.

The Schwab Foundation for Social Entrepreneurship has announced its 23 change makers of 2020 that are using innovation to join communities and positively impact the world. Javier Goyeneche, is awarded Social Entrepreneur because: *"This company [Ecoalf] is revolutionizing the fashion industry one fishing net at a time. Ecoalf has collected over 500 tonnes of waste from the bottom of the ocean and recycled over 200 million plastic bottles to make high-quality and 100% sustainable fashion products"*, announced today by the Schwab Foundation for Social Entrepreneurship.

"This is an incredible honor and we are grateful to be part of the community that is promoting a more inclusive and sustainable future. Ecoalf was born after the birth of my two sons, with the mission to leave the world a better place for both them and the future generations." **Javier Goyeneche, Founder & President of Ecoalf**

"The Schwab Foundation Social Innovators of the Year 2020 are pioneering agents of change, re-setting the way our institutions operate. The 2020 Awardees represent a new ecosystem of leaders who are driving change and shifting organizations and systems towards a more just, inclusive, sustainable future.." **Dr François Bonnici, Head of the Schwab Foundation**

About Schwab Foundation

The Schwab Foundation for Social Entrepreneurship was founded in 1998 by Hilde and Klaus Schwab. Known as the sister organization of the World Economic Forum, the Schwab Foundation is a leading global platform that accelerates outstanding models of social innovation.

To stay on the cutting edge of the social innovation field, recognize the diversity of the social innovation models across multiple stakeholder groups and to further stimulate public-private impact collaborations, the Schwab Foundation awards social innovators in the following categories:

- Social Entrepreneur of the Year
- Corporate Social Intrapreneur of the Year
- Public Social Intrapreneur of the Year
- Social Innovation Thought Leader of the Year

The Schwab Foundation community is an impact-driven community that focuses on global goals and local impact. The community has impacted the lives of 622 million people in 190 countries. The community works in various, often cross-cutting sectors, including health, education, rural and urban development and gender equality – hence often directly contributing to the achievement of Agenda 2030, including the Sustainable Development Goals.

Schwab Foundation Awardees are fully integrated into the meetings, initiatives and projects of the World Economic Forum. They benefit from peer-to-peer exchange with each other and meaningfully contribute their expertise to shape global, regional and industry agendas in close collaboration with other stakeholders of the World Economic Forum.