

## **Jürgen Griesbeck named “European Social Entrepreneur of the Year 2011”**

**Vienna, 8 June 2011** – Jürgen Griesbeck, Founder and CEO of streetfootballworld, will today be named European Social Entrepreneur of the Year at the World Economic Forum on Europe and Central Asia 2011. The prize is awarded by the Schwab Foundation for Social Entrepreneurship to outstanding social entrepreneurs in Europe who create sustainable social innovation. The award will be presented by Hilde Schwab, Chairperson and Cofounder of the Schwab Foundation for Social Entrepreneurship.

Through the love of football, streetfootballworld brings individuals and organisations together behind a common goal: empowering young people to rise above their circumstances. The streetfootballworld network unites over 80 organisations that use football to tackle social challenges like HIV/AIDS, crime and homelessness. streetfootballworld also drives an international coalition of private and public sector bodies to strengthen network members, who in 2010 alone reached out to over 500,000 young people worldwide.

“It’s an honour to be named Social Entrepreneur of the Year,” said Mr. Griesbeck.

“At a time when economic and social impact are becoming more and more intertwined, streetfootballworld is ready to stand with fellow social enterprises at the forefront of creative, needs-driven solutions to global issues.”

Jürgen Griesbeck will receive the award after the opening plenary session on 8 June 2011 in the Hofburg Congress Center. He will take part in the regional World Economic Forum alongside other leading social entrepreneurs and representatives from civil society, public institutions, and the private sector to discuss the theme “Expanding the Frontiers of Innovation”.

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**streetfootballworld**

Millions of young people around the world are born into a cycle of social injustice with little opportunity to break out. Through the love of football, streetfootballworld brings individuals and organisations together behind a common goal: empowering young people to rise above their circumstances. The streetfootballworld network unites over 80 organisations that use football to tackle social challenges like HIV/AIDS, crime and homelessness. streetfootballworld drives an international coalition of private and public sector bodies to strengthen network members through capacity development programmes, opportunities to share expertise, partnerships, and advocacy work—because stronger network members mean better opportunities for the young people who need them most.

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