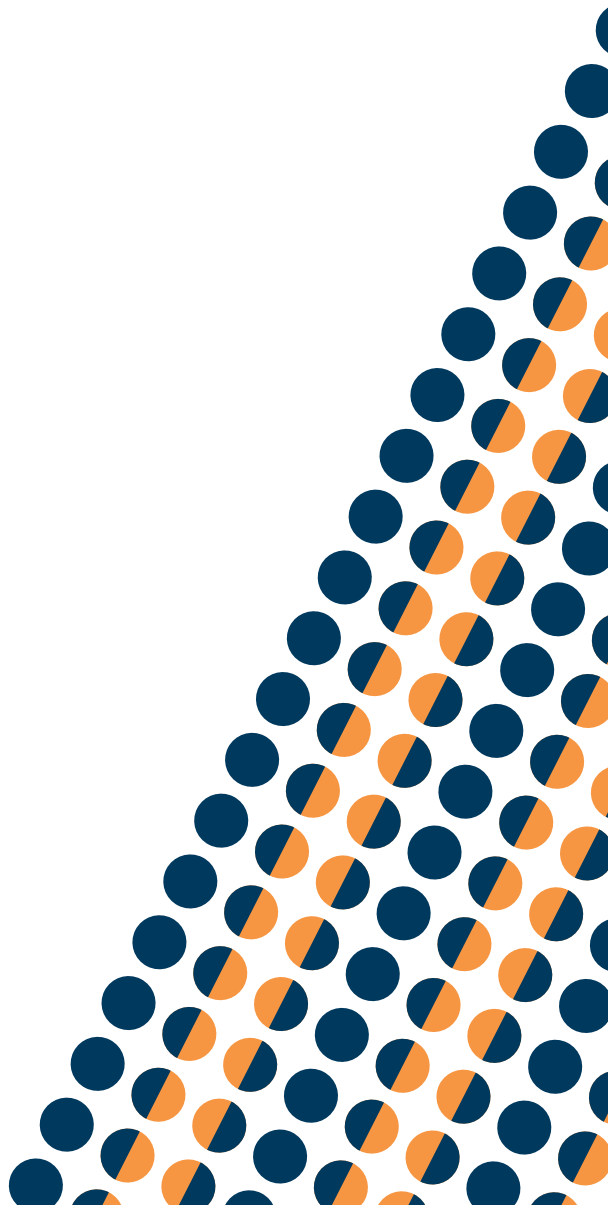


European Changemaker Summit

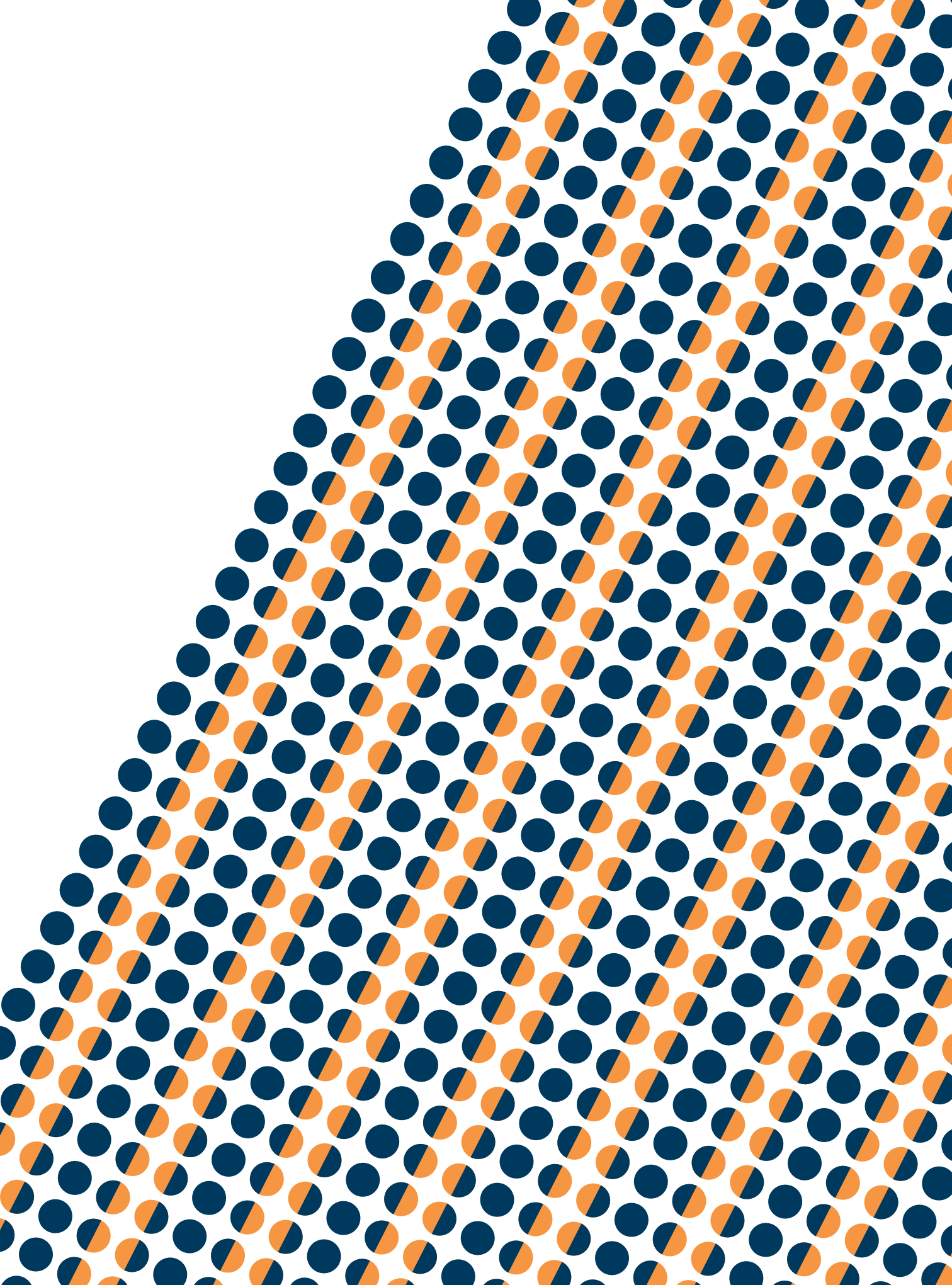
Barcelona, November 2019
25th, 26th and 27th



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Welcome Letter

By Marie Ringler

Director of Ashoka Europe



A new inequality is haunting Europe and the world — the inequality of who gets to contribute and who doesn't. There is a widening inequality between those that have the skills and give themselves permission to contribute, to shape, to create change, and those who do not. We are here to correct that inequality and ensure everyone has the skills and support to be a Changemaker. We need the contributions of all to ensure we can create a Europe for all.

Welcome to Ashoka's European Changemaker Summit! Welcome to all of you: longtime and new Ashoka Fellows, Ashoka Support Network Members, partners, and colleagues. Welcome all of you who are our friends and co-creators, and thank you to all of our new friends from Barcelona who have warmly received us.

I have several hopes for these two days: I hope you will find inspiration, have many deep conversations, and you will use these experiences to build new collaborations and discover co-leaders for your work. At the core of this is trust.

We must create trust among each other to build collaborations. Trust is not given: it is earned. It is also something we can all work towards: by being open and transparent about our motives and interests, by generously sharing our expertise and know-how, by promising only what we can commit to, by actively listening to each other and interacting with empathy.

Europe is not a given: it is a gift that we must protect and improve together. The challenges we face as Europe and the world can feel insurmountable. It is like being in a dark space. Trust will help us find our way in that darkness. If we walk through that darkness together — into the depth of our challenges — we can find the light together. We can reach systemic solutions for the most pressing problems.

Ashoka does not work on the surface: we go deep, we look for systemic change, and we work at the roots of global issues affecting us all. Only by ensuring that we all contribute to these solutions — that we are empowered to step up and lead — will we be able to build an inclusive Europe.

I wish you two wonderful days of collaboration, of being seen and seeing others as beautiful humans—not just as professionals.

Thank you for being here with us, for trusting us to create a space for all of us to come together, and contribute to a new Europe for all.

A handwritten signature in dark blue ink, appearing to read 'Marie Ringler'. The signature is fluid and stylized, with a long horizontal stroke extending to the right.

Marie,
Director of Ashoka Europe

By Alexandra Mitjans

Director of Ashoka Spain

Barcelona, city of culture, tourism and design. City of creativity, entrepreneurs and family businesses. Barcelona, birth home to Ashoka in Spain. Local, global and multicultural. City of coexistence but also, recently, of division. Barcelona, progressive yet not absent of inequalities and challenges. Barcelona of contradictions but most importantly, Barcelona full of opportunities.

In the name of all these Barcelonas, welcome to our vibrant home!

Hosting the European Changemaker Summit is truly an honor, and also the result of thirteen years of intensive efforts. Ashoka Spain wakes up every day with the dream of accelerating an 'Everyone a Changemaker' nation, and we have the privilege to pursue that vision with our wonderful network of 40 Ashoka Fellows, 12 Changemaker Schools, 32 Ashoka Support Network members, 10 corporate allies, and hundreds of nominators, experts and a wide community of co-leaders. But most importantly, a team of 17 entrepreneurial, bright and warmhearted people who along with me, have the privilege to be your hosts.

The challenges we are facing in Europe, and globally, are increasingly complex and will only be solved with a radically new way of creating collaborative solutions. The European Changemaker Summit was born to offer us all that opportunity. These three days are meant to give us a moment to stop, reflect and



actively engage in building these collective solutions.

To achieve this, we are all required to deeply empathize, share and break our natural barriers. To leave our own aspirations and ambitions behind, and create new, collective ones.

If we commit to this, the European Changemaker Summit will represent the beginning of a journey. One which involves taking home what we learn as ambassadors of a new mission as changemakers for a broader Europe, represented not only by a powerful few, but instead, by the empowered many.

This, I believe, will be truly revolutionary.

Welcome to Barcelona. Welcome to the European Changemaker Summit. Welcome to the beginning of a new journey together.

A handwritten signature in blue ink that reads 'Mitjans'. The signature is stylized and includes a large, abstract scribble to the left of the name.

Alexandra,
Director of Ashoka Spain

Ashoka in Europe

Our presence in Europe

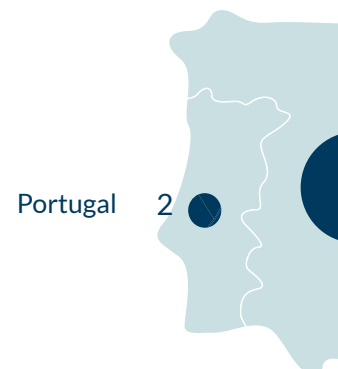
Ashoka Europe is an important region within the Global Ashoka community. We have 150 Ashoka staff members operating from 21 European countries.

Staff collaborate across cultures, languages, ways of thinking, and a multitude of Ashoka programs to pursue Ashoka's goals and objectives. In keeping with the Everyone a Changemaker model, Ashoka staff innovate within Ashoka Europe in a relentless journey for system change.

An extended part of the Ashoka Staff is the Ashoka Support Network (ASN), a global community of successful, innovative leaders from a variety of fields who see entrepreneurship as the primary engine for economic and social development.

Unlike traditional philanthropists, ASN members are changemakers who fully apply their creativity, energy, and connections to effect positive social change. By pledging to contribute a minimum amount to Ashoka over a three-year period, ASN members gain exclusive access to connect and engage with Ashoka Fellows.

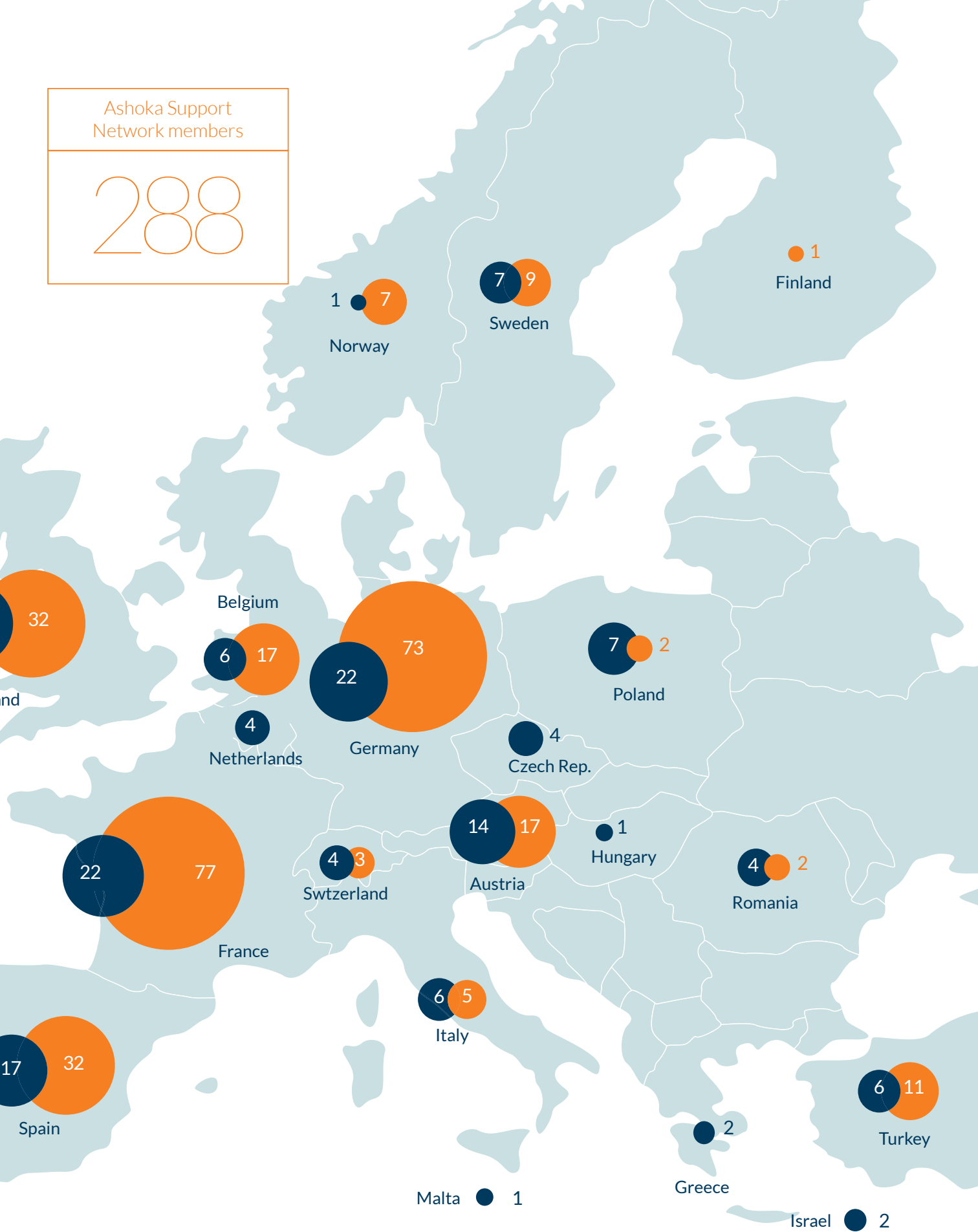
The Ashoka Support Network in Europe is vital and growing. As of right now, ASN has 288 innovative leaders supporting Ashoka Fellows in European countries and 352 members total worldwide. These innovation pioneers are integral to the success of Ashoka and Ashoka Fellows.



● Staff ● ASN Members (June 2019)

Ashoka Support
Network members

288



Ashoka in Europe

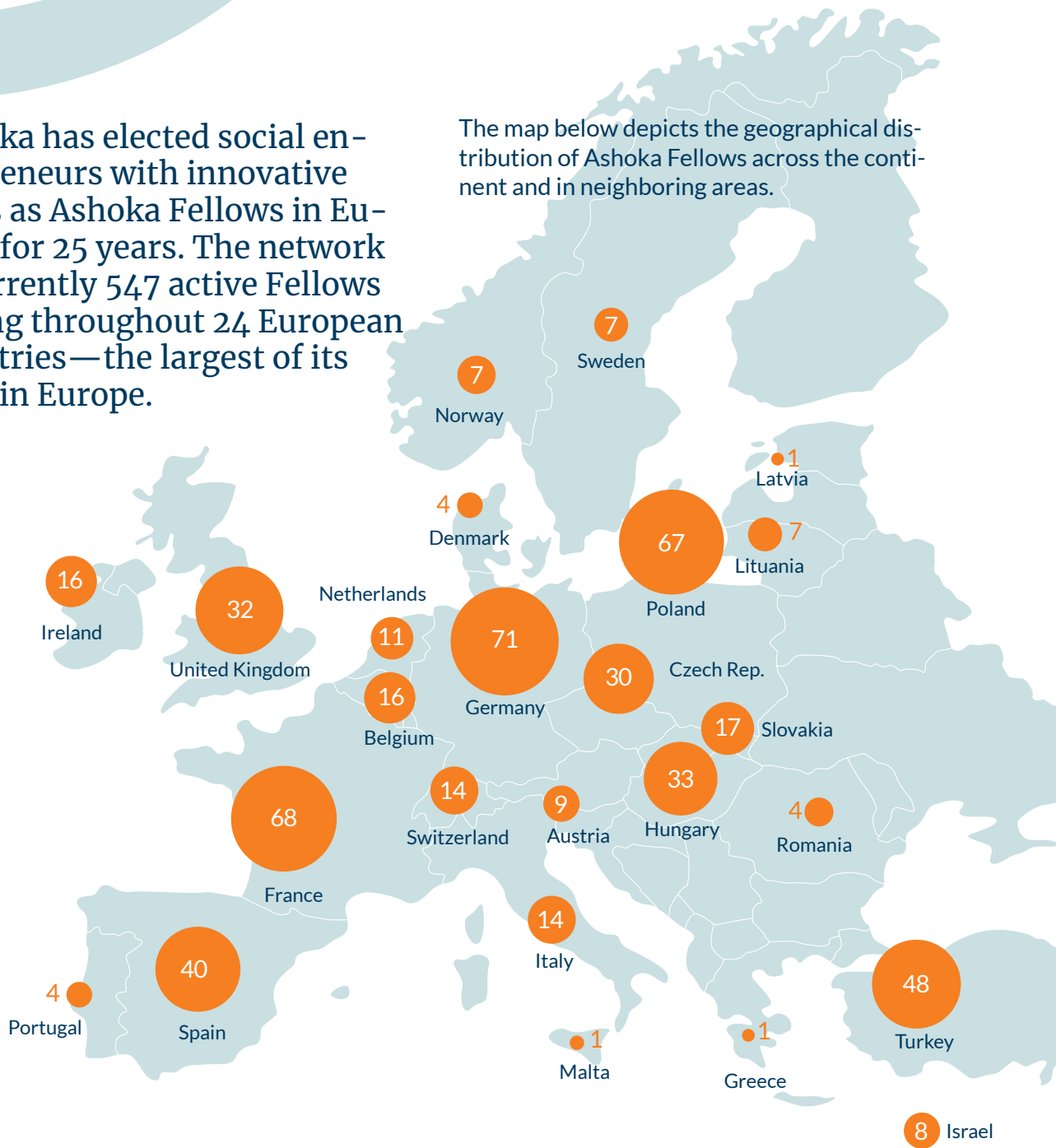
Ashoka Fellows in Europe

Ashoka Fellows in Europe

547

Ashoka has elected social entrepreneurs with innovative ideas as Ashoka Fellows in Europe for 25 years. The network is currently 547 active Fellows strong throughout 24 European countries—the largest of its kind in Europe.

The map below depicts the geographical distribution of Ashoka Fellows across the continent and in neighboring areas.



Ashoka Fellows innovate solutions for complex issues spanning a variety of contexts, fields, and societies. Fellows disrupt conventional boundaries by collaborating across sectors. They challenge long-held beliefs for tackling society's biggest issues. Ashoka's Learning and Action Center studies Ashoka Fellows in Europe with the goal of increasing their impact.

The Learning and Action Center performed an in-depth analysis of Ashoka Fellows working to address the most pressing social issues in Europe. The study "Creative solutions for changing times. The approaches of social entrepreneurs to Europe's most pressing challenges" (also available in the conference materials) demonstrates how Ashoka Fellows' innovations contribute to the broader European public agenda.

The 210 Ashoka Fellows elected between 2013 to 2019 engage with 15 issues at the forefront of public concern in Europe today. The three most common issues Fellows tackle are social inequality, healthcare, and the environment. They also work in the areas of security, economic stagnation, media and journalism, and demographic changes. They redesign social services, fight unemployment, improve education and justice systems, offer solutions for migration, focus on the use of technology, ensure well-being of children and youth, and promote active citizenship.
















The map on the following page depicts the distribution of the Fellows elected between 2013-2019 across these social issues and across countries.

The issues that Ashoka Fellows elected in 2019 primarily work on are:

-  Education
-  Healthcare
-  Use of technology
-  Social inequalities
-  Active citizenship
-  Media and journalism
-  Environment

Fellows disrupt conventional boundaries by collaborating across sectors

Distribution of the Fellows elected between 2013–2019

																
Austria					1	2			1			1				
Belgium	2		2				1			1	2		1			1
Czech Republic				1		1				2		1				1
Denmark					1		1									
France	2		2	1		3	3	1	1	5	1	3	4	3		
Germany	2	1			2	4	4	2	2			5	2			1
Greece												1				
Hungary						3							1	1		
Ireland							1		1	1					2	
Israel													1			
Italy		2	3		2	1			1		1		2			1
Latvia																
Lithuania																
Netherlands				1			2	1				1	2			1
Norway			1		1				1				2			
Poland		1				1	1		1	1		1	1			
Portugal	2									1						
Romania		1					1			1			1			
Slovakia						1										
Spain			1	1	1	4	3	2			2	3	4	1		
Sweden	1					1							1			
Switzerland						1				2			1	1	1	
Turkey				2		4	3	2	3	3	1	3	1	1	2	
United Kingdom		1	1			2	5	1	4	3	1	2	5			1

Total Fellows: 210

 Migration	 Economic stagnation	 Environment	 Active citizenship	 Healthcare
 Security	 Demographic changes	 Use of technology	 Media and journalism	 Redesigning social services
 Unemployment and segmentation	 Social inequalities	 Children and youth	 Education	 Justice system

Fellows 2019

 Elena Calistru Alberto Alemanno	 Mine Ekinci Steffi Biester Emmanuel Vincent Jennifer Lexmond	 Alp Toker Burak Arıkan Ramón Roca	 Kristina Lunz M. Madeleine Gianni	 Ricardo Martino Rosa Almirall Simona Sinesi	 Clara Jimenez Cruz	 Sue Riddlestone
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Our impact

While Ashoka has tracked Fellows' ability to influence systems change for more than 20 years (both in terms of changes in policy and laws as well as changes in market dynamics), in 2018 Ashoka began to collect data to investigate whether and how it has had a role in accelerating the impact of its Fellows' ideas.

Therefore in the Global Fellows Survey we added questions to measure the impact that Fellows attribute to Ashoka, in addition to 43 qualitative interviews where we delved deeper into our findings from the survey.

We organised the results of the survey in three main parts. Here is some of the data collected:

How Ashoka Fellows Drive Systems Change

A circular graphic with an orange outline and a white center, containing the number 90% in a large, white, sans-serif font.

of Fellows have seen their **idea replicated** by independent groups

A circular graphic with an orange outline and a white center, containing the number 93% in a large, white, sans-serif font.

of Fellows have **influenced public policy** in at least one of the 5 key ways below

- Achieved legislative change or influenced government policy
- Provided research and/or previously missing data to policymakers
- Advised policymakers/legislative bodies as an expert
- Represented marginalized populations and/or challenged laws in court
- Convinced government to allocate funds to a specific cause

A circular graphic with an orange outline and a white center, containing the number 93% in a large, white, sans-serif font.

of Fellows **altered market systems** in at least one of the 7 key ways below

- Increased the flow of market information (e.g., about prices or products to different market actors)
- Made it easier for people to trade or access certain goods or services in the existing market
- Created a new market that allows people to trade or access a product or service they previously could not
- Created value for a product or service where value previously did not exist
- Provided new ways for low-income people to generate income
- Led to changes in the code of conduct or official policy of a large organization or industry
- Encouraged for profit organizations to allocate dynamics in a new way to include previously excluded people

Ashoka Impact on Fellows



Report the **stipend** helped them focus full-time on their idea



Report that Ashoka helped them see their work at a **systems-change** level



Report **collaborating** with at least 1 other Fellow



Report that Ashoka changed **how they see themselves as a leader**, and of those Fellows, 94 percent are leading differently as a result



Report that Ashoka helped them see the importance of **independent replication**

New Insights on Leading Young



Fellows personally took the initiative to create a **solution to a social problem before the age of 21**



Reported **supporting young people** to lead initiatives within their organization

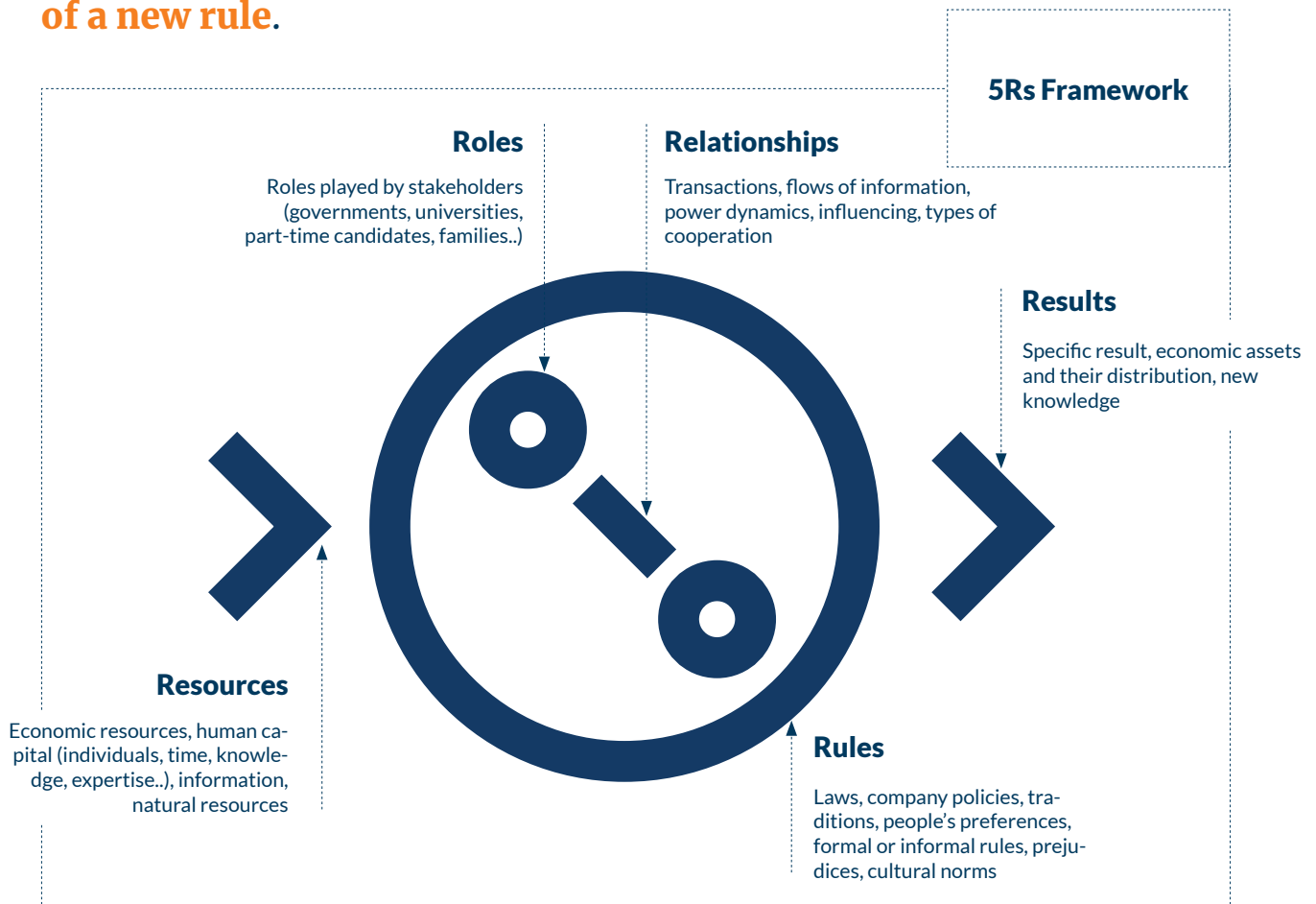
Frame for Systems Change. Explaining the 5Rs Framework

System change is understood as a shift in the underlying dynamics creating a problem. The real path to systemic change is paved with many small changes that make the big vision actionable: the **unlocking of new resources**, a **change in a role**, the **creation of a new relationship** or the **establishment of a new rule**.

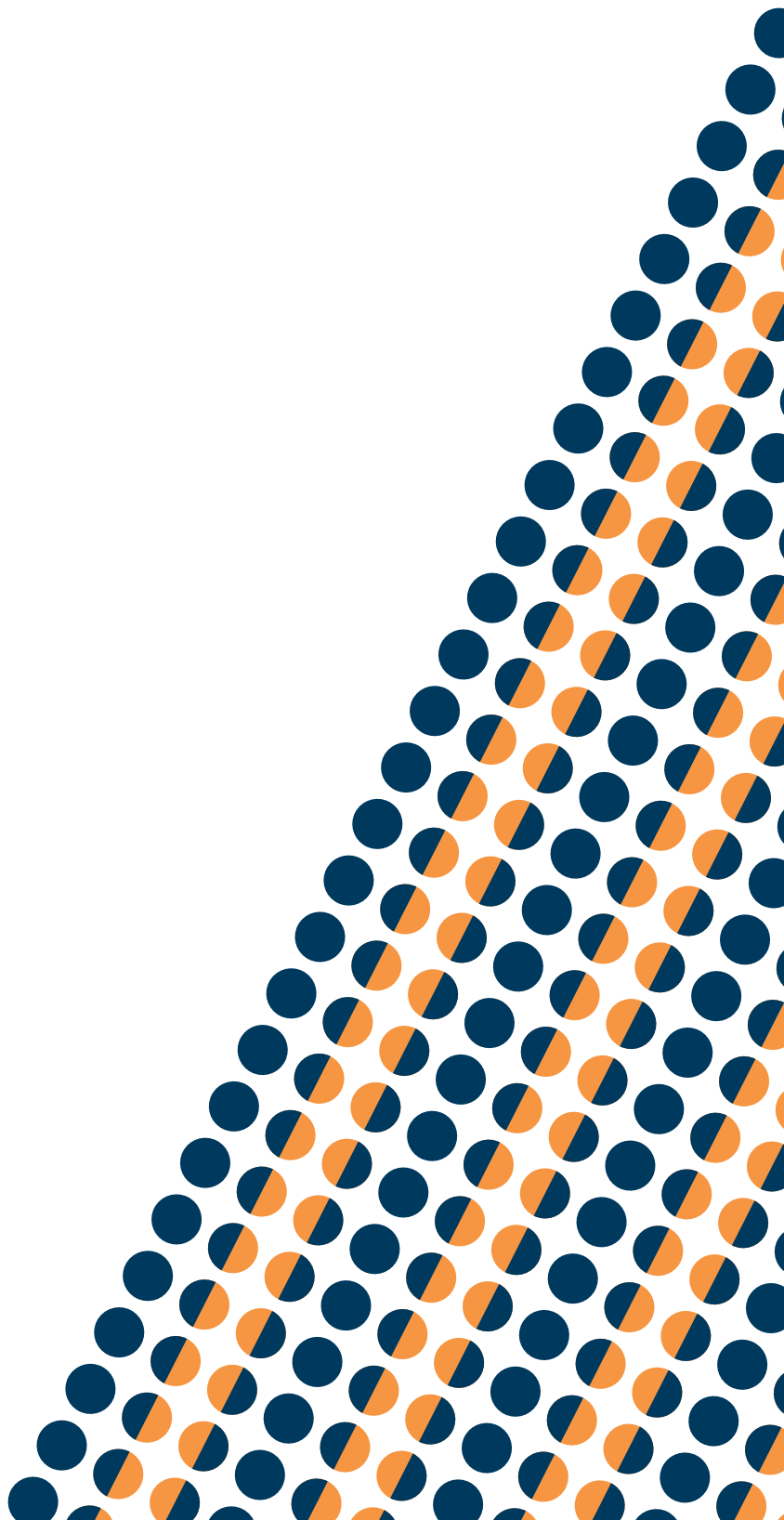
The 5Rs Framework is a tool that captures the basic dynamics of a system and points out different leverage points to improve or change it. A system can be defined as an interconnected set of elements coherently organized in a way that achieve something. Resources, rules, roles, relationships and results are the five elements that the 5Rs Framework analyzes.

The framework looks at the status of the system at different times and focuses on the most relevant aspects (Rs) that are generating a problem. It also emphasizes needed changes in the Rs to improve current results and achieve the intended change.

In the following section, the work and impact of our new Ashoka Fellows is presented through the lens of the 5Rs Framework. Their system change approaches are analyzed using this tool to illuminate how they are implementing their new idea to address social challenges.



New Ashoka Fellows 2019



Jennifer Lexmond

EasyPeasy, UK



Education



Jen Lexmond is building a more socially mobile society by inspiring parents and children everywhere to learn through play. She has created a digital platform that brings together parents of all backgrounds – and those in their support network – to discover, create, play, and share learning games with their children from birth to five, helping to prepare children with the skills they need to succeed at school, and life.

Impact

- The University of Oxford found that playing with EasyPeasy for 10 to 18 weeks had statistically significant, positive effects on the home learning environment, parents' consistency and responsiveness, as well as children's cognitive development and ability to regulate their emotions. The results have been replicated across a range of different communities, including families with low incomes and who speak English as an additional language.
- EasyPeasy has supported over 35,000 families across the UK through funding from partners including LEGO, the UK's Department of Education, the Wellcome Trust, National Literacy Trust, and Save the Children.
- Reception classes using EasyPeasy have found increases in children's Good Level of Development well above the national average.

System Change >

Changes in resources, relationships and roles

In the support system for parents of young children in the UK, Jen is encouraging the government to invest in early learning education and to provide support to parents from disadvantaged backgrounds in order to contribute to fostering a change in their embedded mental model.

This will lead to the empowerment of all parents to prepare their children for educational and life success and, thus, to the closure of the attainment gap.

Emmanuel Vincent

Science Feedback, France



Education



Emmanuel Vincent is creating an internet where users have access to scientifically sound and trustworthy information by encouraging journalists and digital platforms to adjust the way they disseminate science-based information. He is empowering the international scientific community to play a leading role in tackling online misinformation to provide the public with accurate information on scientific issues, such as climate and health.

Impact

- Partners with the French Ministry of Research in the program “Make our Planet Great Again” to develop a technological means of observation for digital platforms.
- Is the first and only accredited member of the International Fact-Checking Network (IFCN) pioneering a community approach to “fact-checking.”
- Has an impact on blogs, websites and news publishers. For example, through their partnership with Facebook, Science Feedback can reach readers who shared misleading information on social media through a notification from the platform inviting them to read Science Feedback’s review. It generates the retraction and correction of multiple inaccurate articles.
- Influences journalists and publishers: following Science Feedback’s reviews, the number of misleading climate change articles Forbes releases has drastically decreased, and so did the reach of one of its contributors promoting climate misinformation.

System Change

Changes in relationships, roles and rules

In the system of online media information, Emmanuel is building a bridge between journalists and the international scientific community by empowering scientists to lead fact-checking activities on digital information and is contributing to adjusting the way digital platforms operate and share information.

This will lead to the creation of an internet where users will have access to scientifically sound and trustworthy information and to the correct functioning of our democratic societies.

Simona Sinesi

Never Give Up, Italy



Simona Sinesi is reframing the narrative around eating disorders in Italy by developing targeted communication strategies based on evidence-based research and methodology tailored to teenagers and young adults.



Impact

- Developed a communication campaign for the Presidency of the Council of Ministers.
- Played a crucial role in pushing the official recognition and institutionalization of the National Day Against Eating Disorders in 2018.

System Change > >

Changes in resources, relationships and rules

In the Italian health-care system, specifically national supporting services for people suffering of eating disorders, Simona is developing strategic communication tools tailored to this more vulnerable population. These tools are based on up to date scientific research and evidence-based methodology.

This will lead to increased numbers of teenagers and young adults asking for support, receiving treatment, and will change the mindset among society and the scientific community.

Marie Madeleine Gianni

Bet She Can, Italy



Social inequalities

Marie Madeleine Gianni is changing old narratives about what young women and girls can achieve and knocking down the stereotypes that influence their career choices. She does this by running communication campaigns and developing innovative training and active learning experiences that engage teenagers, schools, teachers and companies.



Impact

- Collaborates with the Ministry for Instruction and the State Department for Equal Opportunities.
- Engages the Ministry of Education to tackle the issue of under-representation of girls and women in schoolbooks.

System Change

Changes in rules

In the Italian education system specifically focused on the first years of children's development, Marie Madeleine is fostering gender mainstreaming strategies in national education programs implemented through clear, coordinated action plans from local schools and teachers.

This will lead to the expansion of learning opportunities that engage young girls, young male teenagers, schools, and teachers towards a society and a labour market free of gender stereotypes.

Alberto Alemanno

The Good Lobby, Belgium



Active Citizenship

Alberto Alemanno is popularizing and democratizing lobbying for citizens as a legitimate democratic practice across Europe by making advocacy skills, resources, and collaboration opportunities available to everyone.



Impact

Successfully advocated for:

- the first whistleblowing protection regulation in Europe
- contributed to the elimination of European wide free roaming
- increased transparency on European Parliamentarians' expenses
- rights of compensation of trainees
- selection of judges for the European Court of Justice
- disclosure policy of political advertising on social media
- plain packaging for tobacco products
- and many others

System Change >

Changes in resources, relationships and roles

Acting in the unequal political environment of Europe, Alberto is enabling the civil society and its citizens to become active participants in the decision-making process by making advocacy skills, resources, and collaboration opportunities available to them.

This will lead to equalizing access to power by closing the gap between corporate lobbying and civil society.

Kristina Lunz

Centre for Feminist Foreign Policy, Germany



Social inequalities

Kristina Lunz is promoting a feminist foreign policy across the globe by creating the first worldwide think and do tank through which academics, governments, and political actors can collectively work to change the existing foreign policy framework.



Impact

- Builds along with the German Foreign Ministry a women's rights network between Latin America, Caribbean, and Germany called Unidas, which is officially launched by Foreign Minister Heiko Maas on May 2nd, 2019 in Salvador, Brazil.
- Creates the first panel in history about feminist foreign policy in the German government.

System Change

Changes in relationships and rules

Worldwide, in the system of foreign policies, Kristina is aiming at changing the relationship between foreign ministries, the active civil society, and the feminist scientists in order to transform political thought patterns and patriarchal conventions in policy making.

This will lead to increased conflict resolution, the support of human rights, and the elimination of gender stereotypes.

Steffi Biester

KICKFAIR, Germany



Education

Steffi Biester is shifting the educational paradigm of disadvantaged young people in Germany by developing a multiyear comprehensive educational program based on the elements of street-football to develop everyone's unique potential and belonging. She is also inspiring and guiding teachers in disadvantaged schools to learn about and adopt a much more competency-based, participative pedagogy.



Impact

- Developed and firmly anchored a comprehensive and structured process of impact analysis of all project measures. The basis for this is the multi year qualitative evaluation of the KICKFAIR concept by the University of Tübingen, which was published in 2015 and scientifically substantiates the fundamental effect of the central concept content.
- Integrated the KICKFAIR concept in the teaching degree curricula of partner universities.

System Change >

Changes in resources and relationships

In the school system in Germany, Steffi is developing new teaching-learning approaches that qualify teachers as the providers of the tools that young people – regardless their social status and background – need to develop positive mindsets and critical competencies for success in life.

This will lead to equalizing the educational opportunities of all children and young people, and to a more open and inclusive society as a consequence of unlocking everyone's talent and potential.

Mine Ekinci

KODA - Rural Schools Transformation Network, Turkey



Education

Mine Ekinci is reinventing education in rural Turkey by building a community of teachers to enhance best-practices for young village teachers in rural schools.



Impact

- Collaborates with education faculty to include KODA content in their curricula.
- Connected with village teachers via national teacher networks and the regional branches of the Ministry of Education.
- Reached 2,000 children through 130 teachers in their village communities, to date. Considering the impact of these children in their families and communities, the team estimates a total of 7,000 rural dwellers to be impacted by their programs.

System Change >

Changes in resources, relationships and roles

In the education system in rural areas in Turkey, Mine is enabling teachers to become pioneers of rural change having rural-specific theoretical and practical content to implement best-practices in village schools.

This will lead to the development of a sustainable changemaker education model for village schools, which will contribute to equalising students' educational opportunities in urban and rural areas. Moreover, it fosters an improved understanding of rural life, triggering every rural dweller to become a changemaker in their own setting.

Burak Arikan

Graph Commons, Turkey



Use of technology

Burak Arikan is unleashing the power of online platforms by democratizing digital knowledge and enabling civil society to create network maps through a free and user-friendly technology. Through his work, he makes it possible for everyone to see the systemic trends behind current events.



Impact

- Untangles complex relations that impact the civil society and keeps government institutions accountable. After the intense political events in Turkey, the platform was used to explain to the public the phenomena behind the incidents.
- Works with other institutions on projects like “The Dispossession Networks” to map the relations of capital and power in Turkey. The data has been used effectively by NGOs and press to stop various mega-construction projects.

System Change >

Changes in resources, roles and relationships

In the system of digital knowledge visualization, Burak is unlocking the potential of network maps by empowering CSOs and individuals with the agency to map and share civic data that fosters collaboration towards a common vision and goal.

This will lead to the democratization of digital knowledge and the protection of human rights.

Clara Jiménez

Maldita.es, Spain



Media and journalism

Clara Jiménez is building broad digital literacy truthfulness in Spain by educating the community on how to identify disinformation and transforming passive consumers of information into active contributors and factcheckers.



Impact

- Is the reference for citizens and organizations in the field of the fight against misinformation.
- Is the only Spaniard appointed by the European Commission to the High-Level Group of Fake News and online misinformation.
- Is the European representative in the International Fact-checking Advisory Board.
- Represents the European organizations in the global fact-checking community.
- Collaborates with Facebook on managing disinformation in Spain within the Third-Party Fact-checking program.

System Change >

Changes in roles and relationships

In the system of production and consumption of news media in Spain, Clara is redefining the relationship between the public and the media by activating citizens to be part of the solution to disinformation.

This will lead to broad digital literacy and the strengthening of democracy by empowering the community to make informed decisions.

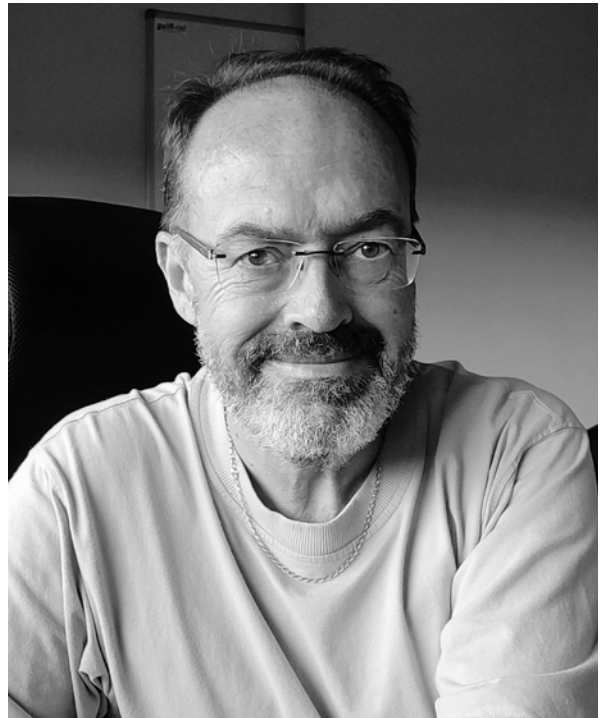
Ramón Roca

Güifi.net, Spain



Use of technology

Ramón Roca is extending internet access to the last mile in isolated communities in Spain by creating a community owned and operated network where every user co-owns and co-manages the infrastructure.



Impact

- Built the largest community internet network in the world.
- Has created more than 35 local businesses and 200 jobs.
- Won the European Broadband Awards in 2015 as the best project in the category of innovative model of financing, business and investment.
- Reduces the digital gap between villagers and urban dwellers.

System Change >

Changes in roles and relationships

In the internet supply system in Spain, Ramón is enabling rural communities to become suppliers of the Internet by co-owning and co-managing the infrastructure.

This will lead to the closure of the digital divide between urban and rural areas.

Rosa Almirall

Trànsit, Spain



Rosa Almirall is revolutionizing the current healthcare model for transsexual people in Catalonia by providing within a public institution a pioneer tailored and patient-centred care model for transsexual people and their families based on a trans-positive vision of gender.



Impact

- Is the current unit of reference for the specific attention and care of trans people for the entire Catalan territory and was recognized by the Department of Health of the Catalan Regional government in November 2017.
- Replicated in other Spanish autonomous communities such as Navarra and Mallorca.

System Change

Changes in relationships and rules

In the public health system in Catalonia, Rosa is integrating transsexual healthcare in the public healthcare system of Catalonia through the development and implementation of a specific action plan tailored to transgender people.

This will lead to the institutionalization of a people-centred care model for transsexual people and the mainstreaming among health professionals of a trans-positive vision of gender.

Ricardo Martino

Fundación Porque Viven, Spain



Ricardo Martino is revolutionizing the approach of home-based paediatric palliative care in Spain for all children with incurable diseases by promoting an end-of-life culture for children through educational programs, by building a paediatric network, and by creating an integral public palliative care service.



Impact

- The first ever Paediatric Palliative Care Plan for the Spanish National Health System since 2014. All Health Counsellors of all Spanish regions signed it.
- Has created palliative care teams in 15 hospitals in different regions of Spain.
- Builds a scientific network, the Paediatric Palliative Cares Spanish Society, in order to publish and share knowledge of the sector.
- The first specific post-graduate's specialization study in paediatric palliative care in Spain.

System Change >

Changes in resources, relationships and rules

In the national health-care system in Spain, Ricardo is creating a standard national framework for paediatric palliative care through training professionals and raising social awareness.

This will lead to the promotion of an end-of-life culture for children to assure the best adapted care and assistance to children from family, professionals, and society.

Elena Calistru

Funky Citizens, Romania



Active citizenship

Elena Calistru is mainstreaming civic engagement in Romania by building research-based, data-driven online advocacy tools and by engaging young people in online and offline activities, while advocating for more open ways of participation.



Impact

- The most influential civic and governance organization in Romania and a model in the region.
- Pushes for changes in the practices of public institutions regarding budgetary participation and transparency.
- Managed for the first time in Romania to get the endorsement of the biggest Romanian Business Leaders for the Get Out to Vote campaign.

System Change >

Changes in resources and relationships

In the democratic system in Romania, Elena is empowering citizens to be equal partners in the conversation with public institutions by releasing the potential of technology and digital platform and developing comprehensive civic education programs targeted to young people.

This will lead to the enhancement of civic participation, the strengthening of democratic practices, and the promotion of good governance.

Sue Riddlestone

Bioregional, UK



Environnement

Sue Riddlestone is pushing the national and global agenda on advancing more sustainable production and consumption by working at various levels of influence to transform how sustainability is understood and implemented.



Impact

- Engaged with the UN Rio+20 sustainable development process during 2011-12 and played a pivotal role in influencing the Sustainable Development Goals, specifically in designing SDG12.
- Developed the first UK strategy and planning for eco-town implementation.
- Built the first large scale eco-community in the UK, called BedZED, which became an international and national example of eco-communities in practice.
- Wrote the basis of the UK government's carbon policy for housing, going on to create one of the first global standards for measuring consumption-based greenhouse gas impact of cities.
- Wrote the sustainability strategy for the London 2012 Olympic and Paralympic Games bid team – Towards a One Planet Olympics – which was instrumental in London winning the Games.

System Change

Changes in resources and rules

In the global consumption and production system, Sue is advocating and developing exemplar businesses and models to showcase sustainability in practice and foster the effective implementation of sustainable policies at local, national, global, and business levels.

This will lead to the development of a sustainable global growth model and a mindset shift among governments, the private sector, and civil society.

Europe For All Challenge

Invest in Europe's most impactful social entrepreneurs to solve some of the greatest societal challenges we face in Europe. Contribute to raising 25 millions before 2025:



Support Ashoka's European staff in **searching, selecting, supporting and connecting Social Entrepreneurs** that are working on solving Europe's biggest social and environmental challenges.



With your investment, we can **reach new markets and leap forward into new fields** of social entrepreneurship. Fields that are particularly relevant and therefore will have a specific focus will be ageing, tech for good, planet & climate, gender equality, migrations, education and democracy.



With your investment, you ensure that the Social Entrepreneurs that are elected as Fellows can focus completely on **developing their organisation and scaling their impact**. Through the provision of a three-year stipend and strategic support, the newly elected Fellows are able to fully develop their impact model and achieve systemic change within their field of activity.



With your investment, we build a **co-learning and co-creation community of change leaders** across sectors to advance social entrepreneurship in Europe. We ignite collaborations and collective impact initiatives around Europe's most pressing challenges.

How to join the challenge

Support our ongoing work by fields or help us develop new ones where Ashoka is still not connecting the dots.

Make an unrestricted donation to Ashoka and help maintain the structure that weaves social entrepreneurs, philanthropists and companies to change systems.

Why joining

We multiply the social impact of your contribution by scaling the solutions of Ashoka Fellows and groundbreaking changemakers in the fields of climate change, democracy, tech & humanities, aging and gender.

You become part of the vibrant Ashoka community, which means that you become part of the largest network of social entrepreneurs in the world.

You will receive exclusive updates on who we support with your money annually. You will therefore receive a Social Dividend.

The numbers

EUR 25 million matching fund over the next 5 years will allow Ashoka to elect and support 250 Ashoka Fellows (74% of them impacting public policy), create and develop new fields like the ones already created around ageing, tech for good, planet & climate, gender equality, migrations, education or democracy and continue building a narrative for a stronger Europe based on systemic solutions to the most pressing social issues.

25
MILLION

to find and support

250
FELLOWS

74% impacting public policy

before

2025

and

develop new fields

develop stronger narrative for Europe

Strategic Partners

Google

BMW Foundation
Herbert Quandt

Boehringer
Ingelheim


by Ashoka and
Boehringer Ingelheim

sage Foundation

Glovo?

DANONE


CaixaBank

 Nestlé PURINA

Media Partners

EL PAÍS

LAVANGUARDIA

ESADE

 fundación
radika

Knowledge Partner

Well-being Partner

Collaborators


Barcelona Centre de Disseny

 Teatre Tivoli
Grup Balaña




ALTAVIA

accenture

JCDecaux

 CASA BATLLÓ
GAUDI BARCELONA

Fundación
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philanthropic.org
GIVING ART A NEW VALUE

Hoist Finance 

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