



# Ashoka Changemaker Summit

## Impact Report

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Results from Ashoka Changemaker Summit –  
Rediscovering Certainty  
December of 2020



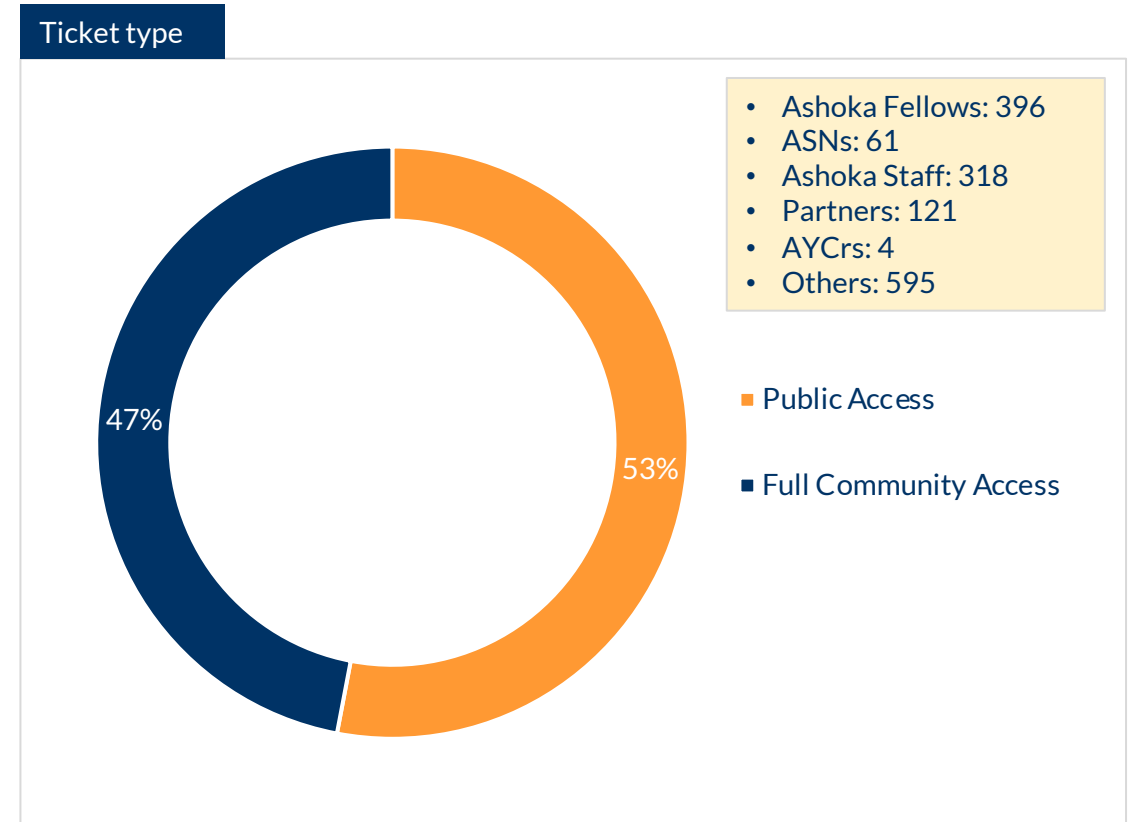
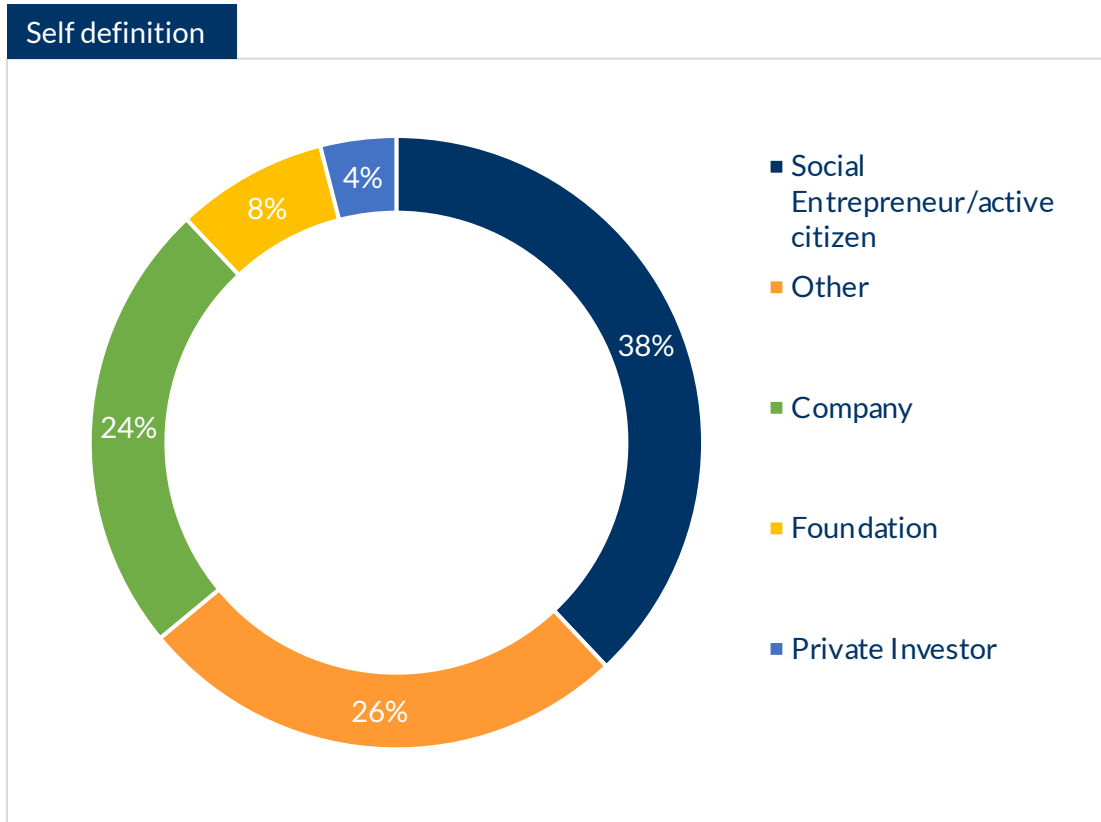
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Attendees

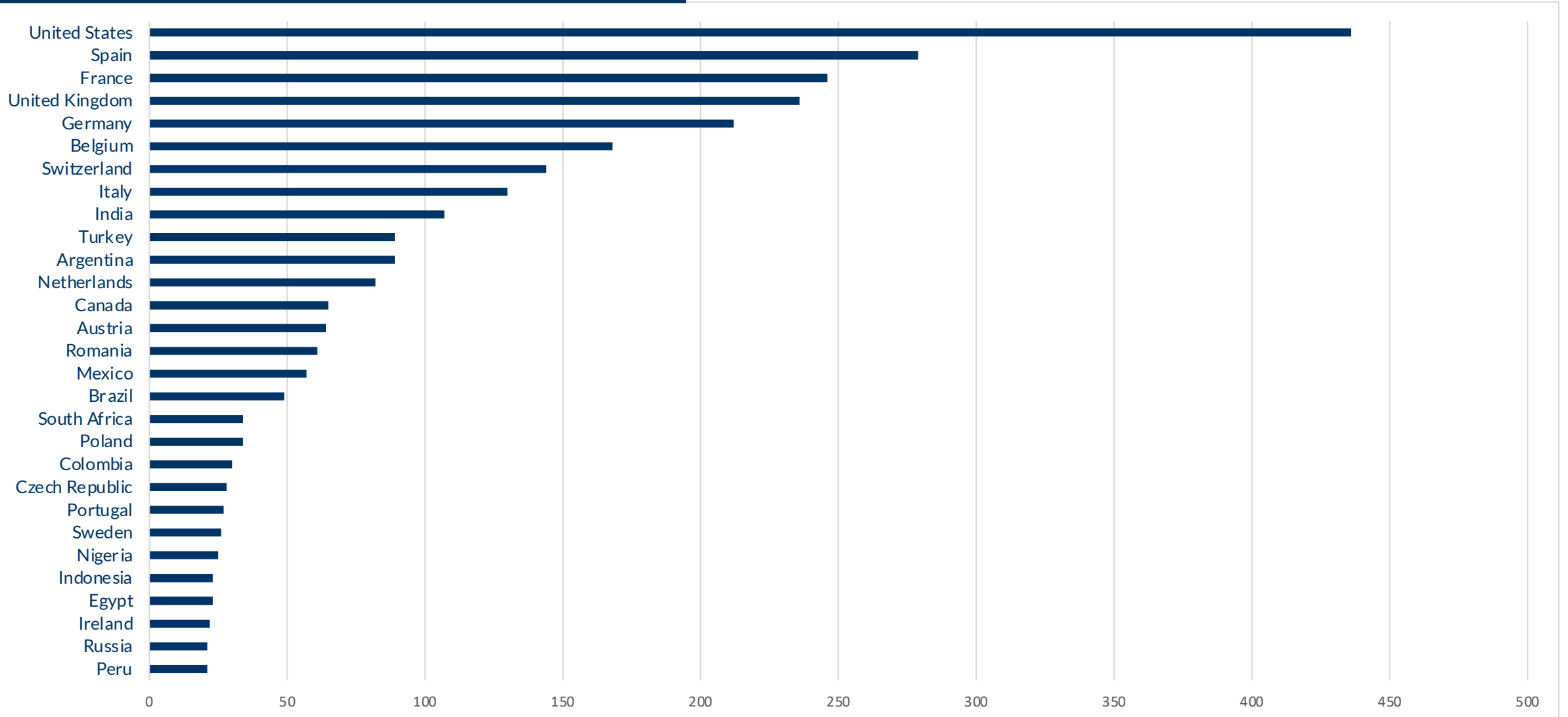
# Attendees

The Summit had a total of **3.332** attendees that we classified in the following categories:



# Attendees

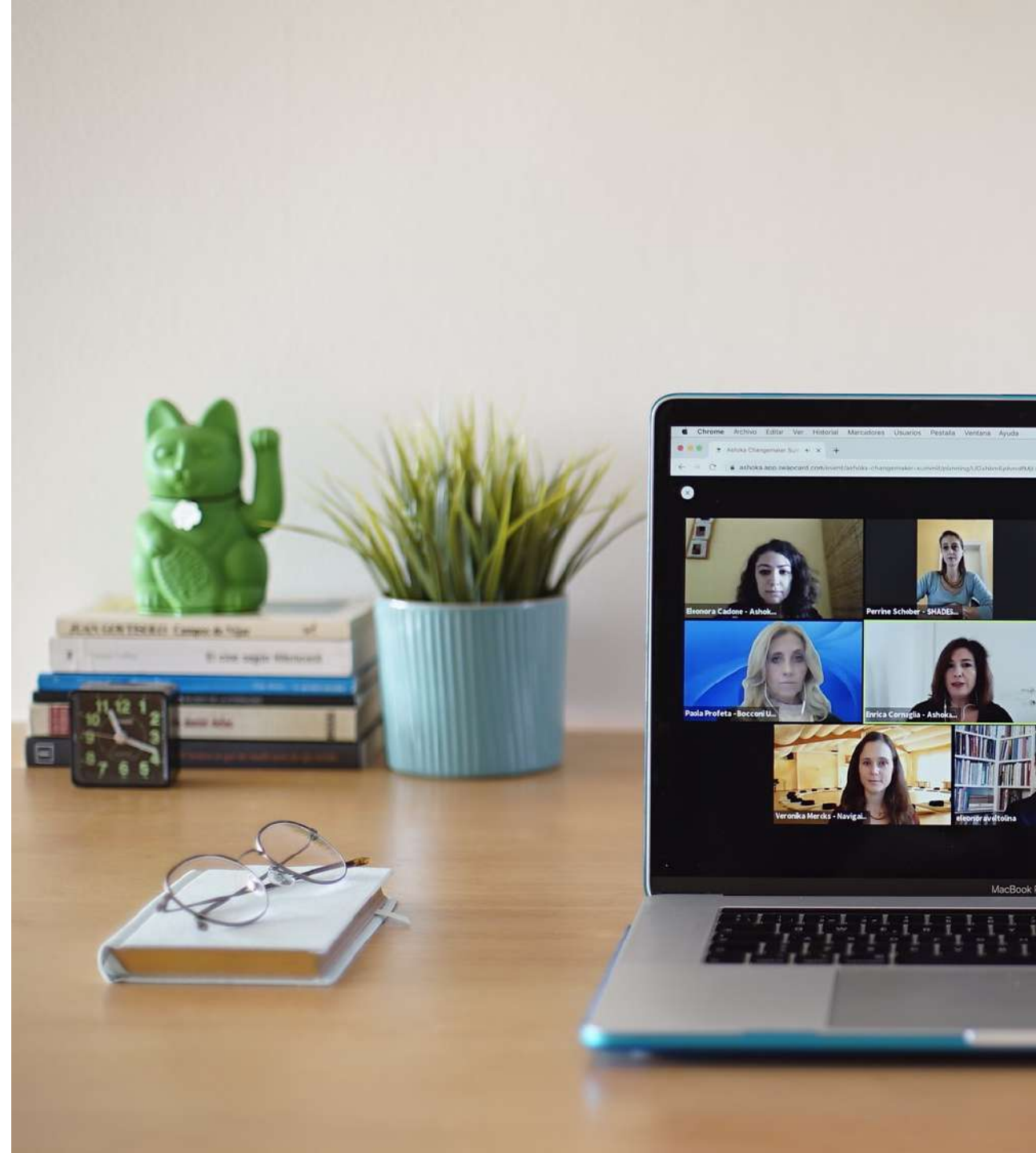
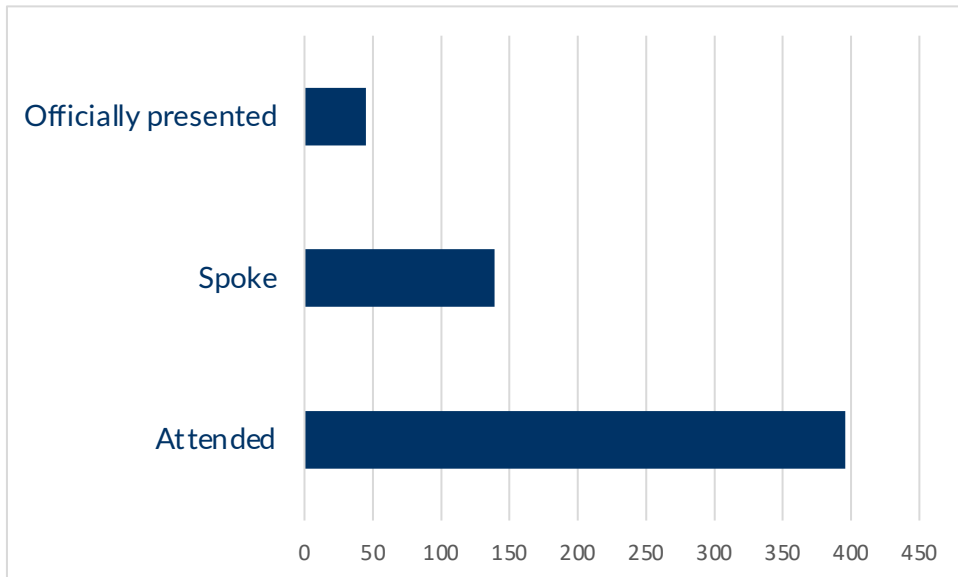
Origin of attendees (only including countries with more than 20 attendees)



# Ashoka Fellows

# Social Entrepreneurs

The Ashoka Changemaker Summit gathered 396 Ashoka Fellows in three days. 139 of them spoke in one or more sessions and 45 were officially presented as newly elected ones.

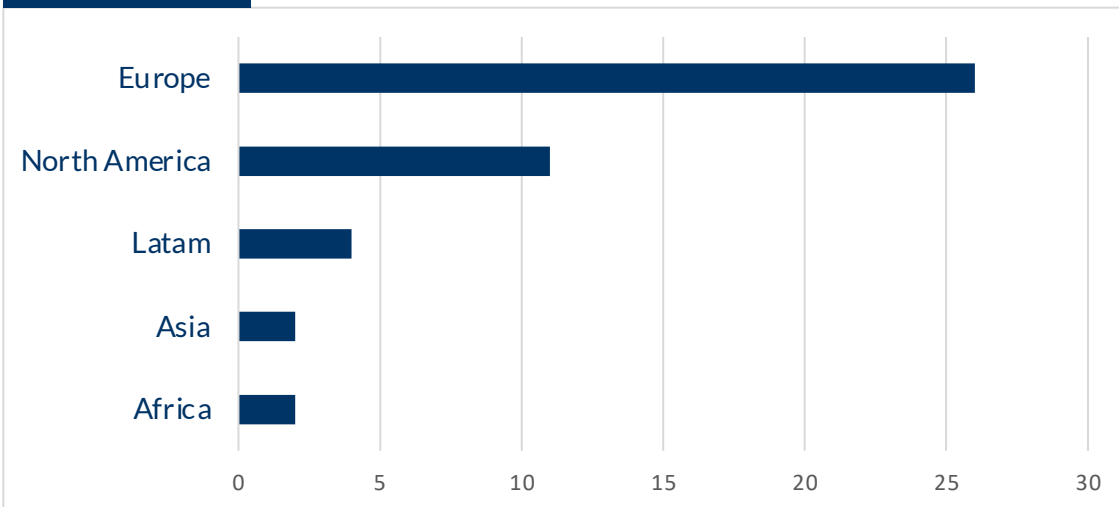


# Social Entrepreneurs

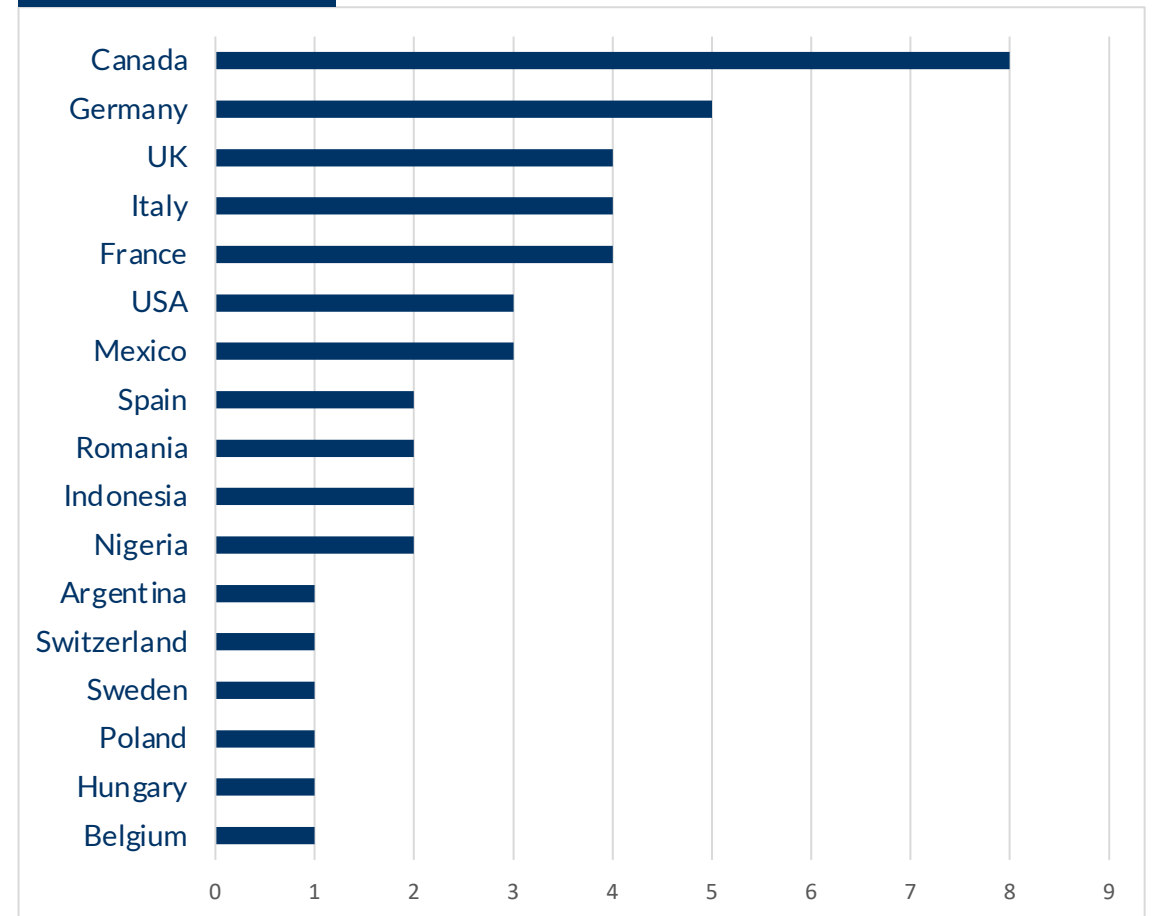
Officially presented

We officially presented **45 newly elected Social Entrepreneurs from all over the world**. Europe was the region most represented and Canada the country more active in showcasing social entrepreneurs at the summit. Each of these social entrepreneurs was showcased in a session about their projects and run an exhibitor during the summit that allowed them to generate new leads for their projects.

Count by region



Count by country





# Social Entrepreneurs

## Europe



Magali Payen  
Onestpret  
France



Diane Dupré la Tour  
Les Petites Cantines  
France



Sarah Zouak  
LALLAB  
France



Stéphane Gigandet  
Open Food Facts  
France



Emilia Roig  
Center for Intersectional  
Justice - Germany



Lisanne Knop  
Triaphon  
Germany



Lisette Reuter  
UN Label  
Germany



Sarah Hüttenberend  
ZweitZeugen e.V.  
Germany



Tobias Polsfuss  
WOHN:SINN  
Germany



Sandor Lederer  
K-Monitor  
Hungary



Claudia Ravaldi  
CiaoLapo Onlus  
Italy



Francesca Cavallini  
Centro Tice  
Italy

# Social Entrepreneurs

## Europe



Giuseppe Savino  
Vazapp  
Italy



Francesco Tonucci  
La Città dei Bambini  
Italy



Paweł Grabowski  
Hospicjum Poroka  
Eliaszka - Poland



Carmen Gheorghe  
E-Romnja  
Romania



Ioana Bauer  
eLiberare  
Romania



Fran Díaz  
Autofabricantes  
Spain



Gemma Galdon Clavell  
Eticas consulting  
Spain



Jenny Lindström Beijar  
Our Normal  
Sweden



Alain Werner  
Civitas Maxima  
Switzerland



Bob Bharij  
Foundation for Change  
UK



Immy Kaur  
Civic Square  
UK



John Christensen  
Tax Justice Network  
UK

# Social Entrepreneurs

## Europe



Mark Capanale  
Carbon Tracker  
UK



Theo Vaes  
Armen TeKort  
Belgium

# Social Entrepreneurs

## North America



Brett Matthews  
My Oral Village  
Canada



James Favel  
Bear Clan Patrol Inc.  
Canada



Jeff Cyr  
Raven Indigenous  
Capital Partner - Canada



Jennifer DeCoste  
Life School House  
Canada



Joel Heath  
Arctic Eider Society  
Canada



Shelly Elverum  
Ikaarvik  
Canada



Vanessa LeBourdais  
DreamRider Productions  
Canada



Will Prosper  
Hoodstock  
Canada



Katie Plohocky  
Healthy Community  
Store Initiative - USA



Ronnie Washington  
Onward Financial  
USA



Stephen Manning  
Innovation Law Lab  
USA

# Social Entrepreneurs

Latin America, Africa and Asia



Africanfarmer Mogaji  
X-Ray Farm Consulting  
Nigeria



Esther Eshiet  
After School Mentoring  
Project - Nigeria



Dinny Jusuf  
Toraja Melo  
Indonesia



Mohamad Husen Adang  
Regi - HARA  
Indonesia



Pablo Lecuona  
Tiflonexos  
Argentina



Arturo Hernández  
Super Cívicos  
Mexico



Verónica Escalante  
Fundación SHARE  
Mexico



Vincent Lagace  
Nuup  
Mexico

# Agenda & engagement

# Agenda and engagement

The summit had an agenda with 107 sessions divided in 5 learning paths:

- Solutions for a new era
- Youth-Led Change
- Changemaker Companies
- Financing System Change
- Change starts with us

107 SESSIONS

361 SPEAKERS

09 NETWORKING SESSIONS







139 ASHOKA FELLOWS

100 + HOURS  
OF CONTENT

12 ASHOKA SUPPORT  
NETWORK MEMBERS

# Agenda and engagement







Most viewed on **public day**

<p>1008 UNIQUE VIEWERS</p> <p><b>REDISCOVERING CERTAINTY</b> Ashoka Changemaker Summit</p> <h2>Opening Ceremony</h2>  <p>November 17th at 3PM CET / <a href="https://acms.ashoka.org/">acms.ashoka.org/</a></p> <p>ASHOKA</p>	<p>436 UNIQUE VIEWERS</p> <p><b>REDISCOVERING CERTAINTY</b> Ashoka Changemaker Summit</p> <h2>The Case for Changemaker Education</h2>  <p>November 17th at 11AM CET / <a href="https://acms.ashoka.org/">acms.ashoka.org/</a></p> <p>ASHOKA</p>	<p>434 UNIQUE VIEWERS</p> <p><b>REDISCOVERING CERTAINTY</b> Ashoka Changemaker Summit</p> <h2>Over the new Frontier: Youth defining success</h2>  <p>November 17th at 10AM CET / <a href="https://acms.ashoka.org/">acms.ashoka.org/</a></p> <p>ASHOKA</p>
<p>398 UNIQUE VIEWERS</p> <p><b>REDISCOVERING CERTAINTY</b> Ashoka Changemaker Summit</p> <h2>Our New Economic Model: We live better if we rebalance our relationship with nature</h2>  <p>November 17th at 2PM CET / <a href="https://acms.ashoka.org/">acms.ashoka.org/</a></p> <p>ASHOKA</p>	<p>389 UNIQUE VIEWERS</p> <p><b>REDISCOVERING CERTAINTY</b> Ashoka Changemaker Summit</p> <h2>Embracing Complexity: Towards a Shared Understanding of Funding Systems Change</h2>  <p>November 17th at 4PM CET / <a href="https://acms.ashoka.org/">acms.ashoka.org/</a></p> <p>ASHOKA</p>	<p>301 UNIQUE VIEWERS</p> <p><b>REDISCOVERING CERTAINTY</b> Ashoka Changemaker Summit</p> <h2>Get WISER: The Women's Initiative for Social Entrepreneurship</h2>  <p>November 17th at 10AM CET / <a href="https://acms.ashoka.org/">acms.ashoka.org/</a></p> <p>UniCredit Social Impact Banking ASHOKA</p>



# Agenda and engagement

Most viewed on **public day**

<p>269 UNIQUE VIEWERS</p> <p><b>REDISCOVERING CERTAINTY</b> Ashoka Changemaker Summit</p> <p>Refresher on the basics of System Change: What's a system, how to change it, how to fund its change, how to measure progress</p>  <p>Alessandro Valera Rudolf Hilti Giulia Sergi (Moderator)</p> <p>November 17th at 5PM CET / <a href="https://arts.ashoka.org/">arts.ashoka.org/</a></p> <p><b>ASHOKA</b></p>	<p>261 UNIQUE VIEWERS</p> <p><b>REDISCOVERING CERTAINTY</b> Ashoka Changemaker Summit</p> <p>Manchester Live Lab: the UK's first Changemaker city-region</p>  <p>Lou Cordwell OBE CEO of magenticNorth</p> <p>Jaiden Corfield Award winning activist, community leader and Change maker</p> <p>Chris Slater Co-founder of Simply Business</p> <p>Nikki Grawning (Moderator) Country Co-Director of Ashoka UK &amp; Ireland</p> <p>November 17th at 1PM CET / <a href="https://arts.ashoka.org/">arts.ashoka.org/</a></p> <p><b>ASHOKA</b></p>	<p>198 UNIQUE VIEWERS</p> <p><b>REDISCOVERING CERTAINTY</b> Ashoka Changemaker Summit</p> <p>Global Health Citizens – A Virtual Town Hall</p>  <p>Nneka Mobisson CEO and Co-Founder, inDoc</p> <p>Diana Ruchugo Public Health, and Health Programs and Stakeholder</p> <p>Dr. Ilka Wicke Head of Making More Health</p> <p>Vishnu Swaminathan (Moderator) Vice President, Ashoka</p> <p>November 17th at 2PM CET / <a href="https://arts.ashoka.org/">arts.ashoka.org/</a></p> <p><b>ASHOKA</b></p>
<p>196 UNIQUE VIEWERS</p> <p><b>REDISCOVERING CERTAINTY</b> Ashoka Changemaker Summit</p> <p>Emprendedores sociales de Ashoka España 2020: Tecnología con las personas en el centro.</p>  <p>Gemma Galdón Clayell Fundación Elicas</p> <p>Francisco Díaz Autofabricantes</p> <p>Antonella Brogna Embajadora Ashoka (Moderator)</p> <p>November 17th at 11AM CET / <a href="https://arts.ashoka.org/">arts.ashoka.org/</a></p> <p><b>ASHOKA</b></p>	<p>173 UNIQUE VIEWERS</p> <p><b>REDISCOVERING CERTAINTY</b> Ashoka Changemaker Summit</p> <p>How to raise Changemakers and amazing leaders!</p>  <p>Alon Shilarek Serial Entrepreneur, Faculty member for Leadership and Entrepreneurship at MIT Sloan Executive Education</p> <p>Esther Wojcicki Vice Chair of Creative Commons</p> <p>Marie Ringer (Moderator) Ashoka Member of Global Leadership Group</p> <p>November 17th at 6PM CET / <a href="https://arts.ashoka.org/">arts.ashoka.org/</a></p> <p><b>ASHOKA</b></p>	<p>171 UNIQUE VIEWERS</p> <p><b>REDISCOVERING CERTAINTY</b> Ashoka Changemaker Summit</p> <p>Young people in the fight against racism and oppression</p>  <p>Will Prosper</p> <p>Sarah Hüttenberend</p> <p>Helene Lesage (Moderator)</p> <p>November 17th at 5PM CET / <a href="https://arts.ashoka.org/">arts.ashoka.org/</a></p> <p><b>ASHOKA</b></p>

# Agenda and engagement

Most viewed on **private days**

150 UNIQUE VIEWERS

**REDISCOVERING CERTAINTY**  
Ashoka Changemaker Summit

## The Role of corporate stakeholders in Eco-system building for communities



**Manuela Pastore**  
Head of MMH Community Advocacy

**Eddine Sarroukh**  
Healthcare and Innovation Lead, Philips Foundation

**Zeynep Bodur Okiy**  
President and CEO, Kale

**Hile Azadov**  
Managing Director of Global Health Initiatives - ADA Health GmbH

**Arnaud Mourrot**  
(Moderator)  
Vice President, Ashoka


November 18th at 11AM CET / [actms.ashoka.org/](https://actms.ashoka.org/)



144 UNIQUE VIEWERS

**REDISCOVERING CERTAINTY**  
Ashoka Changemaker Summit

## It is not about doing good or doing business: it is about doing good business




**Annette Jung**  
Philips Capital

**Joost Van Engen**  
Healthy Entrepreneur

**Wietse van der Werf**  
Sea Ranger Service

**Åsa Skogström Feidt**  
IKEA Social Entrepreneurship


**Stephanie Schmidt**  
(Moderator)



**Vital Sounouou**  
Opportunity Group

**Lisa Gibby**  
Nestlé

November 19th at 4PM CET / [actms.ashoka.org/](https://actms.ashoka.org/)



141 UNIQUE VIEWERS

**REDISCOVERING CERTAINTY**  
Ashoka Changemaker Summit

## Changemaker Company: how to become the company of the XXIst century?



**Dana Leskova**

**Sebastien Bossard**

**Andrea D'Avack**

**Amaud Mourrot**  
(Moderator)

November 18th at 2PM CET / [actms.ashoka.org/](https://actms.ashoka.org/)



139 UNIQUE VIEWERS

**REDISCOVERING CERTAINTY**  
Ashoka Changemaker Summit

## Learning to become. A transformative vision of education



**Noah W. Sobe**  
Senior Project Officer on the Futures of Learning and Innovation team at UNESCO

**Elisabetta Mughini**  
Director of Research at INDIPE

**Diana Wells**  
Emerita at Ashoka

**Guzman Fernandes**  
(Moderator) Young Changemaker

November 18th at 2PM CET / [actms.ashoka.org/](https://actms.ashoka.org/)



133 UNIQUE VIEWERS

**REDISCOVERING CERTAINTY**  
Ashoka Changemaker Summit

## Across the spectrum; how can Impact Investment support both non-profit and for profit social entrepreneurs?



**Melissa Menke**

**Maurits Schouten**

**Markus Freitag**

**Alex De la Torre**  
(Moderator)

**Mark Cheng**  
(Moderator)

November 18th at 10AM CET / [actms.ashoka.org/](https://actms.ashoka.org/)



128 UNIQUE VIEWERS

**REDISCOVERING CERTAINTY**  
Ashoka Changemaker Summit

## Be certain YOU become part of the change! With the Ashoka Support Network.



**Delphine Mousseau**

**Willy Beec**

**Eric Coline**

**Emilie Romon**  
(Moderator)

**Ana Dubois**  
(Moderator)



**Maite Arango**

November 19th at 5PM CET / [actms.ashoka.org/](https://actms.ashoka.org/)



# Agenda and engagement

## Community Connect sessions

The Community Connect "track" was established for participants of all tracks to take a pause from a plethora of inspiring content and insights in order to take time and space for personal connection with themselves and others, as part of a mutually-supportive community.



Sessions were designed by a core team of Fellowship and Learning & Development colleagues with additional co-facilitators from a dozen diverse Ashoka teams worldwide. More than 280 personal connections took place among ACMS participants.



Take a look below to the sessions proposed by the team:

> 280 personal connections



REDISCOVERING CERTAINITY  
Ashoka Changemaker Summit

*Communilogue:  
An experience of shared  
humanity, diversity, and  
the power of entrainment*



Facilitated by  
**Jason Bernhardt-Lanier**  
Interim Executive Director, Global Ventures  
Ashoka

November 18th at 3PM and 6PM CET / 19th at 3PM CET / [acms.ashoka.org/](https://acms.ashoka.org/)



REDISCOVERING CERTAINITY  
Ashoka Changemaker Summit

*Our Living Room:  
Experience a place of  
comforting connection  
through creativity*



Facilitated by  
**Luzette Jaimes**  
Learning & Development Director  
Ashoka

November 18th at 3PM and 6PM CET / 19th at 3PM CET / [acms.ashoka.org/](https://acms.ashoka.org/)



REDISCOVERING CERTAINITY  
Ashoka Changemaker Summit

*Empathy Walk:  
Experience connection  
by traveling to another's  
unique world*



Facilitated by  
**Michela Fenech**  
Fellowship  
Ashoka

November 18th at 3PM and 6PM CET / 19th at 3PM CET / [acms.ashoka.org/](https://acms.ashoka.org/)



# Agenda and engagement

Rate of engagement:

139.3 AVERAGE REGISTRATION  
PER SESSION

8.7 AVERAGE REGISTRATION  
PER USER

12.336 MESSAGES  
EXCHANGED

1.4 CONTACTS MADE PER  
ACTIVE USER

852 USERS HAVE MADE 1+  
CONNECTION

116 USERS HAVE MARKED 1+  
EXHIBITOR

1718 USERS HAVE REGISTERED  
TO 1+ SESSION

Reach

# Reach

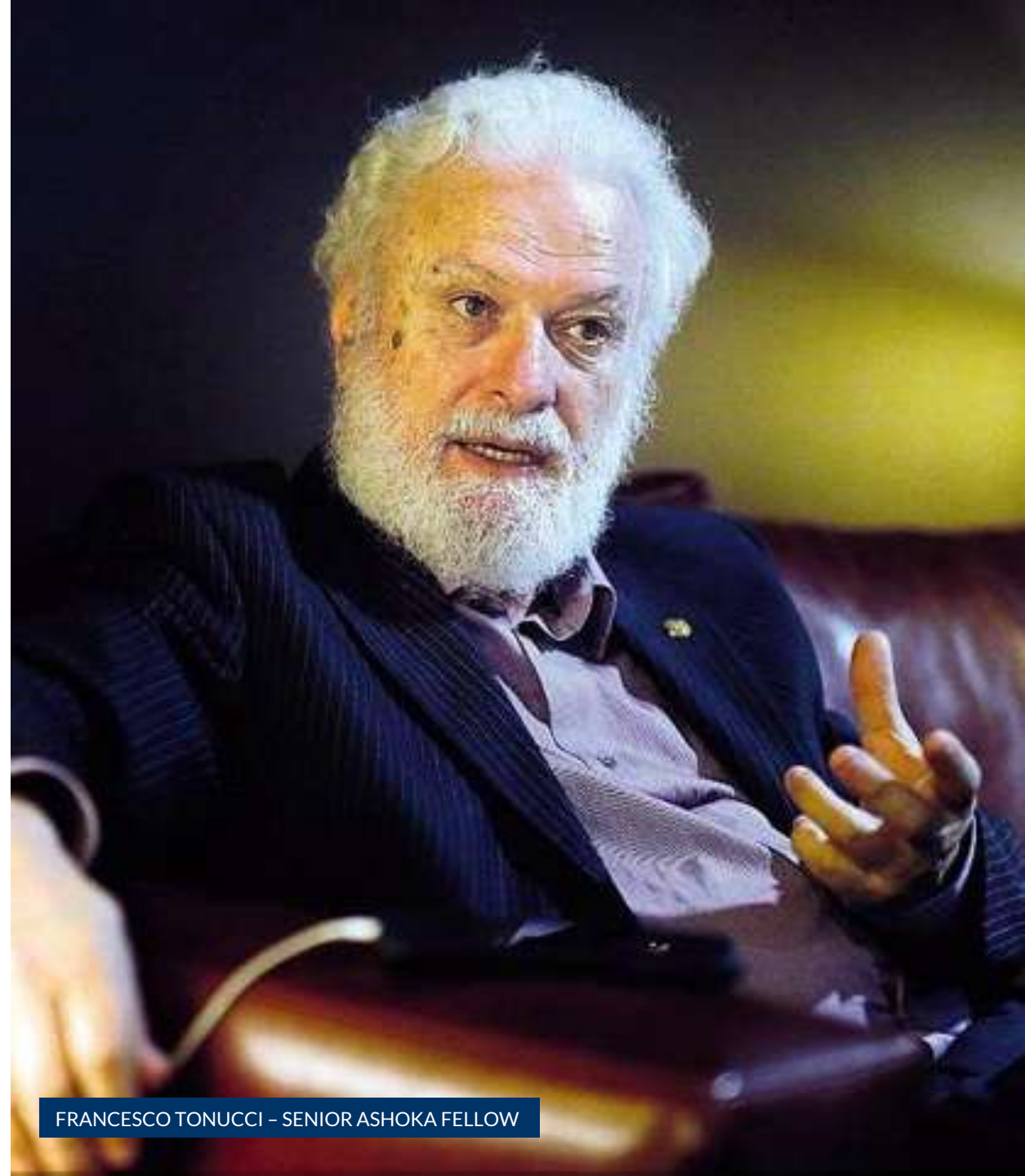
## Impact in media

As of today, Friday December the 4<sup>th</sup>, the Ashoka Changemaker Summit has generated 28 articles in the press around the world reaching an estimated audience of 33.8 M people.

The most relevant media that have echoed the summit are: Pioneers Post (global social impact magazine), Corriere della Sera (National in Italy), Admical (France), El Referente (Spain).

The ACMS team did not invest resources in a PR agency but activated Ashoka's networks to generate organic editorial publications.

> estimated audience, **33.8 M**



FRANCESCO TONUCCI - SENIOR ASHOKA FELLOW

# Reach

## Top three impacts in media

PIONEERS POST



### Three ideas to mend US society: Ashoka Fellows on turning

Is the US social fracture beyond repair? The nation remains highly polarised after a hard-fought election, but there are ways of bringing Americans back together, say three leading social entrepreneurs.

Laura Joffre

24th November 2020

[READ MORE >](#)

PIONEERS POST



### Ashoka Changemaker Summit promises certainty in a

It's been a year of huge unpredictability – but social entrepreneurs have shown time and again that they can turn crisis into opportunity. Next week's Ashoka gathering will draw on their experience.

Laura Joffre

13th November 2020

[READ MORE >](#)

CORRIERE DELLA SERA

EDUCAZIONE

### Il «bambinologo» e la ricetta della città ideale: gioco libero e autonomia

Francesco Tonucci, 80 anni, ha passato tutta la sua vita a studiare i bambini. Psicologo del Cnr, vignettista e ricercatore di fama, è diventato Senior Fellow di Ashoka



Quando si prova a chiedergli che «mestiere» fa, lui - pedagogo con esperienza di oltre 40 anni, psicologo del Cnr, vignettista e ricercatore di fama internazionale - ride e risponde: «Sono bambinologo». E in effetti Francesco Tonucci, 80 anni, ha passato tutta la sua vita a studiare i bambini, e gli ultimi trent'anni a portare avanti politiche attive in tutto il mondo per città a misura di bambino: ed è per questo che il 17 novembre ha ricevuto il titolo di Senior Fellow nell'ambito dell'[Ashoka Changemaker Summit](#), che da anni riunisce migliaia di imprenditori sociali, per dar vita a soluzioni innovative alle sfide della società. E quello di Tonucci è ben più di un'idea educativa e sociale: «È un progetto politico, chiamiamoci - spiega lui stesso - Perché le città dei bambini ([www.lacittadeibambini.org](http://www.lacittadeibambini.org)) sono piani messi nelle mani del sindaco con l'obiettivo di utilizzare i bambini come parametro per cambiare la città stessa: sono già 200 quelle che hanno aderito tra Italia, Spagna e America Latina, e alcune come Pontevedra, in Galizia, sono diventate un esempio virtuoso in tutto il mondo, con un sindaco di sinistra rieletto per sei volte in una regione di destra».

[READ MORE >](#)

# Reach

## Direct reach

### Social Media

The Ashoka Changemaker Summit strategically focused its efforts on **LinkedIn and Twitter**, generating the following impacts:

People reached	<b>519,647</b>
Engagement rate	7%
New LinkedIn followers	+2500
New Twitter followers	+400
Retweets	369
Hashtag usage	475

### Website

The (SEO optimized) Ashoka Changemaker Summit [website](#) has been the repository of all the information of the summit, including **own articles (content marketing)** to guide visitors:

Website visits	<b>26,125</b>
Engagement rate	48%

### Emails

We sent emails & newsletters to a total of **226.000** contacts to our different **Ashoka databases** – also by providing content & templates to Ashokans across the globe.

People reached (emails opened)	<b>46,036</b>
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# Reach

## Ecosystem partners

With a new concept of "ecosystem / visibility partnerships" we collaborated with **six organizations** in the Ashoka ecosystem, mobilizing them to reach out to their networks and level up the awareness of the Ashoka Changemaker Summit.



### Social Media

The ecosystem / visibility partners posted about the Summit on their social media channels, **activating their followers and unlocking new potential leads** and widening our social media impact overall.

### Website

Some of our ecosystem / visibility partners mentioned the Ashoka Changemaker Summit on their websites.

### Emails & Newsletters:

We mobilized these 6 ecosystem partners to reach out to their networks, activating new contacts.

# Reach

## Media partner

Pioneers Post is a **social impact magazine** (a social enterprise themselves), reaching an **international audience** of social entrepreneurs, impact investors, academics, charities, CSR managers, business leaders who care about social impact and policy makers.



### Social Media

Pioneers Post promoted the Ashoka Changemaker Summit on their Social Media channels, recognized as one of the world's "**most influential social enterprise Twitter feeds**".

### Website

With 3 editorial pieces about the Summit, Pioneers Post boosted our overall reach remarkably. The articles reflect our EACH vision and can be used as a reference also in the future.

### Emails & Newsletters:

Pioneers Post mentioned the Ashoka Changemaker Summit in **three Newsletters** (7.000+ recipients) prior to the Summit

# Reach

## Top three LinkedIn



EXCITING NEWS: We just launched the website + ticket sale for the largest online gathering of changemakers from across the globe🌐: The Ashoka #ChangemakerSummit.

You want to learn, collaborate & exchange with other business leaders and social innovators about social impact & systemic change?

We have a limited amount of tickets, so we encourage you to get your ticket now 🖱️ <https://lnkd.in/eKuYVwK>

[#socialinnovation](#) [#purpose](#) [#socialentrepreneurs](#) [#EveryoneAchangemaker](#)

Impressions	8.100
Engagement rate	4,02%
Reactions	89



How can you widen your [#impact](#) – as a company, an individual, a social entrepreneur – by applying strategies around systems change? Let's learn, discover and collaborate about crucial topics like these at the upcoming Ashoka [#ChangemakerSummit](#) (Nov 17-19), the largest gathering of system-changing social innovators from across the world!

🖱️ Find out more and get your ticket now: <https://lnkd.in/eKuYVwK>

Thank you [Jeroo Billimoria](#) for sharing your wisdom with us at the last year's version of this event (see video).

[#Socialinnovation](#) [#EmployeeEngagement](#) [#Purpose](#) [#socialentrepreneur](#) [#EveryoneAchangemaker](#)

Impressions	9.693
Engagement rate	3,41%
Reactions	115



Could listening to social innovators help us find more certainty in the current crisis? 🖱️ Read here about the deeper WHY of our upcoming Changemaker Summit with the theme "Rediscovering Certainty": <https://lnkd.in/d29HsNg> 🖱️ The Summit starts on Tuesday (Nov 17). We still have free and 'Full Community' tickets: <https://lnkd.in/eYF6s9h>

Thank you, [Laura Joffre](#), for this inspiring article in [Pioneers Post](#). Thank you [Marie Ringler](#), [Jeroo Billimoria](#) and [Stephane Gigandet](#) for sharing your insights!

[#ChangemakerSummit](#) [#socialentrepreneurship](#) [#innovation](#) [#changemaker](#) [#socent](#) [#EveryoneAchangemaker](#)

Impressions	27.852
Engagement rate	2,53%
Reactions	156

# Reach

## LinkedIn event

LinkedIn events are a free option for every company page on LinkedIn. It allows users to click "attend" and "invite contacts" in a very intuitive and simple (yet powerful) way. Once people joined the event, LinkedIn sends automatic notifications & reminders.

- **Powerful way to invite personal networks**  
Thanks to the collaboration of colleagues from across the globe, we reached more than 4.000 people who actively expressed interest by "attending".
- **Automatic display on the Ashoka LinkedIn channel**  
The event was prominently displayed, attracting attention of all followers who visited the global Ashoka LinkedIn page.
- **Direct targeting of people who expressed interest**  
This made our follow-up targeting much easier and much more effective.



The image shows a LinkedIn event page for 'Ashoka Changemaker Summit: Rediscovering Certainty'. The header features the Ashoka tree logo and the event title 'REDISCOVERING CERTAINTY' in large white letters against a colorful background of hills and a blue sky. Below the header, the Ashoka logo is visible on the left, and a '✓ Teilgenommen' (I attended) button is on the right. The main text reads 'Das Event hat bereits stattgefunden.' (The event has already taken place). The event title 'Ashoka Changemaker Summit: Rediscovering Certainty' is prominently displayed, followed by 'Event von Ashoka'. The event format is 'Online', and the dates are '17. Nov. 2020, 08:00 bis 19. Nov. 2020, 20:00 (Ihre Ortszeit)'. A registration link is provided: 'Link für die Registrierung · <https://ashoka.social/acms-tkt-li>'. At the bottom, there are profile pictures of attendees, including Sanjana Dixit and Lisa Katharina Duelberg, with a '99+' icon indicating more attendees. Two buttons, 'Teilen' (Share) and 'Mehr' (More), are located at the bottom of the event card.

# Reach

## Top three Twitter



The Ashoka [#ChangemakerSummit](#) is around the corner (Nov 17-19)! A sincere THANK YOU goes to our partners and their generous support. Join us to “rediscover certainty” & activate [#socialchange!](#) <https://ashoka.social/acms-tw>

Impressions	10,549
Total engagements	20



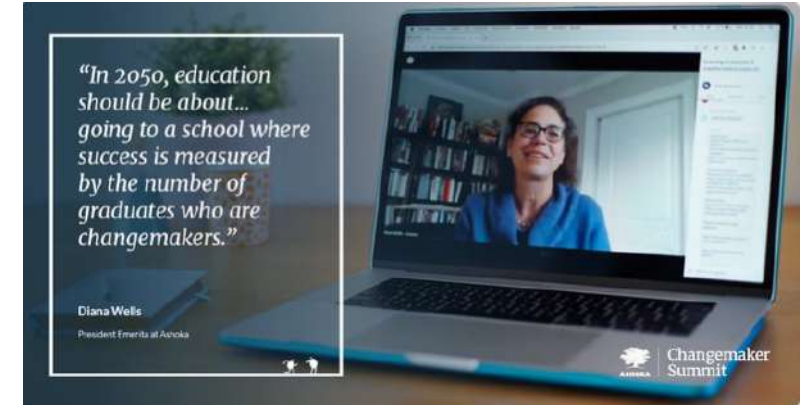
Last chance to get your ticket for the Ashoka [#ChangemakerSummit](#), starting TOMORROW! <https://ashoka.social/acms-tkt-tw> - 100 sessions on social innovation - 280 leading social entrepreneur speakers - 2.400 + attendees – changemakers like you! See you at the Opening Ceremony!

Impressions	5,671
Total engagements	20



Imagine what the world would look like if this became reality  
! Let's start today to redefine success. Let's change how we talk about education & success and let's make changemaking the new norm! Ready for this mindset shift? [#EveryoneAchangemaker](#) [#ChangemakerSummit](#) [#socent](#)

Impressions	5,804
Total engagements	17



# Survey Results

# Survey results

We sent a post summit survey to all summit attendees getting 339 responses. Here is how respondents look like:

General numbers	
Number of respondents	339
First time at Ashoka event	36%
Comfortable with stating their race	96%
White	63%

Relationship with Ashoka	
Ashoka Fellows	24%
Ashoka Staff	22%
Ashoka Support Network	11%
Funders	7%
Other partners	2%
Others	33%

Origin	
Europe	63%
North America	13%
Latin America	12%
Asia	6%
Africa	5%
Arab World	1%

75% of attendees agree that participating in the Ashoka Changemaker Summit has made them more aware that they are changemakers and a 77% agree that the success of their organization depends on more people identifying and acting as changemakers.



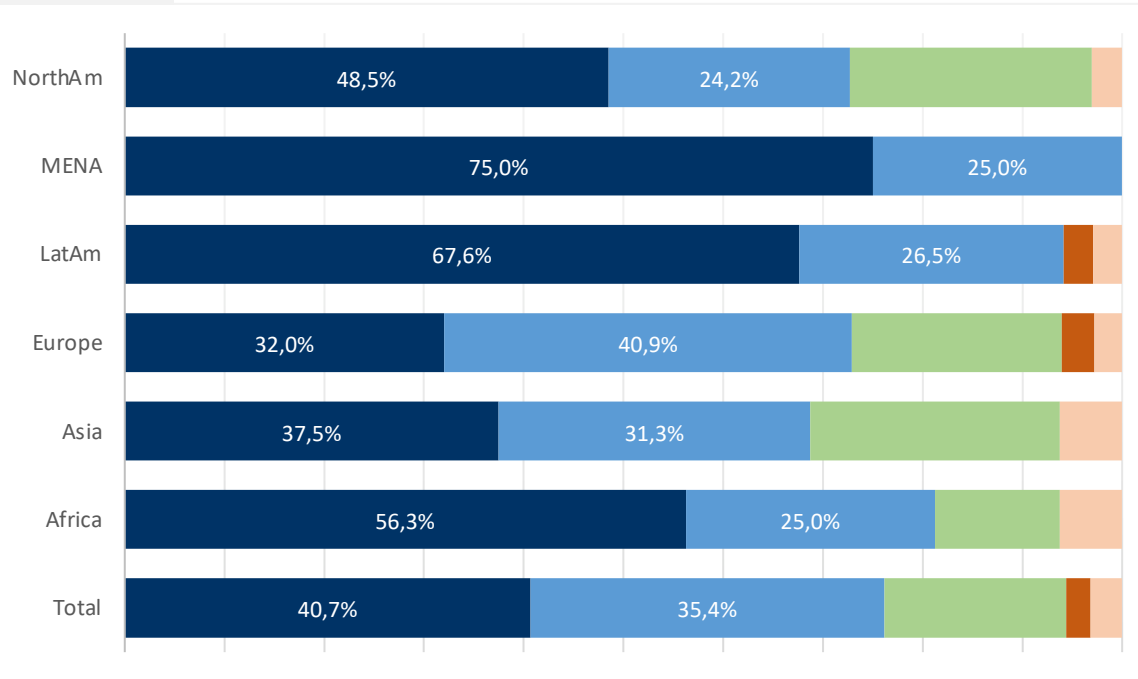


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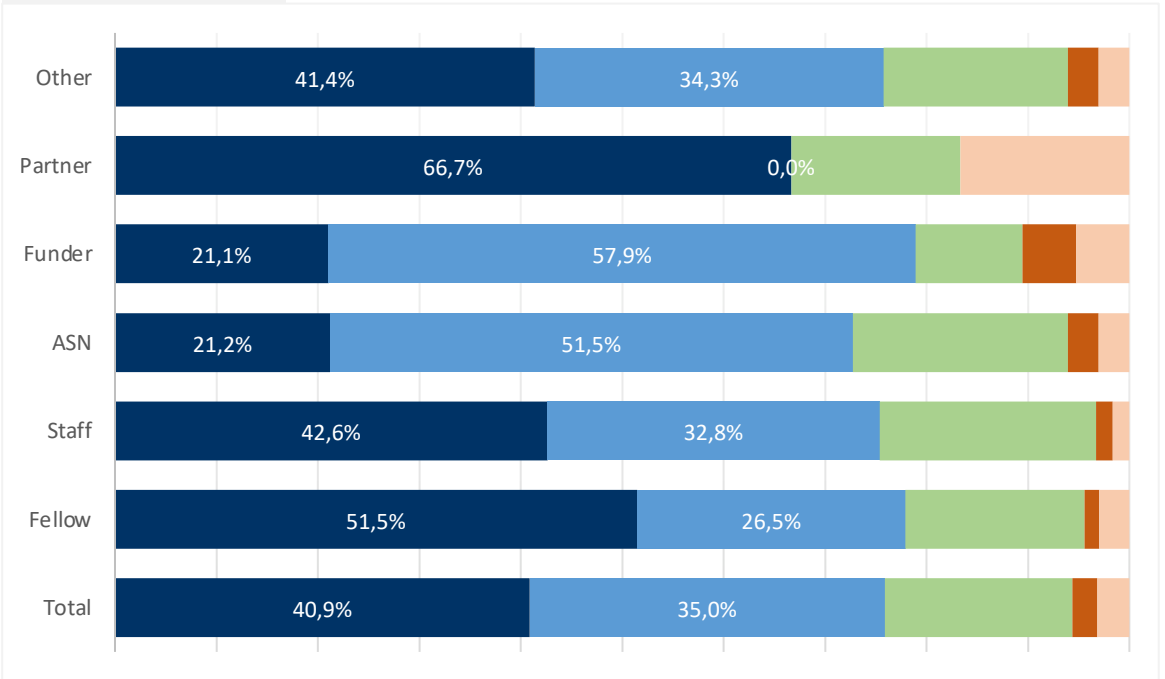
## Impact in attendees

Q1: Participating in the ACMS has made me more aware that I am a changemaker

### BY REGION:



### BY ROLE:



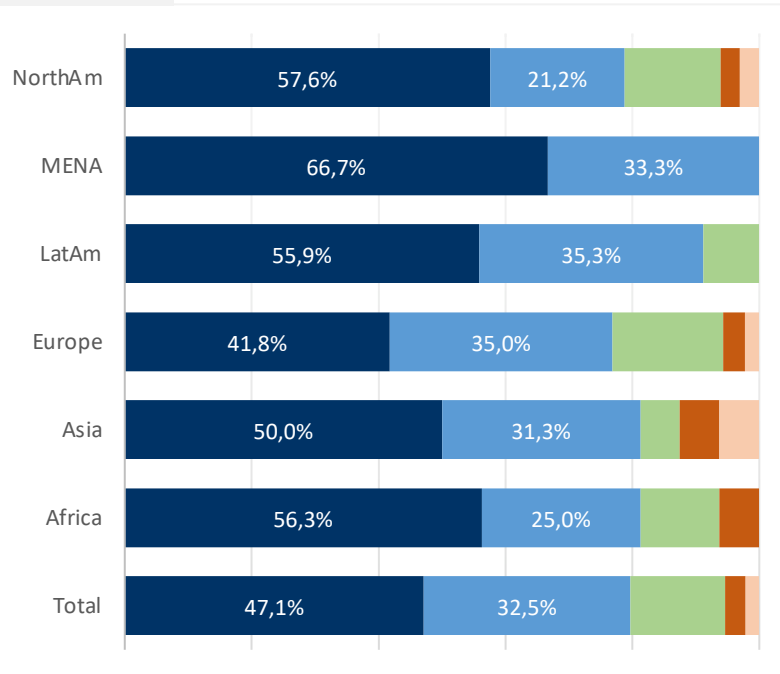
Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree

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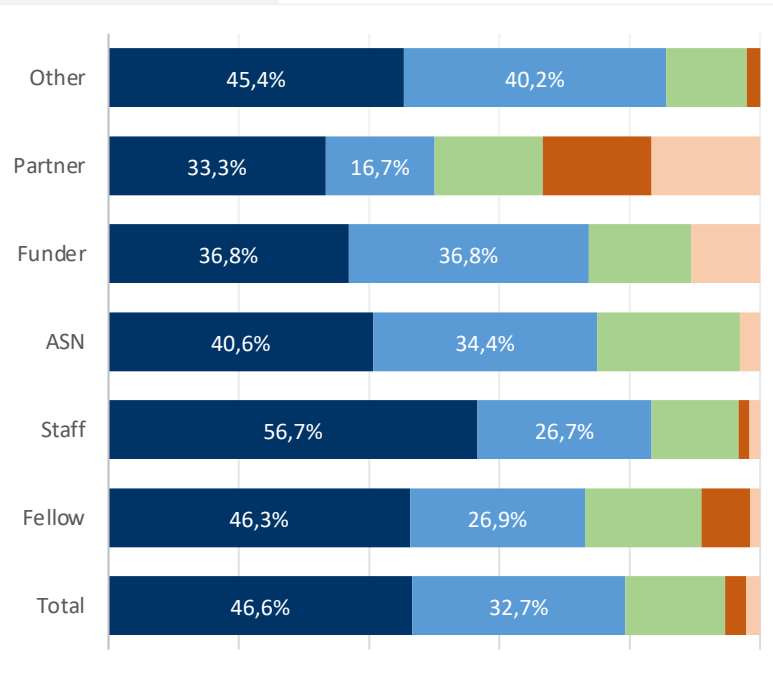
## Impact in attendees

Q2: Participating in the ACMS has made me more conscious that everyone should be a changemaker

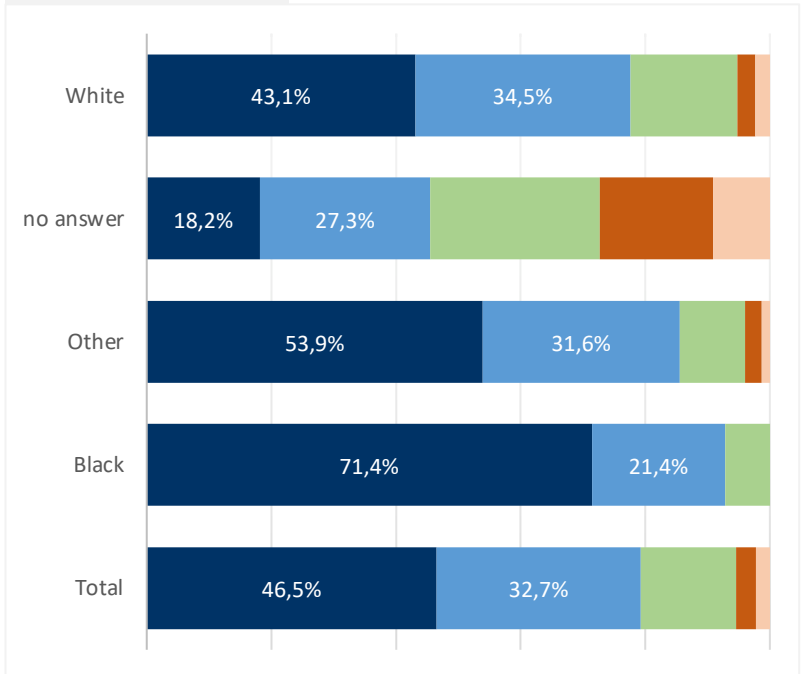
### BY REGION:



### BY ROLE:



### BY RACE:



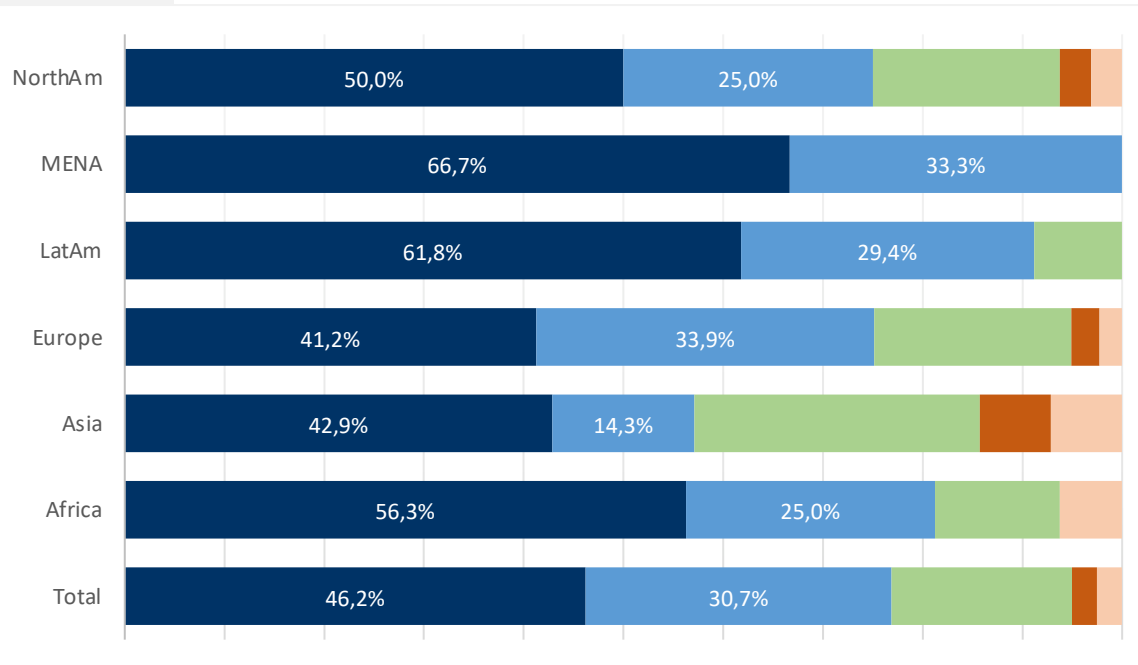
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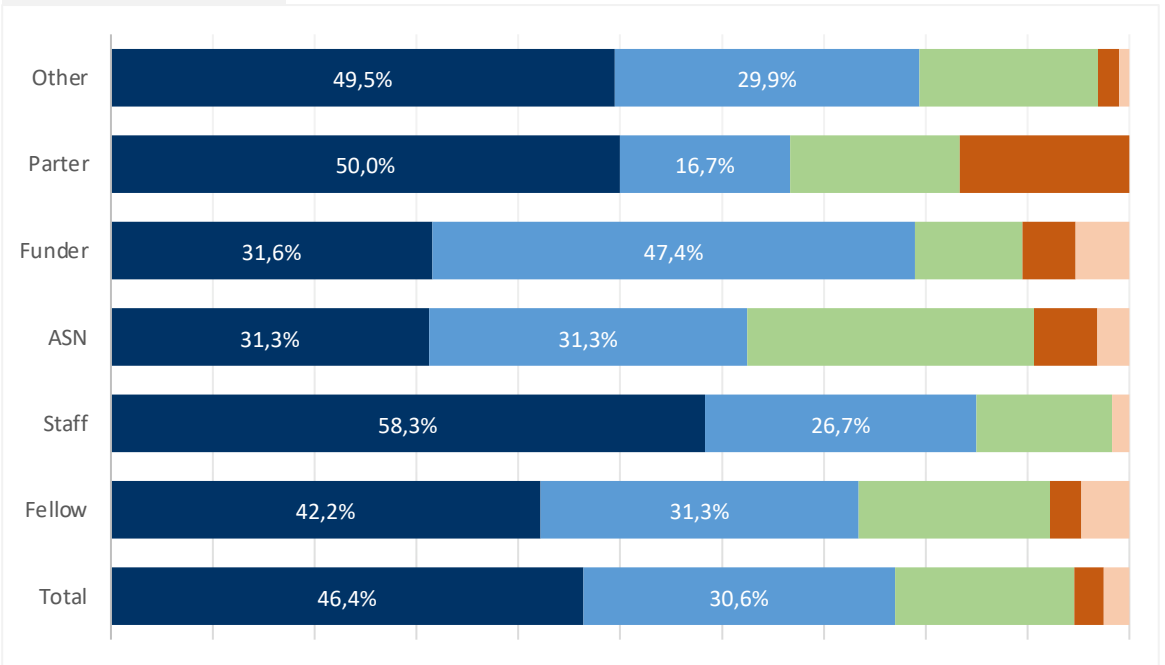
## Impact in attendees

Q3: The success of my organization depends on more people identifying and acting as changemakers

### BY REGION:



### BY ROLE:



Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree

86% of attendees agree that Ashoka is taking the issue of diversity seriously

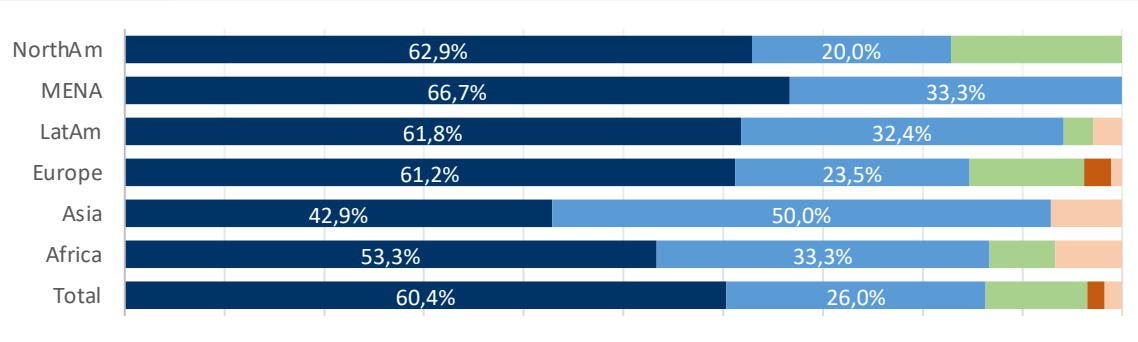


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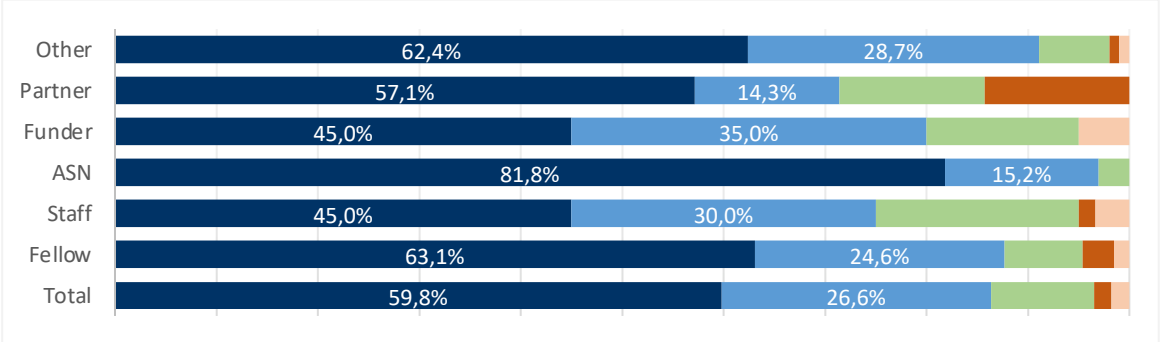
## Ashoka's perceived image

Q4: Ashoka is taking the issue of diversity seriously

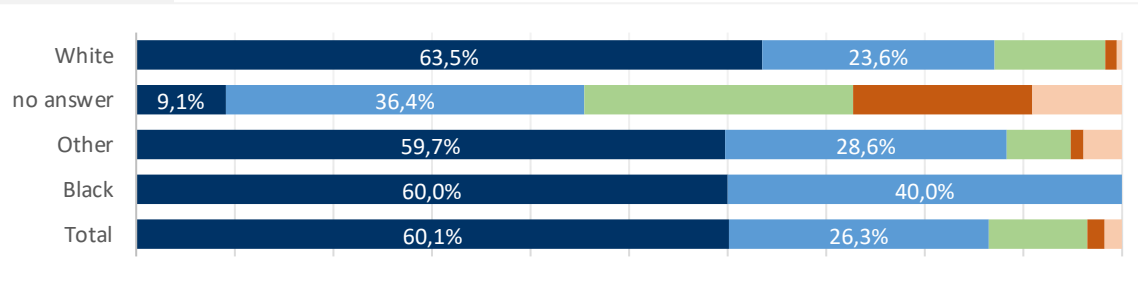
### BY REGION:



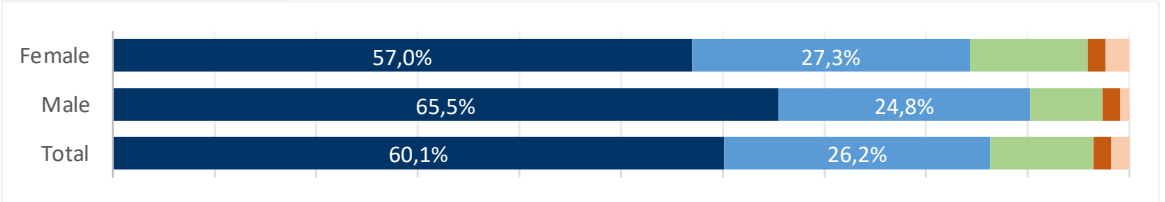
### BY ROLE:



### BY RACE:



### BY GENDER:



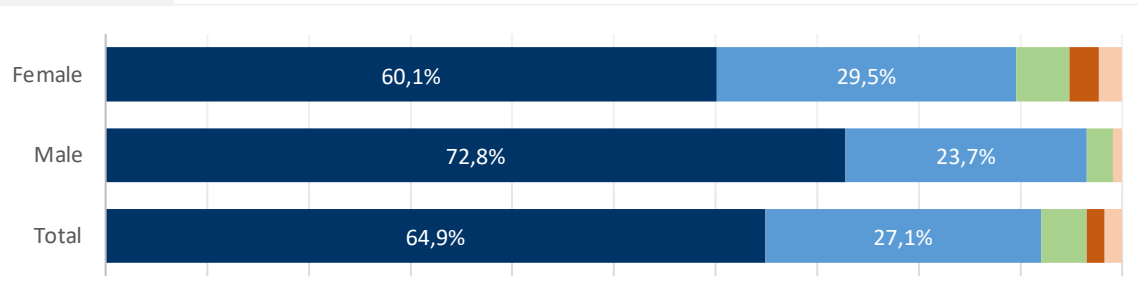
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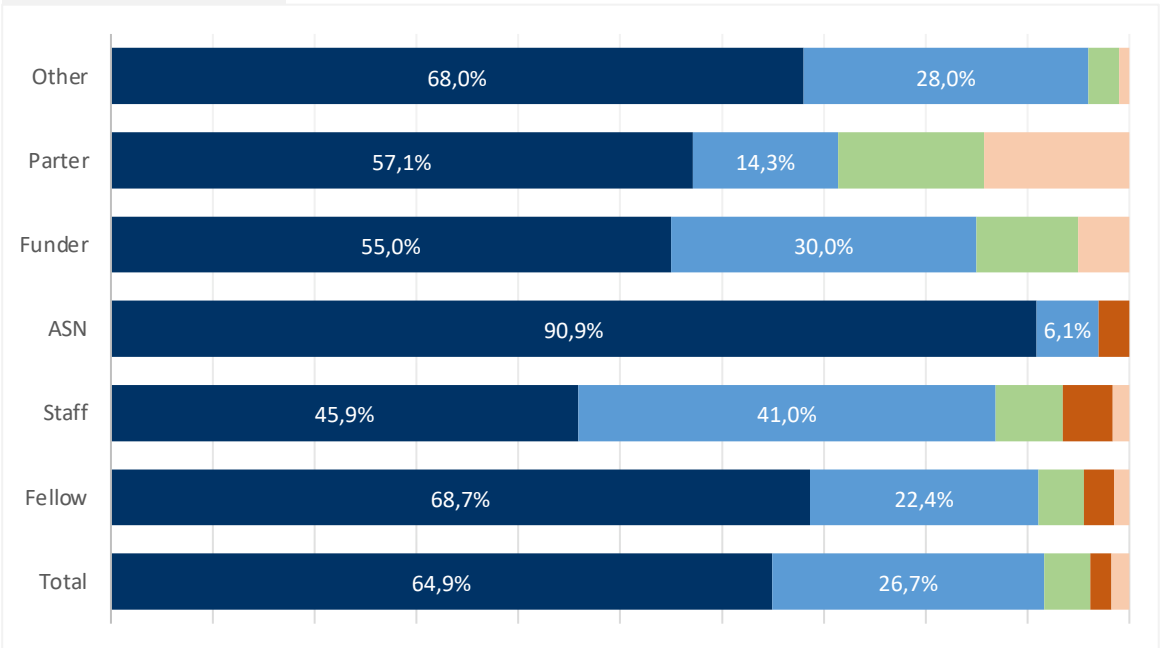
## Ashoka's perceived image

Q5: Ashoka does a good job at activating people of all genders

### BY GENDER



### BY ROLE



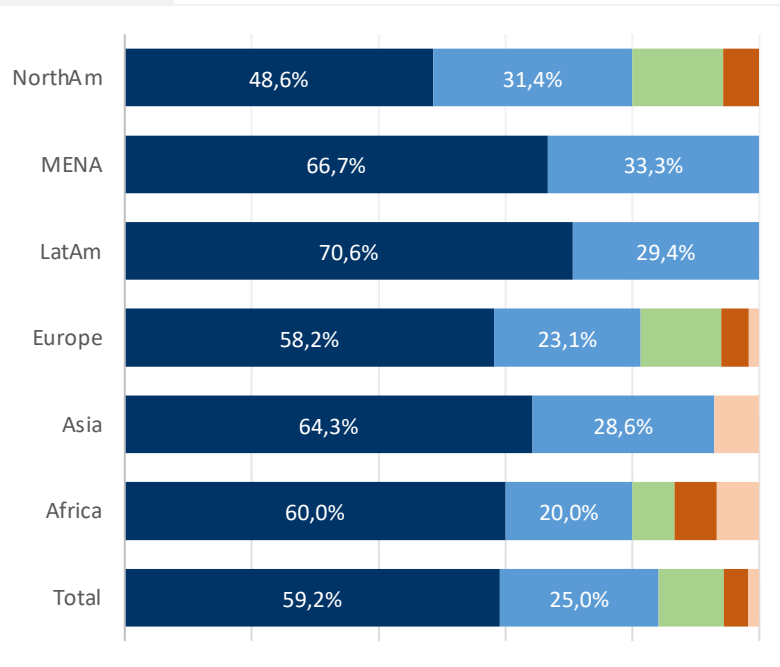
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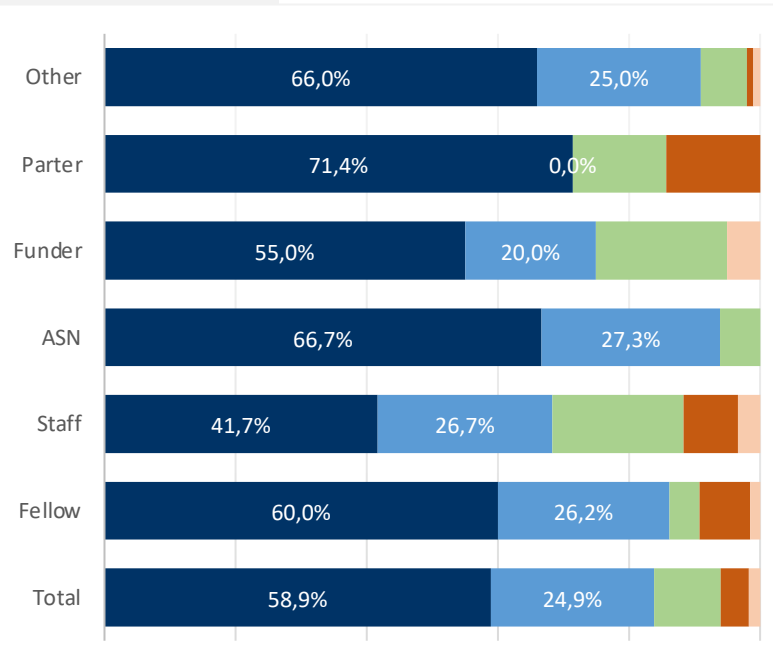
## Ashoka's perceived image

Q6: Ashoka does a good job activating people of all racial backgrounds

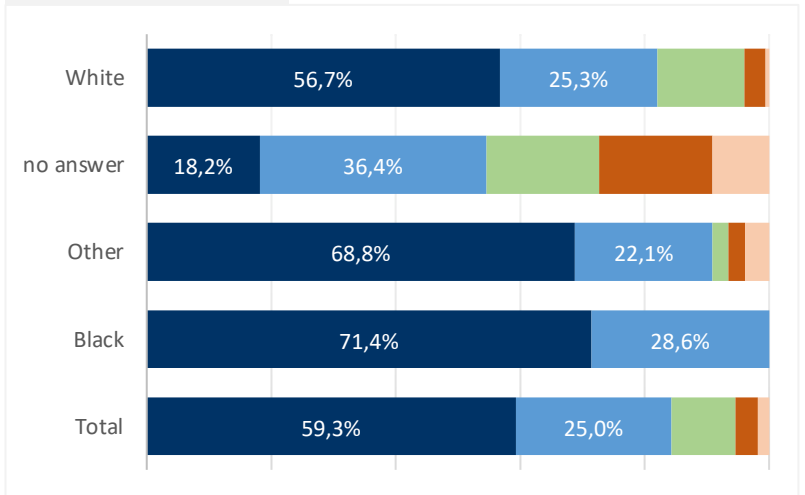
### BY REGION:



### BY ROLE:



### BY RACE:



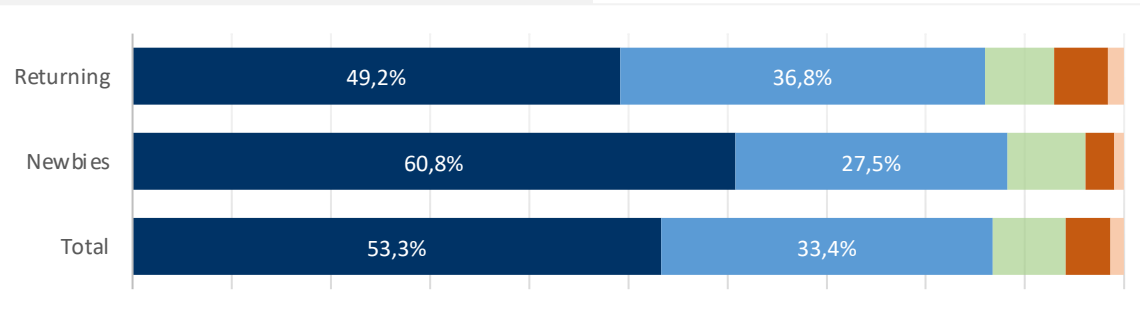
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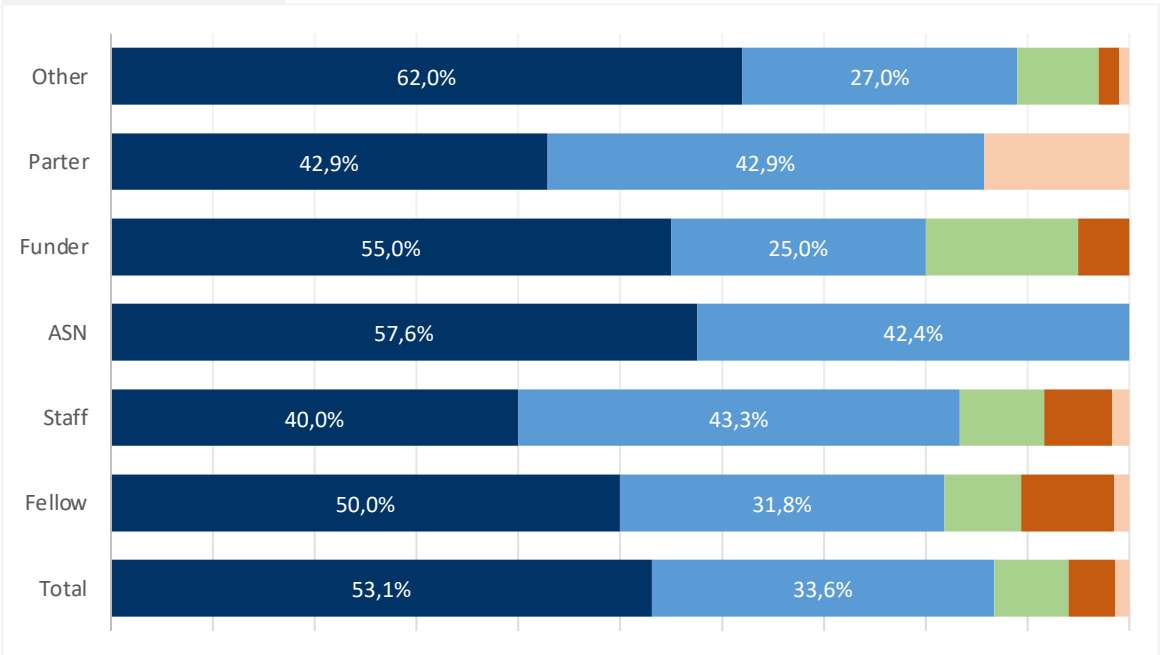
## Ashoka's perceived image

Q7: Ashoka does a good job at activating people of all ages

### BY EXPERIENCE IN PREVIOUS ASHOKA EVENTS



### BY ROLE



Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree



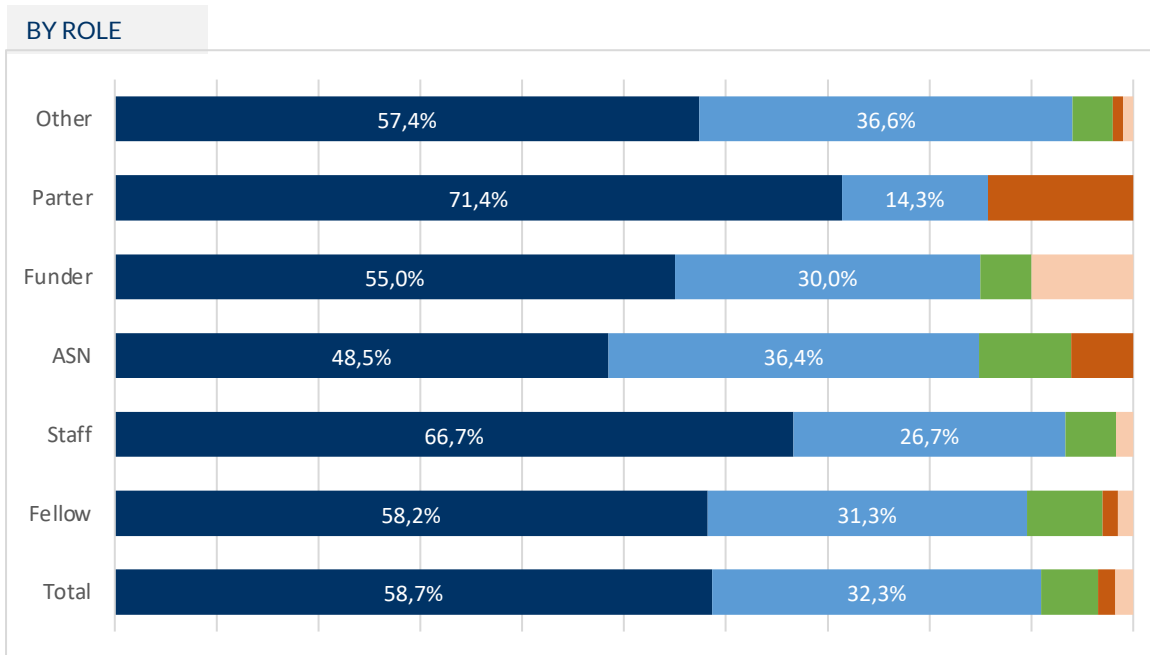
Attendees to the summit seem to be very happy with the organization of the event (clear communication 91%, content 84%, technology 82%) and Ashoka Fellows are the happiest about the quality of connections made during the summit (77%).



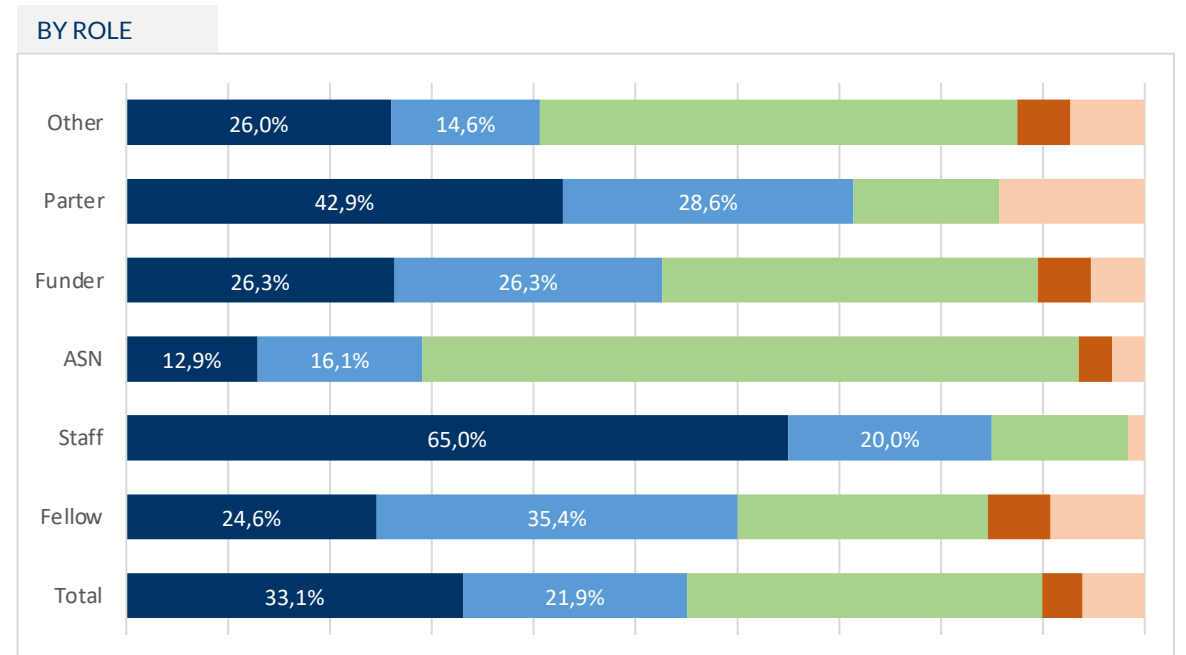
# Survey results

## Satisfaction

Q8: ACMS provided clear and concise information before and during the summit



Q9: My organization got great exposure at ACMS

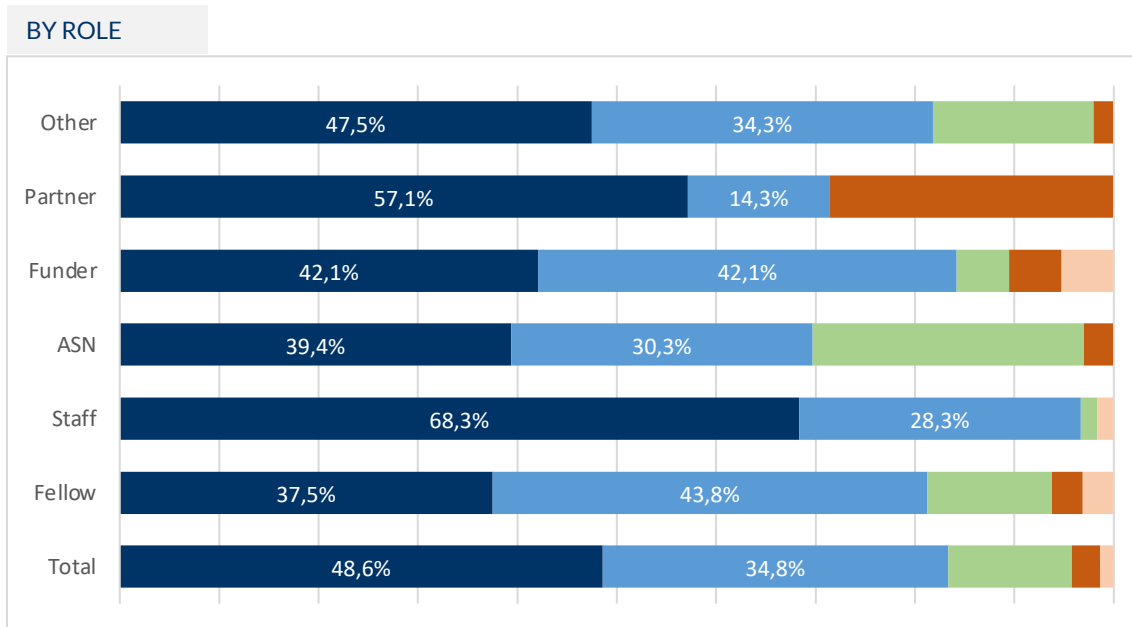


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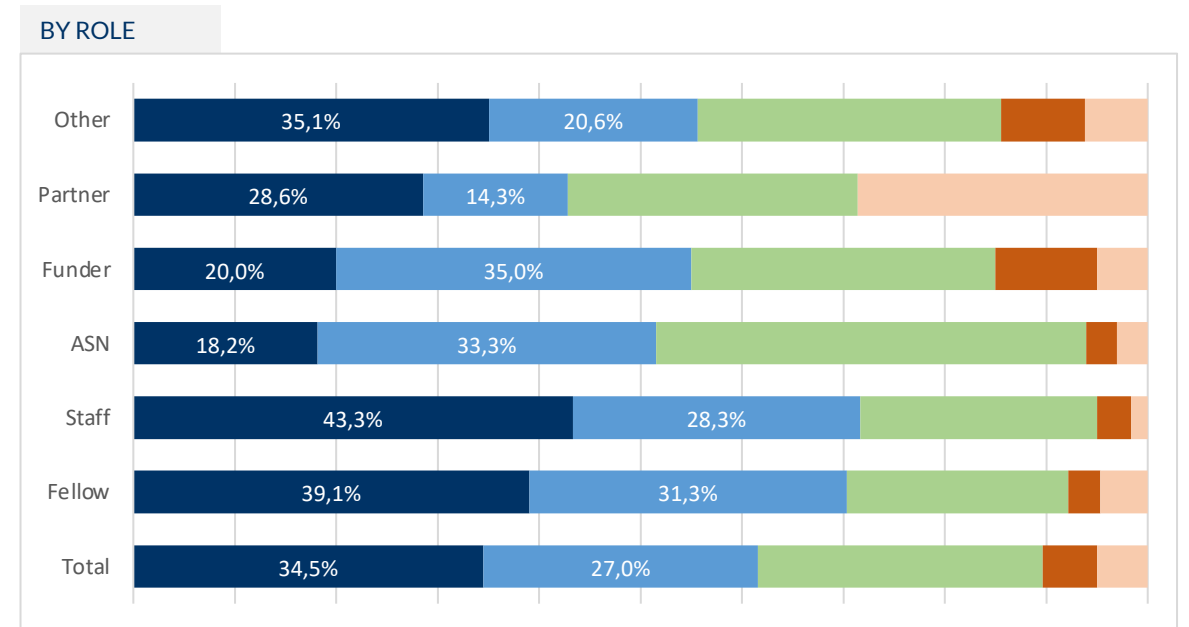
# Survey results

## Satisfaction

Q10: ACMS generated amazing content, relevant to my organization and to anyone interested in social innovation



Q11: At ACMS I was able to share my ideas

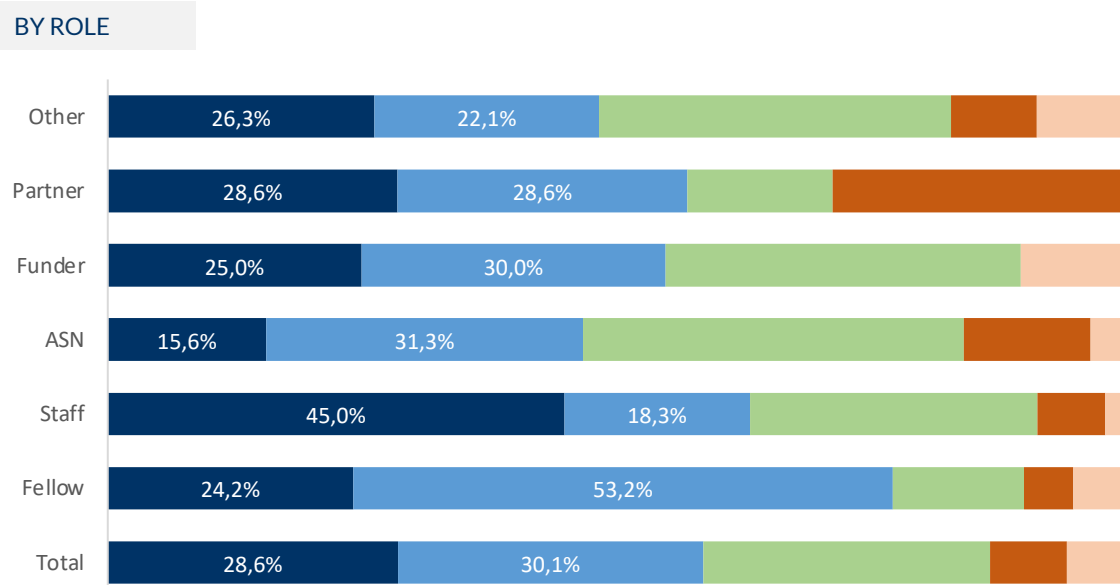


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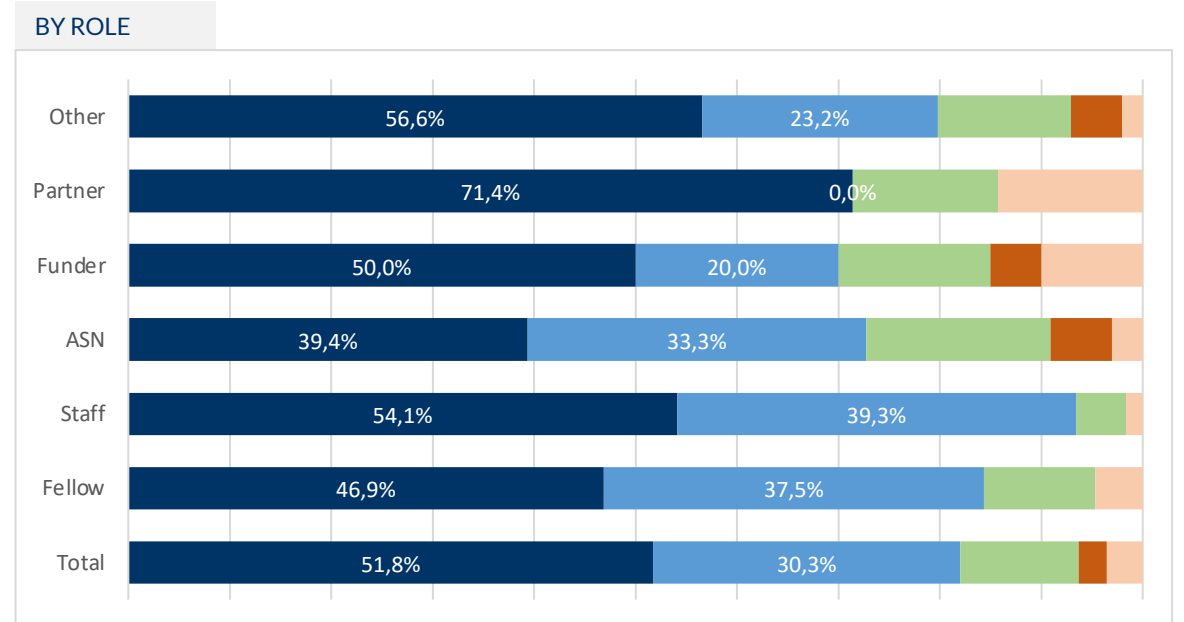
# Survey results

## Satisfaction

Q12: At ACMS I connected with people who were relevant to me and my organization



Q13: I had a good experience with the technology of the summit (Swapcard)



Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree

# Summit Partners

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## Summit Strategic Partners:



## Ashoka Strategic Partners:



## Summit Partners:



## Media Partner:



## Ecosystem Partners:

