

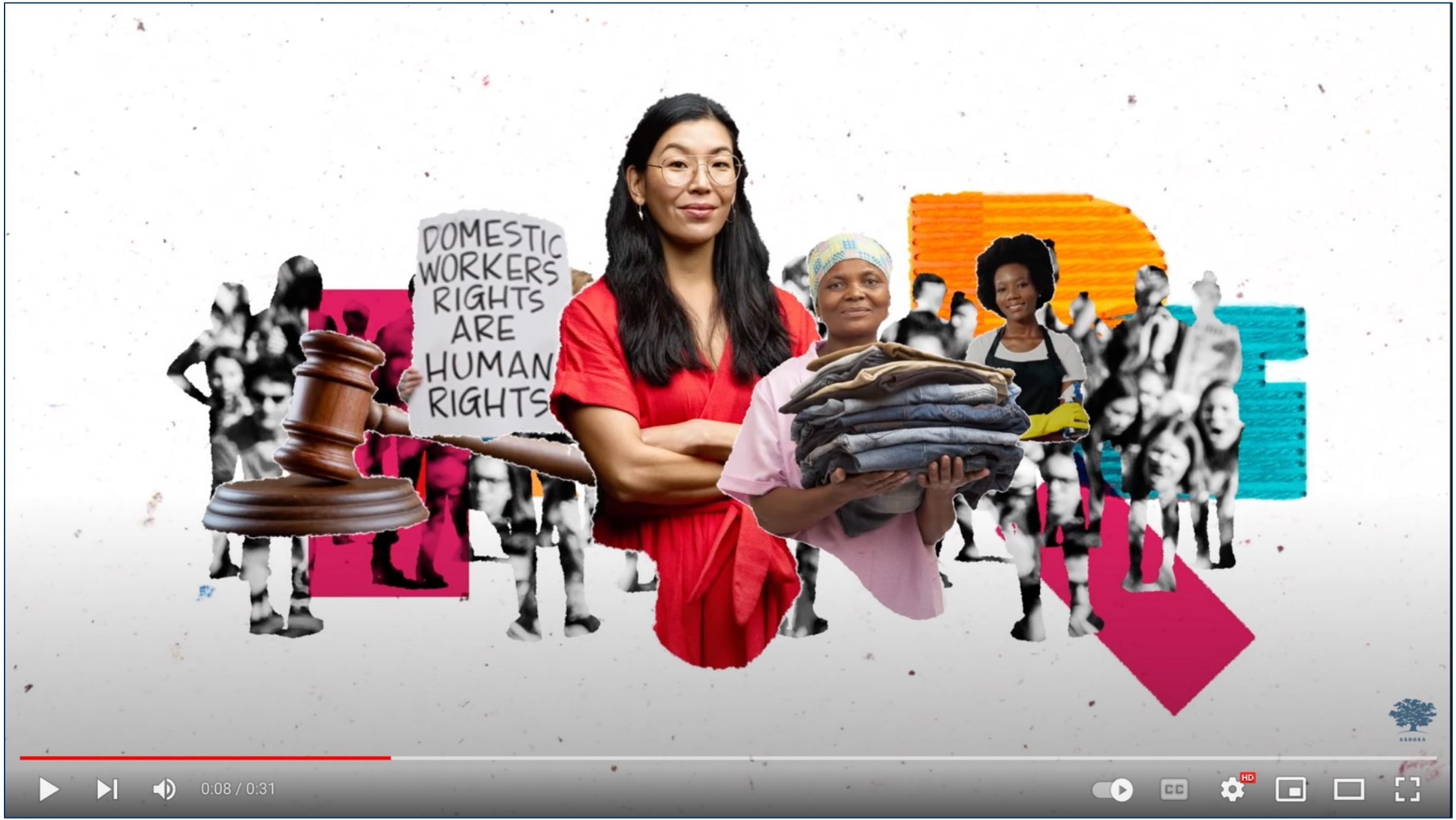


Ashoka Changemaker Summit

Impact Report

Results from Ashoka Changemaker Summit –
A New Togetherness
Sept – Dec 2021





0:08 / 0:31



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Executive Summary

Most registered people are not from Ashoka community	Page 12
Most registrations from Europe and North America	Page 14
3,524 registrations	Page 16
5,785 total session views	Page 20
27,000 total video views	Page 36
590,420 people reached on social media	Page 27
4,400 new followers	Page 27
27,475 website visits (38% engagement rate)	Page 32
51,376 emails opened (14% engagement rate)	Page 32
Doubled number of subscribers to our database (+1,200)	Page 32
In-person event scored higher than online event	Page 41
Attendees to Summit in Turin felt safe thanks to the adoption of Covid measures.	Page 50
Attendees to both online and in-person event think that Ashoka does a good job at ensuring safe spaces and diversity	Page 50

Learnings

Learnings

We designed the Ashoka Changemaker Summit 2021 around two main goals:

- **Goal 1:** To increase the impact capacity and self-organization of the Ashoka community
- **Goal 2:** To improve global positioning of the Ashoka community and vision

Continue reading to see our learnings for each of the two goals.



Learnings

Goal 1: To increase the impact capacity and self-organization of the Ashoka community

What worked	What didn't work
<ul style="list-style-type: none">• In-person event. The in-person summit in Turin demonstrated to be a great tool for the Italian community to connect and collaborate.• Community owners. The teams in charge of each Ashoka community (planet & climate, gender, health, etc) were happy with the organization and logistics of the summit.	<ul style="list-style-type: none">• Community Building. The online part of the summit did not result in increased impact capacity and self-organization of the Ashoka community. Low attendance to the facilitated connecting sessions could be linked to:<ul style="list-style-type: none">• Summit format: making the summit a three months process reduced the momentum generated by a two days summit• Facilitated connecting sessions format: the format of the sessions themselves was not attractive enough to our community• Online fatigue• Separating online from in-person event: many members of our community lost interest in the online process when we communicated that it would be separated from the in-person event only for people residing in Italy

Learnings

Goal 2: To improve global positioning of the Ashoka community and vision

What worked	What didn't work
<ul style="list-style-type: none">• High audience reach through digital content. ~25% of people reached via website, video content, and e-mail showed positive engagement towards ACMS• Video content took centerstage. 20% of viewers watched ACMS video content until the end (completed views), with a total video stream time of over 500 hours.• Relevant external media and press coverage with ~86.5M audience size. 50% of all media and press coverage were from Italian entities. 40% of all news articles had a positive sentiment, while remaining 60% were neutral• Well-rounded communications strategy and effort. AMCS 2021 engaged audience using a relatively larger variety of content across wider channels when compared to other communications at Ashoka• Focus. Reducing the number of sessions and themes by half brought more clarity in our messaging	<ul style="list-style-type: none">• Engagement on social media. By leveraging social media as a conversation tool (generating comments, questions, etc.) and by collaborating better with social media influencers, engagement on social media can be potentially doubled (to 4% from the current 2%)• Brand positioning and recall. The Summit (and its hashtag #ChangemakerSummit) competes with similar initiatives within and outside Ashoka (other events, for example). This can be confusing to audience that is engaging with our content and hashtag. Look for a more actionable hashtag in the future?• Leverage partners to communicate about the Summit. Proactively have partners link to the ACMS on their websites and channels will help organically reach a larger audience cohort of the corporate partners

"One of the partners who attended [during the Gender session] had a total mental shift – he said after this he would not do training on gender, but actually listen to people."

Ashoka Community Leader

"The content is of great help to learn and understand what it means to be a changemaker within the field in which each of the participants work."

Ashoka partner

"The concept and design were amazing. With the intro video we nailed it. The comms was beyond our expectations"

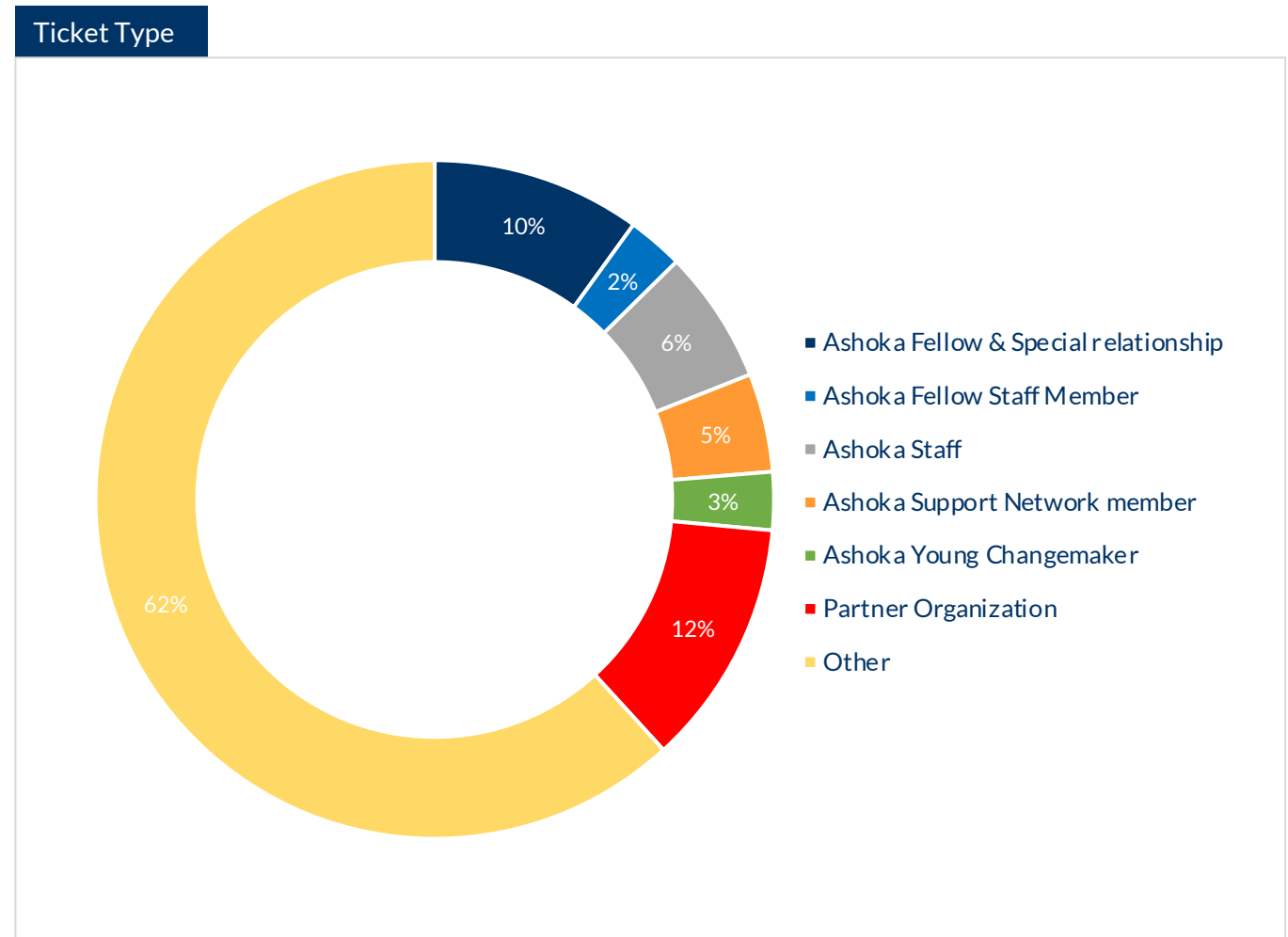
Ashoka Community Leader

Registrations

Registrations online

The Summit Online had a total of **3,111** registrations that we classified in the following categories:

- Ashoka Fellows: 310
- Ashoka Fellows Staff: 83
- Ashoka Staff: 198
- ASN: 146
- Ashoka Young Changemaker: 86
- Partner Organization: 366
- Other: 1922

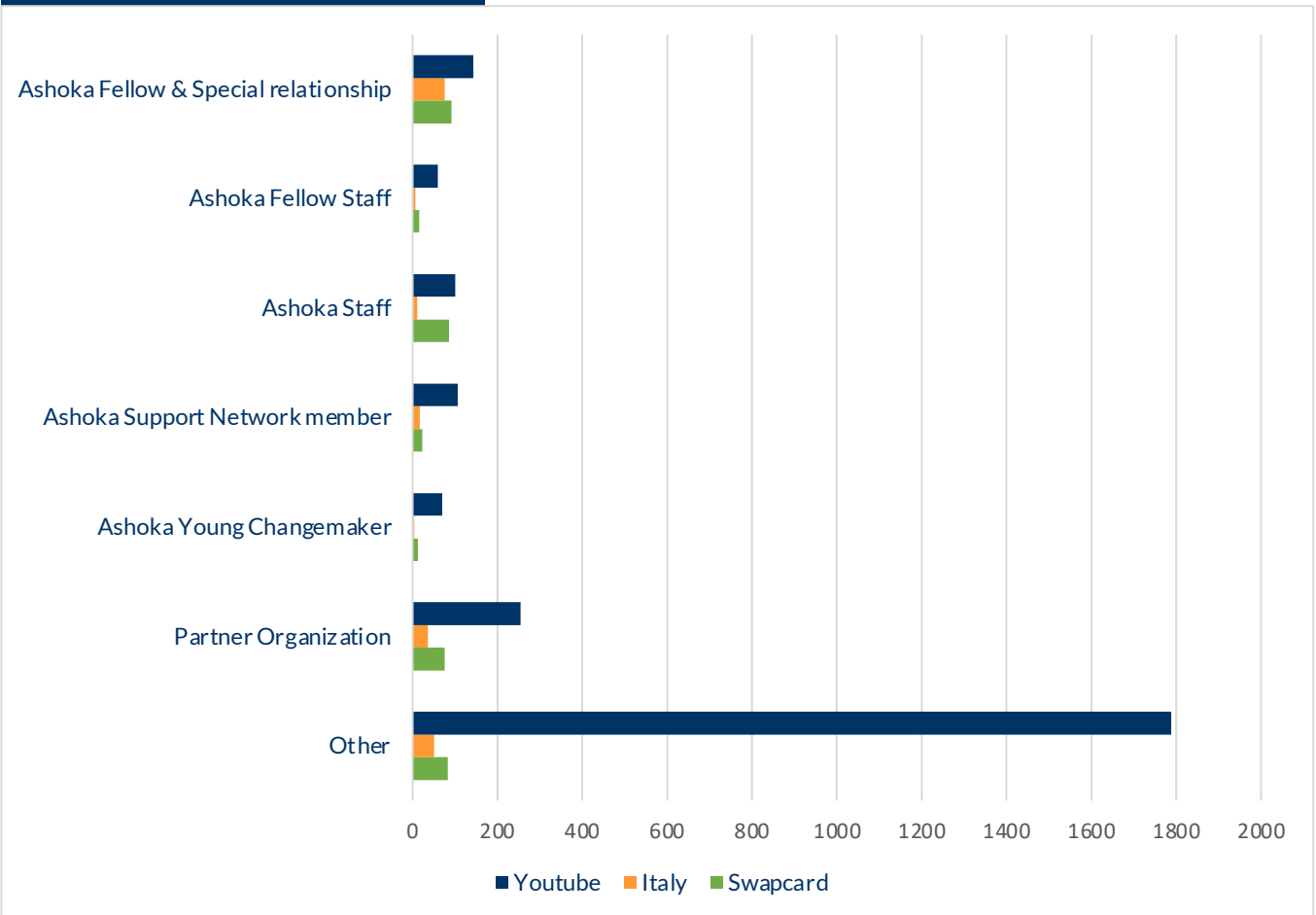


Registrations online

Most attendees to the summit were not from the Ashoka Community, meaning they are not Ashoka Staff, Fellow, Support Network Member, Ashoka Young Changemaker or member of a partner organization. These 1922 people are followers of Ashoka who found out about the summit on social media and registered to be informed of the sessions and follow them online without accessing the event platform.

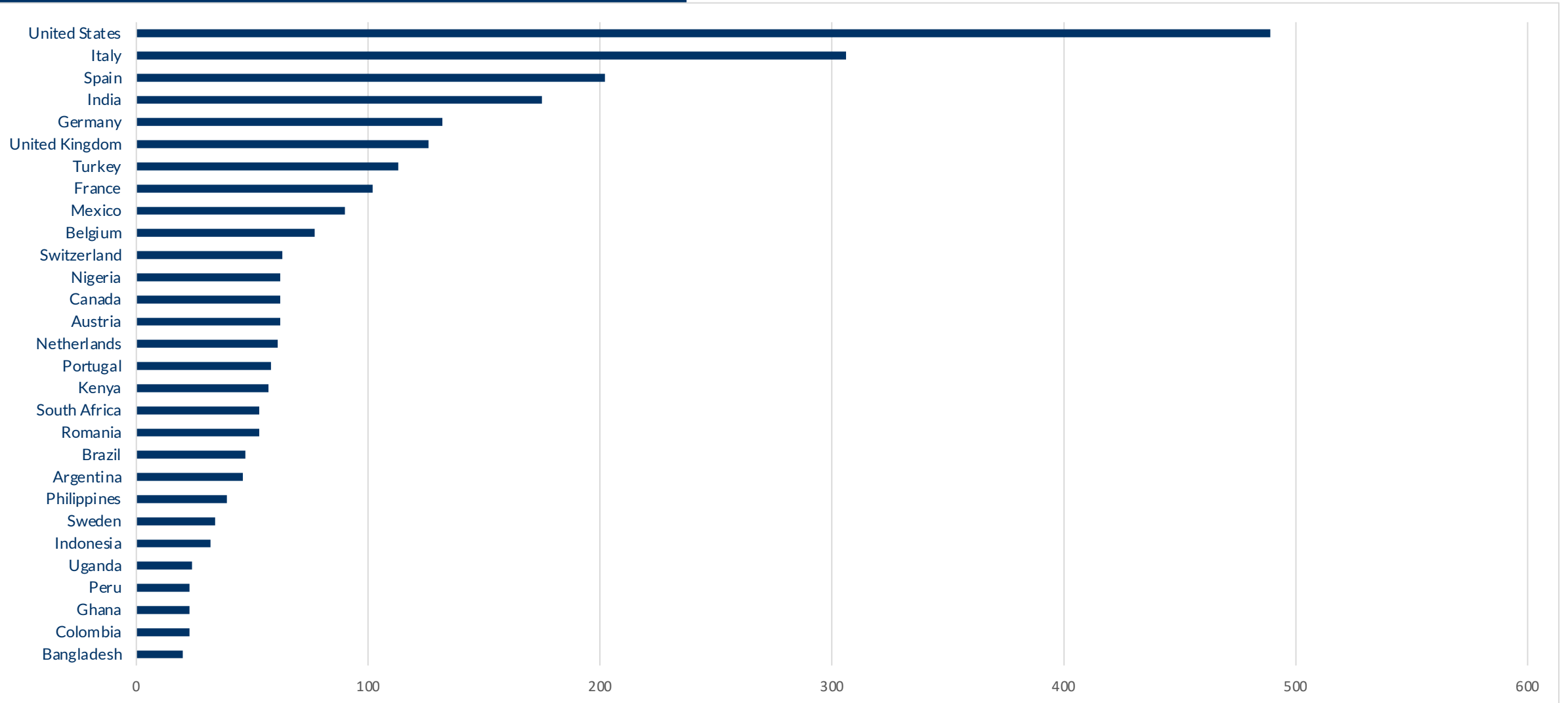
Another interesting insight is that many partner organizations signed up to follow the summit as online viewers even though they could have opted to engage with other attendees in the event platform.

Engagement Type by Constituency



Registrations online

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

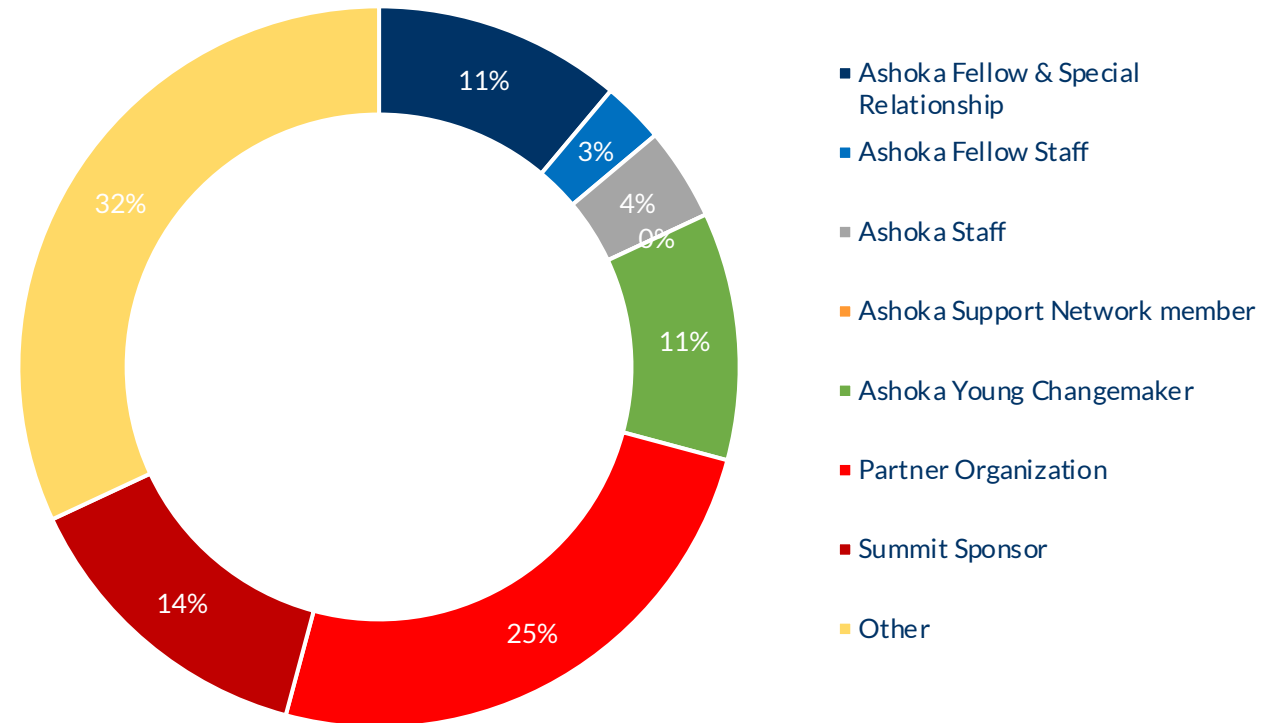


Registrations Turin

The Summit in Turin had a total of **413** attendees that we classified in the following categories:



Ticket Type



Registrations total

In total, **3,524** people got a ticket to attend the Ashoka Changemaker Summit 2021 online or in person.



Agenda & engagement

Agenda and engagement online

General numbers

The summit had an agenda with 45 sessions divided in 9 themes:

- Young Changemaking
- Tech & Humanity
- Planet & Climate
- New Longevity
- Migrations
- Health
- Gender
- Equity
- Changemaker Companies

45 SESSIONS
(107 IN PREVIOUS EDITION)

149 SPEAKERS
(361 IN PREVIOUS EDITION)

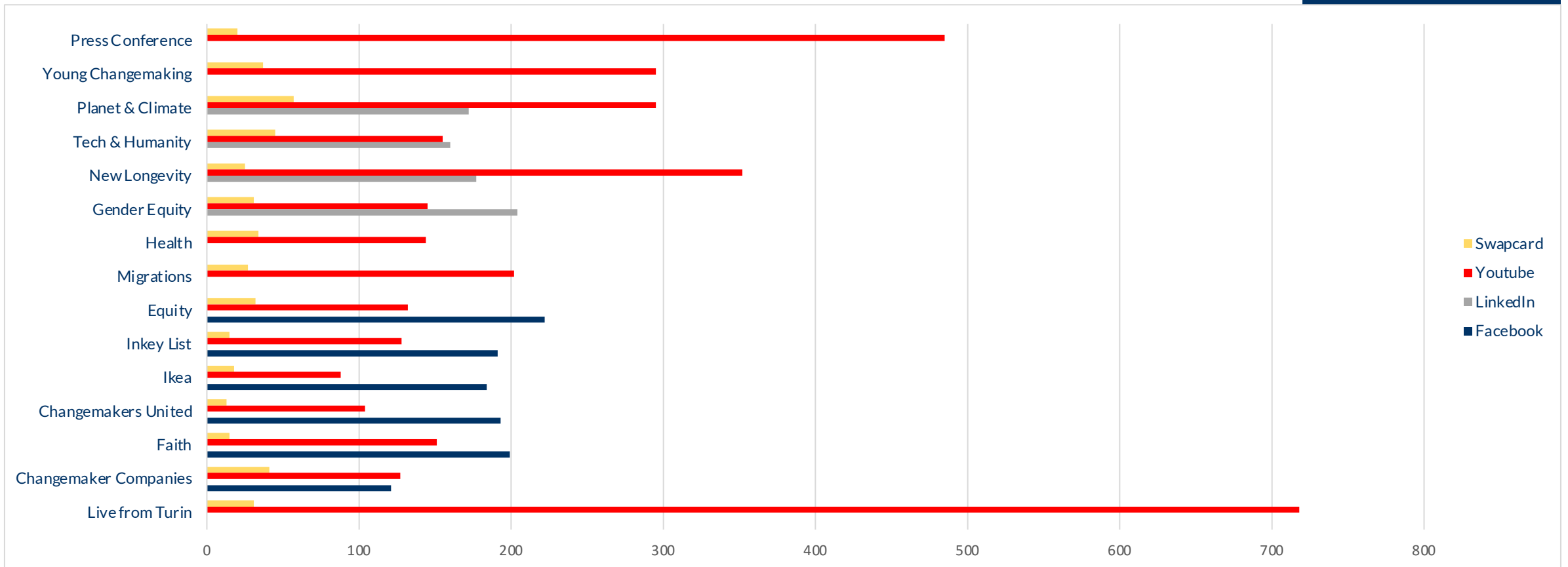
**30 + HOURS
OF CONTENT**
(100+ IN PREVIOUS EDITION)

Agenda and engagement online

Session views

See below the views of each session on Swapcard, Youtube, Facebook and LinkedIn

Broken down information



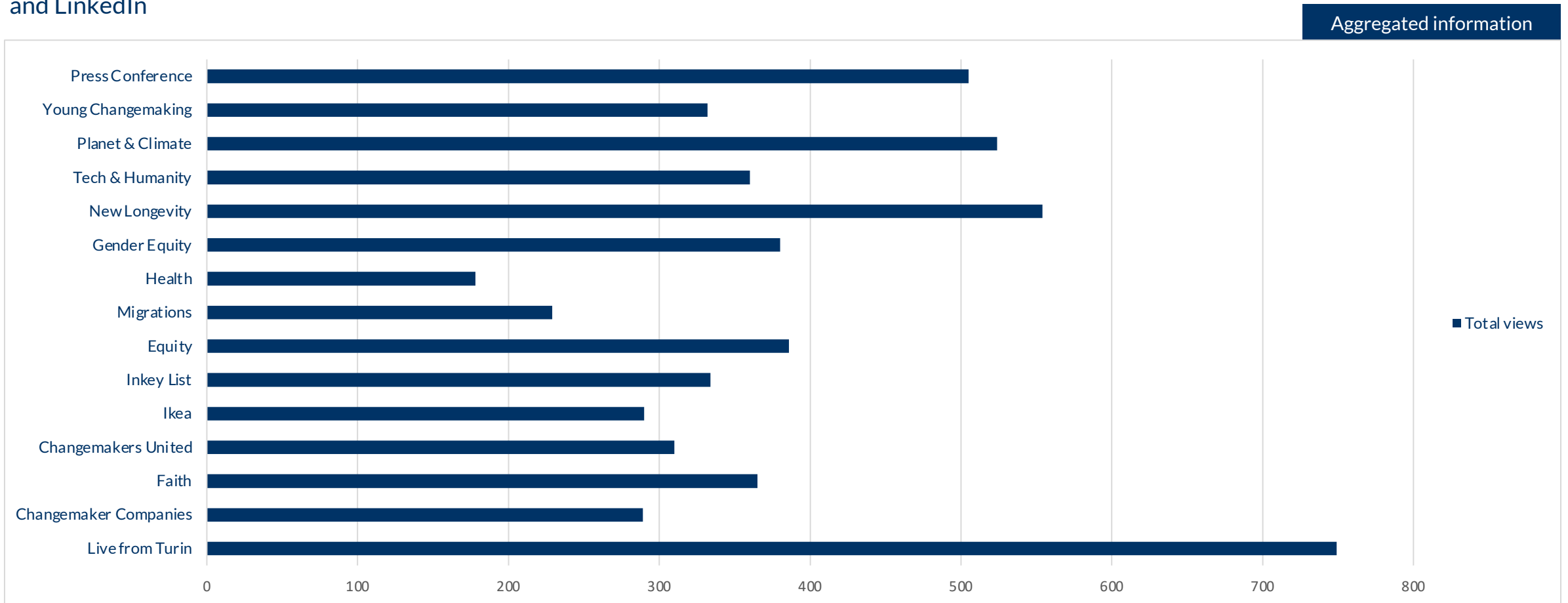
Agenda and engagement online

Session views

- Total Sessions views: 5.785
- Total Video Content views: 27.000 (page 22)



See below the views of each session on Swapcard, Youtube, Facebook and LinkedIn



Agenda and engagement online

Most viewed sessions

Digital Press Conference - Insights into the current landscape of social change Preview of the results of Ashoka's Global Fellow Survey

Wednesday, September 29th, 2021
9.00h EDT | 15.00h CEST
ONLINE



Bill Drayton
Founder and CEO, Ashoka



Marie Ringler
Global Leadership Member, Ashoka



Riccarda Zezza
Ashoka Fellow, Founder and CEO, LIFEED



With the participation of **Fondazione CRT**

acms.ashoka.org

A new economic architecture for our land and food

Thursday, October 07, 2021
9.00h EDT | 15.00h CEST
Theme: Planet & Climate
ONLINE



Luis Fernando Guedes Pinto
Knowledge Director of SOD, Meta Atlântica, Senior Ashoka Fellow



Geert van de Veer
Founder of Herenboeren, Ashoka Fellow



Corina Murafa
Next Now Co-Leader: Planet & Climate



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New Longevity: The Power of Arts and Culture to Change Mindsets on Aging

Thursday, October 21, 2021
10.00h EDT | 16.00h CEST
Theme: New Longevity
ONLINE



Anne Basting
Director of the Center for 21st Century Studies, LWM, Founder of TimeSlip and Ashoka Fellow



Marc Freedman
President & CEO of Encore.org and Ashoka Fellow



Jeongsoon Oum
Visual Artist and Art Educator



Hae Young Lee
New Longevity Lead at Ashoka's Next Now Initiative



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Redefining Success & Systems Change: Insights from Women & Queer Changemakers

Thursday, October 28, 2021
9.00h EDT | 3.00h CEST
Theme: Gender Equity
ONLINE



Tarek Zeidan
Executive Director at Helim, Ashoka Fellow



Tatiana Fraser
Co-founder of the System Sanctuary, Ashoka Fellow



Aditi Gera
Founder of Empowerette, Ashoka Young Changemaker



Zeynep Meydanoglu
Turkey Country Co-Director & Gender Field Leader at Ashoka



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Is the equity revolution changing our organizations? A timely conversation with DEI leaders from different sectors

Thursday, November 18, 2021
9.00h EDT | 3.00h CET
Theme: Equity
ONLINE



Miki Woodard
Head of Good Robot at Bad Robot Productions



Yvonne Moore
Managing Director at Moore Philanthropy



Vikki Leach
Director of Diversity and Inclusion at Zalando SE



Beric Alleyne
Global Head of Diversity, Equity & Inclusion at eBay



Lorena Garcia Duran
Global Lead for Diversity, Equity, and Inclusion at Ashoka



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A New Togetherness Welcome Ceremony

OGR - Officine Grandi Riparazioni
Corso Castellfardo, Turin
Thursday, December 2, 2021
09.30h CET
STREAMED ONLINE



Alberto Alemanno



Claudia Belli



Jacopo Rosatelli



Davide Canavesio



Marie Ringler



Mario Calderini



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Agenda and engagement online

Facilitated Connecting Sessions

The facilitated connecting sessions were designed as a space to listen deeply and connect meaningfully as a community. Each session of the summit was followed by these connecting spaces where attendees got to know more members from the community that are passionate about the topic discussed previously.



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 102 personal connections took place among ACMS participants.



102 personal connections
(280 previous edition)

Connect with Ashoka Community Members
interested in: **Young Changemaking**

Thursday, September 30, 2021
9.45h EDT | 15.45h CEST
Theme: Young Changemaking
ONLINE

A NEW TOGETHERNESS
ASHOKA Ashoka Changemaker Summit

Facilitated by:
Shafat Khan
Community Associate,
Ashoka UK & Ireland

acms.ashoka.org

Connect with Ashoka Community Members
interested in **Gender Equity**

Thursday, October 28, 2021
9.45h EDT | 15.45h CEST
Theme: Gender Equity
ONLINE

A NEW TOGETHERNESS
ASHOKA Ashoka Changemaker Summit

Facilitated by:
Istem Akalp
Turkey Co-Director
and Next Now Network
& Mapping Lead at Ashoka

acms.ashoka.org

Connect with Ashoka Community Members
interested in **Changemaker Companies**

Thursday, November 25, 2021
11.00h EDT | 17.00h CET
Theme: Changemaker Companies
ONLINE

A NEW TOGETHERNESS
ASHOKA Ashoka Changemaker Summit

Facilitated by:
Daniela Kreimer,
Changemaker
Companies Manager

acms.ashoka.org

Agenda and engagement online

Swapcard

Out of the 3,408 attendees to the summit, **887** followed the sessions from Swapcard. Below are numbers describing their behavior.

**54.7 AVERAGE REGISTRATION
PER SESSION**

(139.3 IN PREVIOUS EDITION)

**5.3 AVERAGE REGISTRATION
PER USER**

(8.7 IN PREVIOUS EDITION)

**514 MESSAGES
EXCHANGED**

(12,336 IN PREVIOUS EDITION)

**0.2 CONTACTS MADE PER
ACTIVE USER**

(1.4 IN PREVIOUS EDITION)

**102 USERS HAVE MADE 1+
CONNECTION**

(852 IN PREVIOUS EDITION)


**485 USERS HAVE REGISTERED
TO 1+ SESSION**

(1,718 IN PREVIOUS EDITION)

Agenda and engagement online

Swapcard

Out of the 3,408 attendees to the summit, 887 followed the sessions from Swapcard. Below are numbers describing their behavior.

 We reduced by half the number of sessions from the previous edition on purpose, which resulted in less options for attendees to register to. Also, Spreading the sessions over four months did not result in more engagement as we planned.

54.7 AVERAGE REGISTRATION
PER SESSION

(139.3 IN PREVIOUS EDITION)

5.3 AVERAGE REGISTRATION
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Reach & Comms

Reach & Comms

Goals & principles

Our main communication **goals** were:

1. Position the Ashoka community and partners as thought leaders of changemaking in different topics or communities
2. Ensure high attendance (online and offline)

Our main **principles** were:

1. Strengthen our digital marketing
2. Create quality content to disseminate in different channels
3. Establish relationships with media and ensure media coverage
4. Integrate changemaking and systems change messaging across the different contents

Digital Marketing

Social Media

Social Media Reach		2021	2020	Difference
The Ashoka Changemaker Summit strategically focused its efforts on LinkedIn, Twitter and Facebook, generating the following impacts.	People reached	590,420	519,647	+70.773
	Engagement rate	2%	7%	-5%
	Posts shared (total times)	944	369	+575
	Hashtag usage	269	475	-206
	LinkedIn Event page members	2,012	4,060	-2,048
Growing our Community				
We focused on digital marketing to organically grow our online community, attracting new members interested in changemaking and social innovation.	Total new followers 2021	+4400	+4000	+400
	New Social Media followers	+3200	+2900	+300
	New Newsletter subscribers	+1200	+1100	+100
Diversifying Streaming Channels				
We tested new livestreaming methods through social media, in order to attract those were not registered to the event.	Total livestream video views	3507	-	-
	LinkedIn Live	746	-	-
	Facebook Live	441	-	-
	YouTube Live	2320	-	-

Digital Marketing

Social Media



Reach shows how many times one of the Summit's posts appeared on someone's screen. We created and disseminated more content than last year, which consequently increased reach and share, suggesting an interest in what our community has to say.

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Digital Marketing

Social Media

Less people felt engaged directly with the Summit. Even if there was more reach, there was less engagement in the online event itself. This is also reflected in the lower numbers of attendance during live streamings. A change in certain social media algorithms may also be responsible, as they favor paid media over organic reach (no paid media was used for the Summit).



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Digital Marketing

Social Media



The steady and consistent content creation and dissemination strengthened our community growth, with thousands of new followers across our digital platforms during the Summit. We doubled the number of subscribers to the Summit newsletter.

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	YouTube Live	2320	-	-

Digital Marketing

Social Media



Youtube is by far the most effective tool for livestreaming. Other channels (LinkedIn and Facebook) helped us in reaching a few extra viewers who may not have seen us otherwise but was not the most impactful format.

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Digital Marketing

Website and Mailing

Website		2021	2020	Difference
The Ashoka Changemaker Summit website has been the repository of all the information of the summit. We also redirected followers to the Medium page to engage with our content (see next slides).	Website visits	28,655	26,125	+2,530
	Engagement rate	47%	48%	-1%
	Average time spent (mm:ss)	03:19	03:17	+00:02
Email Marketing				
This was our most effective way of engaging our audience. We sent over 300,000 emails to our different Ashoka databases – also providing content & templates to Ashokans across the world.	Emails opened	51,376	46,036	+5,340
	Engagement rate (clicks)	14%	23%	-9%
	New subscribers*	1,200*	1,100	+100

*subscribers doubled during ACMS 2021

Digital Marketing

Website and Mailing

In email marketing, 2-5% is considered an average click rate. We are well above average (14%), reflecting the high engagement of our online community with our content. The rate lowered from last year because we sent more emails across a longer time period, generally reducing the engagement in the longer term.



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	Engagement rate (clicks)	14%	23%	-9%
	New subscribers	1,200*	1,100	+100

* subscribers doubled during ACMS 2021

Reach

Top three LinkedIn post



We invite you to the Ashoka #ChangemakerSummit 2021 🌍

Hear from leading changemakers and connect with a community of people who drive social innovation in these 9 fields:

- 🌟 Young Changemaking
- 🌱 Planet&Climate
- 🔧 Tech&Humanity
- 📈 New Longevity
- ♀️ Gender Equity
- ❤️ Health
- 🌍 Migrations
- ⚖️ Equity
- 💡 Changemaker Companies

Which are you most excited for? Let us know and register now 🙌

<https://lnkd.in/e8zKB4h> #SocEnt #EveryoneAChangemaker

Impressions	15,260
Engagement rate	4.5%
Reactions	182



What does it take to build a world where each and every person has the confidence and support to create positive change?

This question is grounded in the daily work of changemakers who are taking action to transform the way our world works, from health care, to technology, to how we grow food.

Over the past three months, we've heard from many of these global voices as we embarked on a collective learning journey at the #ChangemakerSummit to discover A New Togetherness.

Thank you for joining us!

<https://lnkd.in/dE9r83YF>

Impressions	12,367
Engagement rate	3.0%
Reactions	149



Changemakers should not shy away from using powerful tools to influence policies.

Last week, Turin hosted this year's #ChangemakerSummit, with hundreds of participants gathering for the first time in nearly two years.

One of the panels, echoed by Pioneers Post, reflects the power of social innovators in making politicians "braver" to embrace new ideas.

Are we seeing the start of a new breed of "political entrepreneurs"?

Thank you Alberto Alemanno, Viviane Ogou Corbi, Marie Ringler, Alessandro Valera, Fabio Sgaragli.

<https://lnkd.in/ejgbyM8c>

Impressions	10,873
Engagement rate	3.2%
Reactions	148

Reach

Top three Twitter posts



The time has come! This Thursday, Turin will be the capital of changemaking for a day, hosting 300 partners, social innovators, young changemakers, business leaders... Don't miss out and follow all the plenary sessions of the #ChangemakerSummit online 📍 <https://acms.ashoka.org/live>

Impressions	5,061
Total engagements	88



EXCITING NEWS: We just launched the ticket sale for our global gathering of leading changemakers🌍: The @Ashoka #ChangemakerSummit. A 3-month journey starting online and culminating in December in the Italian city of Turin. Get your ticket📍 <https://acms.ashoka.org/summit-2021>

Impressions	4,505
Total engagements	68



Fixing systems is not just about shifting power from where it purposefully is to where it purposefully isn't. You also need to shift something a lot more difficult: values. @tarekzeidan A thread with highlights from last week's #ChangemakerSummit session on Gender Equity 📍

Impressions	4,138
Total engagements	125

Rethinking policymaking: what role for social innovation?

OGR - Officine Grandi Riparazioni
Corso Castelfidardo, Turin
Thursday, December 2, 2021
12.15h CET
STREAMED ONLINE

Alessandro Valera
Alberto Alemanno
Viviane Ogou
Marie Ringler

A NEW TOGETHERNESS
ASHOKA Ashoka Changemaker Summit

acms.ashoka.org

Ashoka Changemaker Summit

Online > September 30th to November 25th
Onsite > December 1-3, Turin, Italy

ASHOKA

A NEW TOGETHERNESS
Ashoka Changemaker Summit

Tarek Zeidan
Executive Director, Helem

642 views We in the queer movement, and I'm here speaking particularly from a global south perspective. 0:03 / 1:21

Content Creation

Strengthening our narrative in different formats

Video and **articles** were our biggest bet in terms of content creation.

Videos were streamed, and later edited and published, on various public platforms: YouTube, Twitter, LinkedIn and Facebook.

We received a **total of 27,000 views** of videos generated by the Summit (including the livestreams and post-produced videos).

On YouTube, there was a **+46% completion rate of videos**, and video links were **shared 390 times**, suggesting there was a genuine interest in the content.

Ashoka's YouTube channel audience streamed ACMS 2021 videos for a total watch duration of **370 hours**.

We published 10 articles on Ashoka's Medium platform, with a total of **2,745 views**.



Content Creation

New formats for the Summit

MEDIUM INSIGHTS

Changing systems can be slow — and maybe it should be

At the Ashoka Changemaker Summit, women and queer entrepreneurs share wisdom for changing systems, shifting mindsets, and healing ourselves.

Ashoka Follow
Nov 3, 2021 · 4 min read



[READ MORE >](#)

VIDEO CLIPS



44 What feminist practice teaches us for systems change -...

Ashoka



45 We can't fix systems by building power to oppose...

Ashoka



46 The power of one girl changing her mindset – Aditi Gera at th...

Ashoka



47 Systems change often comes from a place of dominance &...

Ashoka



48 Resources aren't just monetary, but also emotional - Aditi Ger...

Ashoka

[SEE MORE >](#)

TWITTER THREADS

Thread



Ashoka @Ashoka · Dec 6, 2021

Replying to @Ashoka

There is no such thing as a “DEI expert”. The learning journey, within our organizations and companies, is for everyone, not just a few.

More from Beric Alleyne, from @eBay, during the #ChangemakerSummit



1 1 2



Ashoka @Ashoka · Dec 6, 2021

In the entertainment and storytelling sector: From the script to the set, who is on the crew? Who is in the writer's room? And do they feel the safety to bring their full selves and creativity to that space?

Miki Woodard from @bad_robot during the #ChangemakerSummit.



[SEE EXAMPLE >](#)

Media Engagement

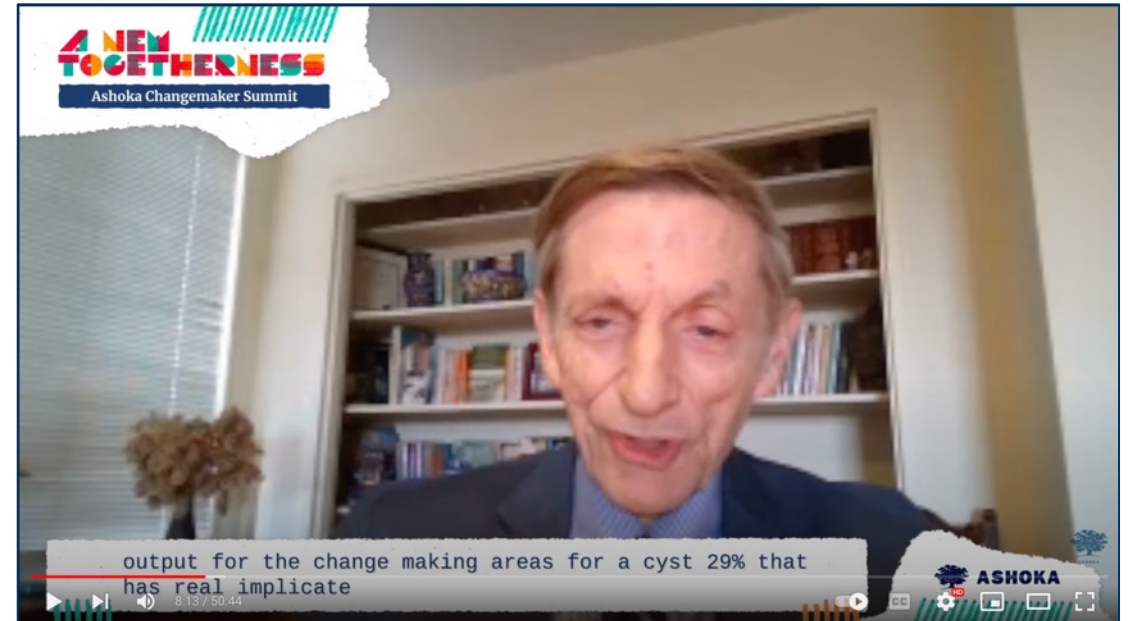
Increasingly engaging journalists in our work

For the first time, we organized a digital press conference, with Bill Drayton, to launch the Summit, testing a new format to engage journalists. 8 journalists from UK, Indonesia, Austria and Spain registered, and two requests for Op-Eds were received.

43 media articles were published as a result of the Summit.

44% of the media presence reflected a positive sentiment (the remaining 56% was neutral).

	2021	2020	2019
Estimated audience size	86M	33.8M	51.3M
Estimated audience impressions	2.2M	0.8M	1.3M
Economic value (based on AVE)	800,000 \$	300,000 \$	807.417 €



Media Engagement

Increasingly engaging journalists in our work

For the first time, we organized a digital press conference, with Bill Drayton, to launch the Summit, testing a new format to engage journalists. 8 journalists from UK, Indonesia, Austria and Spain registered, and two requests for Op-Eds were received.

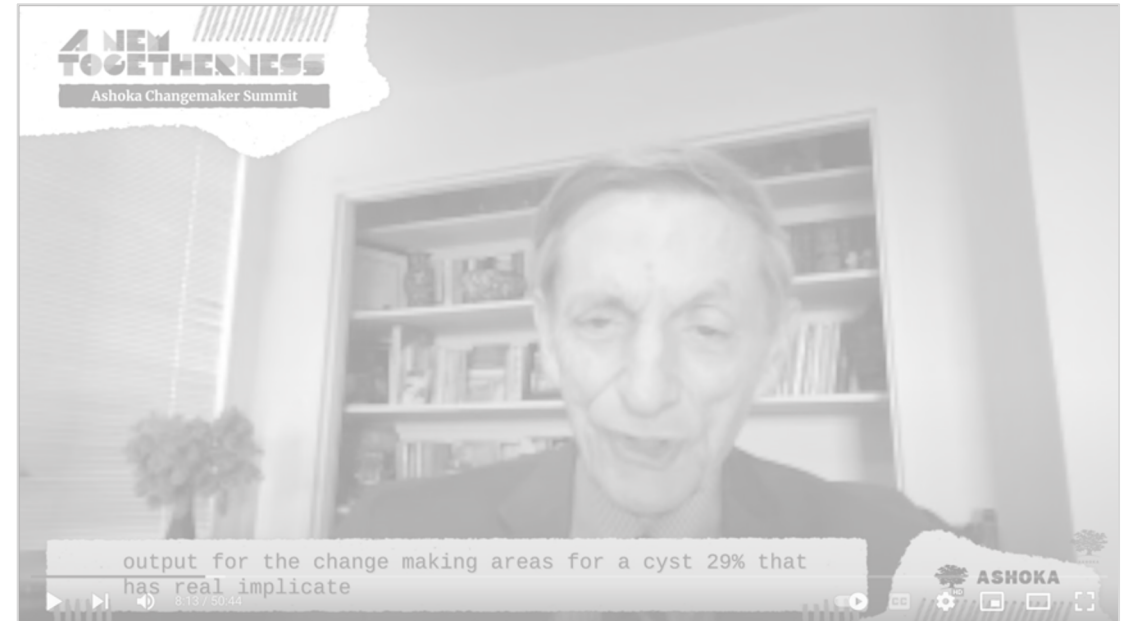
43 media articles were published as a result of the Summit.

44% of the media presence reflected a positive sentiment (the remaining 56% was neutral).

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Estimated audience impressions	2.2M	0.8M	1.3M
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This year we had a significant increase in our audience reach, in part due to big media outlets such as Forbes or Corriere della Sera. But in 2019, the AVE was higher because there was a higher number of print media, among other factors.



Media Engagement

Three examples of media impact

LA REPUBBLICA

la Repubblica

Alargue el momento. Disfrute de más por menos. 

CONTENUTO PER GLI ABBONATI

Giovani, creativi e impegnati: chi sono i changemaker under 25

di Viola Giannoli



Ritratti e progetti dei ragazzi e delle ragazze selezionati per il progetto "Gen C" di Ashoka con Agenzia nazionale giovani

02 DICEMBRE 2021 3 MINUTI DI LETTURA


Choosy, bamboccioni, sdratati, astenuti, social addicted, quest'anno pure indicati come responsabili del contagio. La narrazione di giovani e giovanissimi non corrisponde spesso all'attivismo civile reale che parte dai territori, dalle città, dalle metropoli come dalle piccole comunità. Un fermento che si traduce in idee, progetti, start up che si fatica però a legare tra loro, a rendere sistema.

Questo contenuto è riservato agli abbonati


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FORBES

Growing Food To Heal The Planet

 Ashoka Contributor
Ashoka Contributor Group
Entrepreneurs
Insights, how-to's, and stories from the world of social impact


Listen to article 7 minutes



Social entrepreneur-led initiatives like SOS Mata Atlantica's Forest Research Center in Brazil are ... [+]

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PIONEERS POST



Bill Drayton: Changemaking skills as vital as literacy

Laura Joffre 1st October 2021

Equipping every individual with social innovation skills is as important as teaching them to read and write, according to Ashoka boss Bill Drayton.

Ensuring everyone can "play in the game of change and be a changemaker" would also help to heal today's fractured society, the founder and CEO of the global social entrepreneur network said on Wednesday.

This meant engaging those who felt left behind and "angry" at the current political system - partly to ensure they could play a part in social innovation, and partly because such skills were "essential".


- Read: [Three ideas to mend US society: Ashoka Fellows on turning division into dialogue](#)

"It's like literacy," he said. "If we let kids grow up without literacy, it's a crime, right?"

Drayton (pictured above) was speaking at a media preview of a global survey of Ashoka fellows, which revealed that 77% collaborated with at least four types of stakeholders such as NGOs, local governments, companies, universities and media.

[READ MORE >](#)

4 minute read

 THANK YOU PIONEERS!

For supporting our social enterprise journalism

Your subscription

Survey Results

ONLINE SUMMIT

Respondents surveyed about the online part of the summit seem to be happy about the learnings, the quality of the speakers and the general organization of the summit, but they found difficulties to connect with other attendees.

Respondents also think that Ashoka does a good job at ensuring safe spaces and diversity in the Ashoka Changemaker Summit.



Survey results

Online attendees

We sent a post summit survey to all online summit attendees getting **27 responses**. Here is how respondents look like:

General numbers	
Number of respondents	27

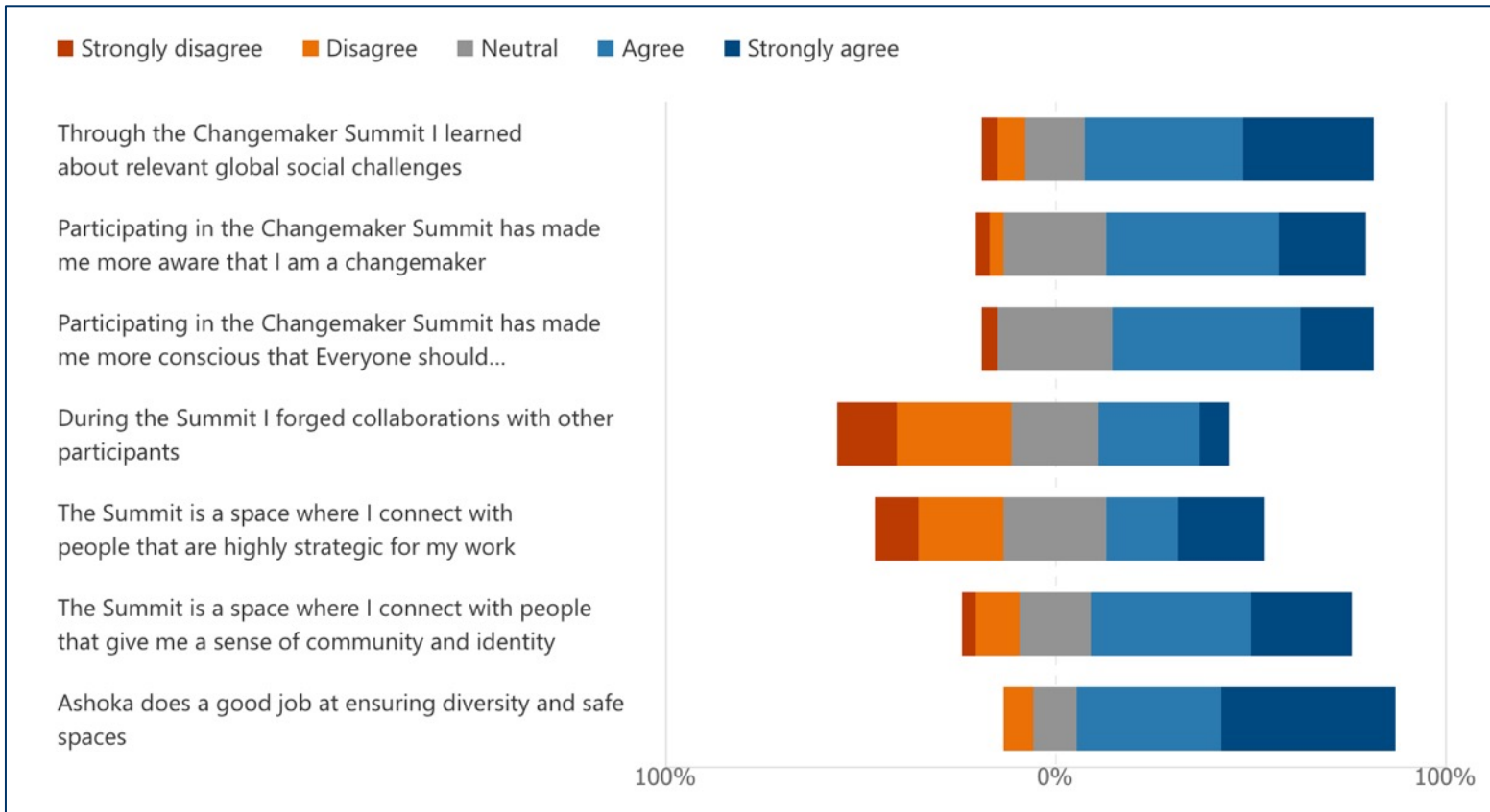
Relationship with Ashoka	
Ashoka Fellows	15%
Ashoka Special Relationship	7%
Ashoka Staff	11%
ASN	22%
Ashoka Young Changemaker	7%
Work with Ashoka Fellow	7%
Work with Ashoka Partner	15%
Other	15%

Knew Ashoka Prior to Summit	
Yes	85%
No	15%

Survey results

Online attendees

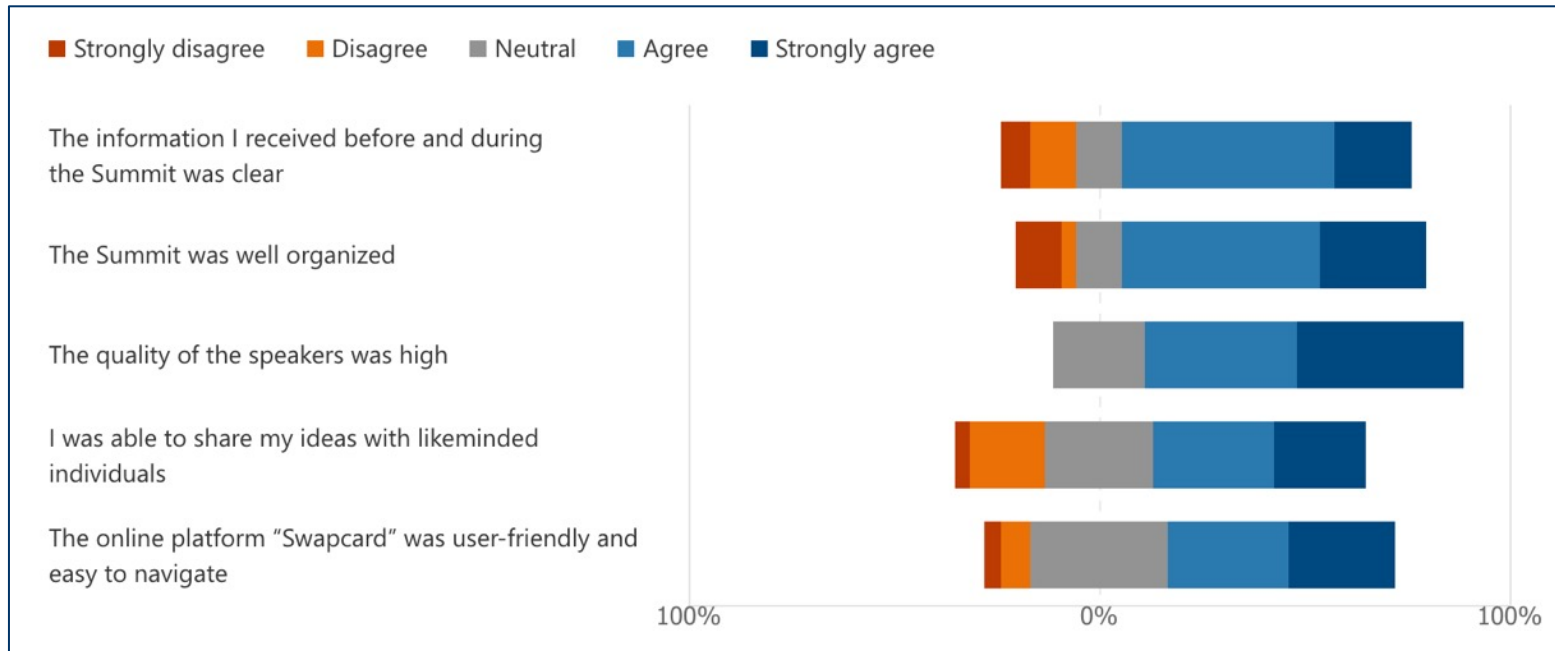
Q1: Please read the statements below and tell us how much you agree or disagree with them



Survey results

Online attendees

Q2: How do you feel about the organization of the online Changemaker Summit?
Please let us know through the following statements:



Survey results

Online attendees

Q3: Overall, how would you rate the Ashoka Changemaker Summit: A New Togetherness?

7,1

TURIN SUMMIT

Respondents surveyed about the onsite part of the summit seem to be happy about the learnings, the technology and the general organization of the summit. They are also happy about the connections made during the summit and felt safe thanks to the adoption of Covid measures.

Respondents also think that Ashoka does a good job at ensuring safe spaces and diversity in the Ashoka Changemaker Summit.



Survey results

Onsite attendees

We sent a post summit survey to all onsite summit attendees getting **79 responses**. Here is how respondents look like:

General numbers	
Number of respondents	79
Female	58%
Senior Professional	27%
Social Enterprise	22%
Heard about the summit from Ashoka Staff	47%

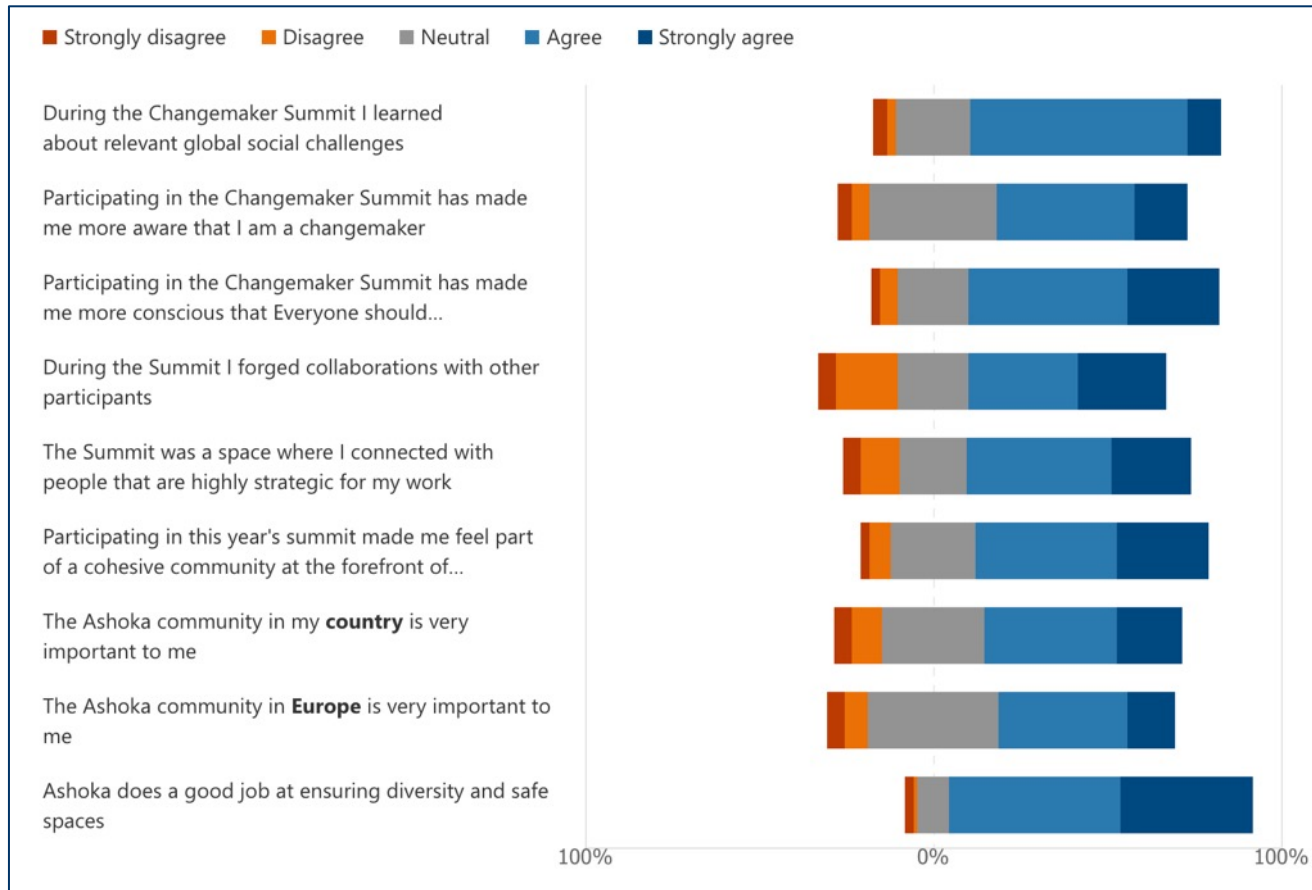
Relationship with Ashoka	
Ashoka Fellows	8%
Ashoka Special Relationship	3%
Ashoka Staff	4%
ASN	0%
Ashoka Young Changemaker	10%
Work with Ashoka Fellow	3%
Work with Ashoka Partner	23%
Work with Summit Sponsor	13%
Volunteer	9%
Other	29%

Knew Ashoka Prior to Summit	
Yes	82%
No	15%
Not Sure	3%

Survey results

Onsite attendees

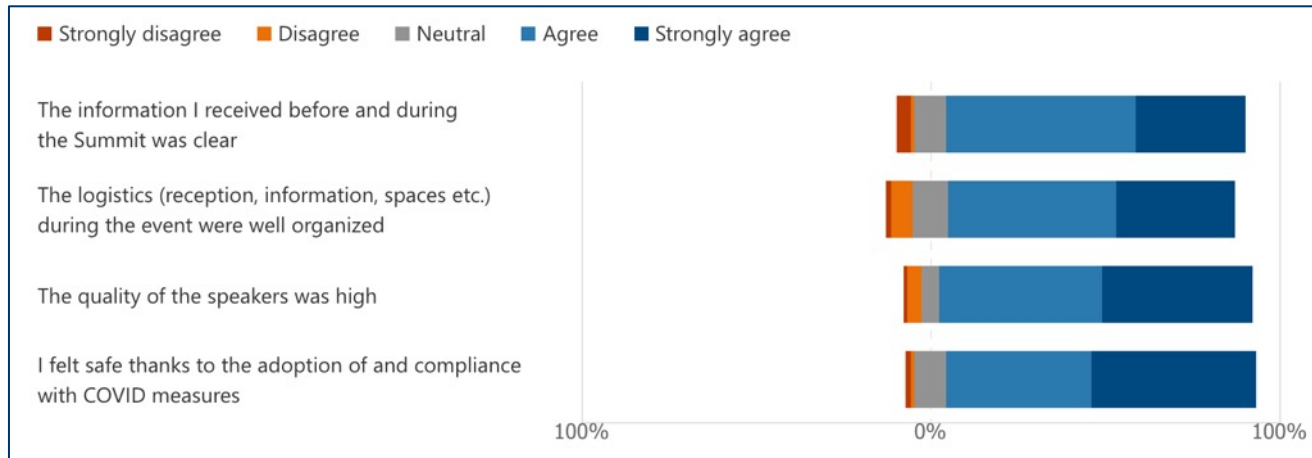
Q1: Please read the statements below and tell us how much you agree or disagree with them



Survey results

Onsite attendees

Q2: How do you feel about the organization of the onsite Changemaker Summit?
Let us know how much you agree or disagree with the following statements:



Survey results

Onsite attendees

Q3: Overall, how would you rate the Ashoka Changemaker Summit: A New Togetherness?

8,18

Summit Partners

Summit Partners

Summit Co-Organizers:



Ashoka Strategic Partners:



Summit Partners:

