



# Ashoka Changemaker Summit 2022 Decisions

*Impact Report*







0:05 / 2:39



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Learnings

# Learnings

We designed the Ashoka Changemaker Summit 2022 around two main goals:

## Goal 1

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

## Goal 2

To improve global positioning resulting in increased fundraising capacity

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"><li>• <b>Connections</b> &gt; The Ashoka community valued positively the strategic connections they made at the summit and the potential collaborations that will grow out of them indicating that the summit is strategic for them.</li><li>• <b>Collaboration</b> &gt; All Ashoka purpose teams used the summit to advanced their strategies and ongoing collaborations.</li><li>• <b>Momentum</b> &gt; The Summit generated a positive momentum and increased belonging to the Ashoka community.</li><li>• <b>Online vs in person</b> &gt; Compared to previous online editions we have experienced a higher degree of excitement, engagement and momentum this year.</li></ul>	<ul style="list-style-type: none"><li>• <b>Presenting the Ashoka Community</b> &gt; We rushed into presenting a "product" that was still on the making which made the welcome ceremony longer than needed without generating clarity.</li><li>• <b>Facilitated Networking</b> &gt; Some attendees felt they had no time to learn about fellows and other participants in a facilitated way.</li><li>• <b>Global</b> &gt; 88% of participants came from Europe. How can we increase participation from other continents? One thing to improve is monitoring of VISA processes.</li></ul>



# Learnings

Goal 2: To improve global positioning resulting in increased fundraising capacity

## What worked

- **Ticket sales exceeded expectations**, selling a total of 82 more tickets than planned (contributing to higher income as well).
- **Higher social media engagement rate.** +4% engagement compared to last year. Focusing on LinkedIn and Instagram paid off, as we had an above average engagement rate on those two platforms (vs. much lower engagement on Twitter and Facebook).
- **Use of digital "influencers"** also contributed to increased engagement on social media. Proactively providing tools for all community members to share on their own channels worked, reflected in a higher use of the #ChangemakerSummit hashtag. To keep on exploring in following years.
- **Improved positioning of Ashoka among our community.** In the final survey, 74% of attendees said that the Summit improved their perception of Ashoka.

## What didn't work

- **We reached less people online.** Less digital content was created, and therefore less was shared and significantly fewer people were reached outside of our community. This was reflected in **much less website visits** and **fewer new followers** to our database.
- **Focus was placed on ticketholders**, rather than the wider community. Next year, we should think of a more consolidated content creation strategy (videos, articles...).
- **Media impact was significantly lower** than previous years. 1) We had limited budget to cover a wider outreach (so no press conference was organized); 2) we were competing in a very saturated market in Brussels, where hundreds of international events happen every week and; 3) we wrote all our content only in English. Recommendation: to place more budget in media activation, and work with senior Ashoka comms managers in the hosting country.



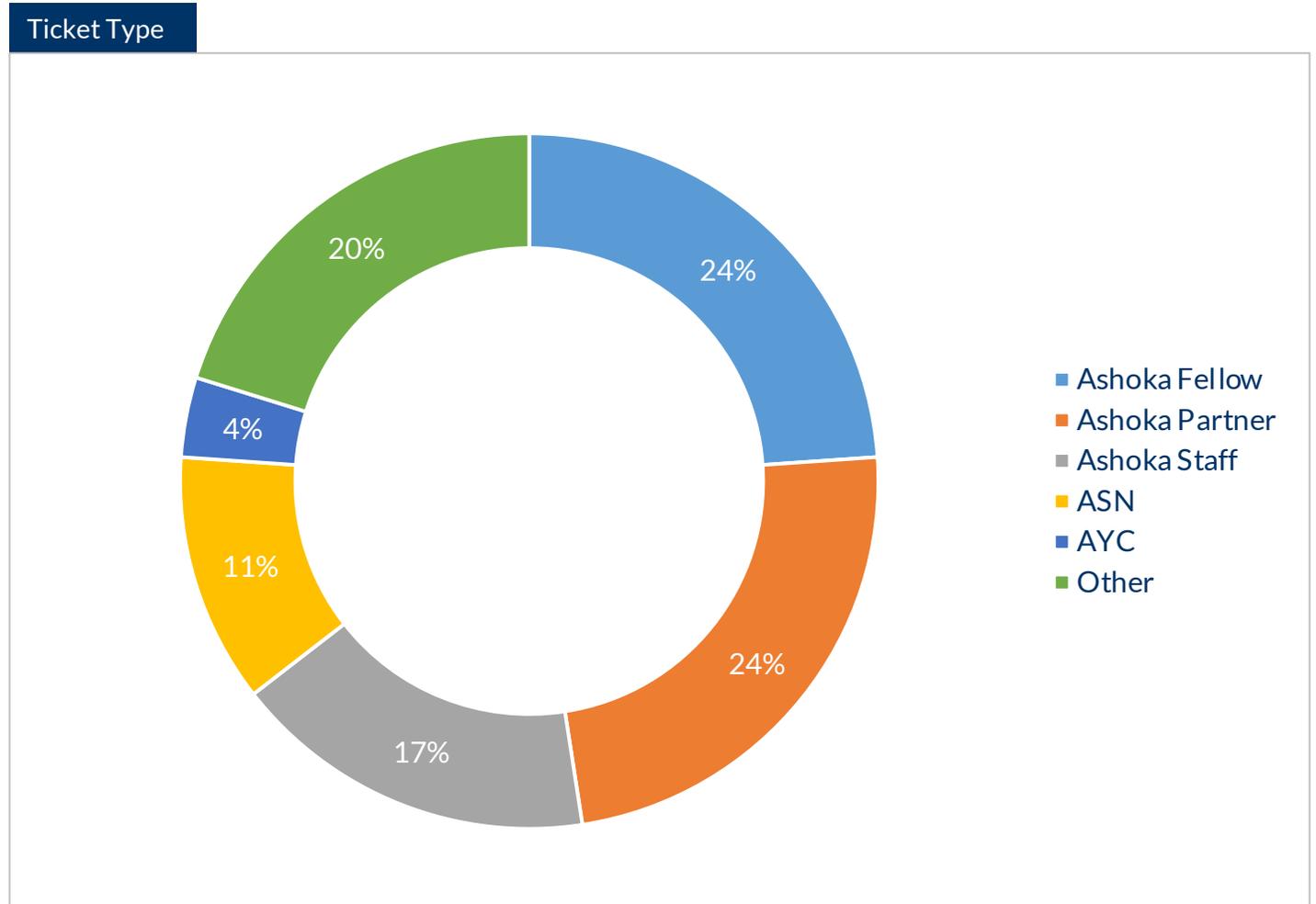
# Registrations

# Registrations by type

The Summit had a total of **432** attendees that we classified in the following categories:

Ashoka Fellows (*)	103
Ashoka Partners	102
Ashoka Staff	73
ASNs	50
AYCr	16
Other	87
<b>Total</b>	<b>432</b>

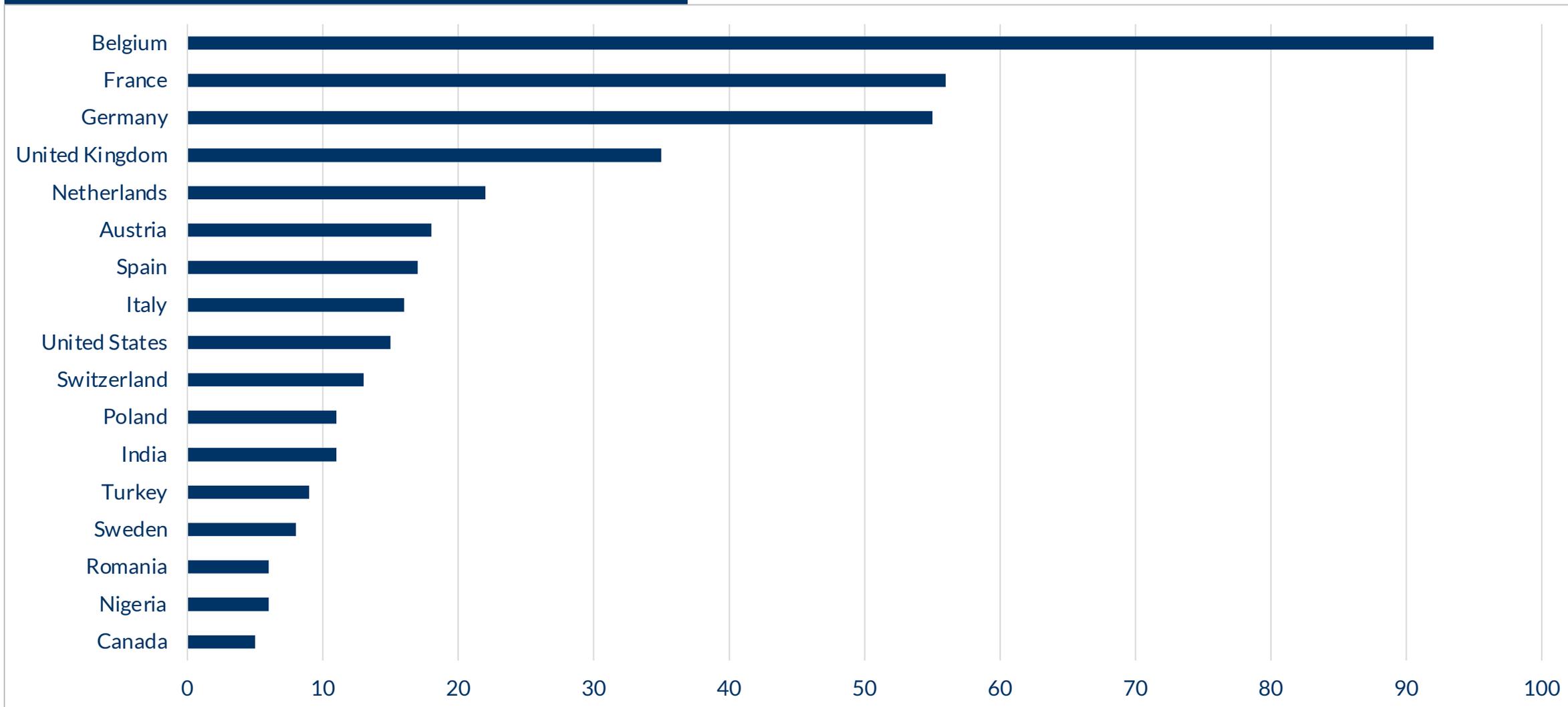
(\*) Ashoka Fellows include Special Relationships and Ashoka Fellow Team Members



# Registrations by residence

12% of attendees came from outside Europe. Mostly from the United States, India, Nigeria and Canada.

Residence of attendees (only including countries with more than 5 attendees)





# Agenda & Engagement

# Agenda and engagement

## General numbers

The summit had an agenda with **43** sessions divided in **11** themes:

- Young Changemaking
- Tech & Humanity
- Planet & Climate
- New Longevity
- Migrations
- Health
- Gender
- Equity
- Changemaker Companies
- Public Policy
- Funding Systems Change

**43 SESSIONS**  
(45 IN PREVIOUS EDITION)

**115 SPEAKERS**  
(149 IN PREVIOUS EDITION)

# Agenda and engagement

## Most attended sessions

### Welcome Ceremony



A graphic for the Welcome Ceremony session. It features a grid of eight circular portraits of speakers. The top row includes Dubravka Sulica, Indy Johar, Catarina Burstoff, Marie Ringler, and Alberto Alemanno. The bottom row includes Ignace Schops, Laura Batala, and Perrine De Le Court. The background is orange with abstract shapes.

Dubravka Sulica  
Indy Johar  
Catarina Burstoff  
Marie Ringler  
Alberto Alemanno  
Ignace Schops  
Laura Batala  
Perrine De Le Court

ASHOKA  
**DECISIONS**  
Ashoka Changemaker Summit

Tuesday, November 29th  
Brussels, Belgium

acms.ashoka.org

### Connecting Sessions



A graphic for the Connecting Sessions session. It features a large, stylized silhouette of a person's head and shoulders in the foreground, with a globe in the background. The background is teal with abstract shapes.

ASHOKA  
**DECISIONS**  
Ashoka Changemaker Summit

Tuesday, November 29th  
Bruxelles, Belgium

acms.ashoka.org

### Climate Narratives of Possibility



A graphic for the Climate Narratives of Possibility session. It features four circular portraits of speakers: Alexandra Mitjans (Ashoka), Luis Alberto Camargo (OpEPA), Solitaire Townsend (Futerra), and Ella Saltmarsh (The Long Time Project). The background is teal with abstract shapes.

Alexandra Mitjans  
Ashoka  
Luis Alberto Camargo  
OpEPA  
Solitaire Townsend  
Futerra  
Ella Saltmarsh  
The Long Time Project

ASHOKA  
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### On the Minds of CEOs : How to Drive Impact Culture through Transformative Leadership



A graphic for the On the Minds of CEOs session. It features four circular portraits of speakers: Adelaide Vinay (ap2), Sébastien Bossard (Kersia), Arnoud Raskin (Streetwize), and Arnoud Mourot (Ashoka). The background is teal with abstract shapes.

Adelaide Vinay  
ap2  
Sébastien Bossard  
Kersia  
Arnoud Raskin  
Streetwize  
Arnoud Mourot  
Ashoka

ASHOKA  
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### Making Radical Funding Decisions: How Philanthropic Practices Can Lead The Way Towards Supporting Inclusive Systems Change.



A graphic for the Making Radical Funding Decisions session. It features four circular portraits of speakers: Ignace Schops (RLKM), Delphine Moralis (Philea), Masego Madzwamuse (The Oak Foundation), and Pamala Wiepking (Stead Family Chair in International Philanthropy). The background is teal with abstract shapes.

Ignace Schops  
RLKM  
Delphine Moralis  
Philea  
Masego Madzwamuse  
The Oak Foundation  
Pamala Wiepking  
Stead Family Chair in  
International  
Philanthropy

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### Why Collaboration between Business and Social Sectors is Necessary to Create Long Lasting Social Impact?



A graphic for the Why Collaboration between Business and Social Sectors session. It features seven circular portraits of speakers: Arnaud Mourot (Ashoka), Adebowale Osofowola (Bic Farms Concepts), Durukan Dudu (Anadolu Meralan), Franck Billeau (REH), Valerie Simon-Prud'homme (EDF), Isabelle Demoment (Kersia), and Manuela Pastore (Boehringer Ingelheim). The background is teal with abstract shapes.

Arnaud Mourot  
Ashoka  
Adebowale Osofowola  
Bic Farms Concepts  
Durukan Dudu  
Anadolu Meralan  
Franck Billeau  
REH  
Valerie Simon-Prud'homme  
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Manuela Pastore  
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ASHOKA  
**DECISIONS**  
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# Agenda and engagement

## Event App

418 attendees out of 432 made at least one action after logging into the event application:

**40.2 AVERAGE REGISTRATION  
PER SESSION**

(54.7 IN PREVIOUS EDITION / -14.5)

**6.0 AVERAGE REGISTRATION  
PER USER**

(5.3 IN PREVIOUS EDITION / +0,7)

**695 MESSAGES  
EXCHANGED**

(514 IN PREVIOUS EDITION / +181)

**1.6 CONTACTS MADE PER  
ACTIVE USER**

(0.2 IN PREVIOUS EDITION / +1,4)

**209 USERS HAVE MADE 1+  
CONNECTION**

(102 IN PREVIOUS EDITION / +107)

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

(485 IN PREVIOUS EDITION / -199)

 Increase in most of these indicators mean that people were more engaged this year than in previous editions. We believe that the summit being completely in person is the main explanation to this.





Reach & Comms



# Reach & Comms

## Goals & principles

This year we focused on two main **communication goals**:

1. Ensure full ticket sales and high attendance.
2. Position Ashoka as thought leader of changemaking and systems change, especially in Belgium and Europe.



# Ticket Sales

Ticket sales		Goal	Sold	Difference
<p>One of the two major goals of our marketing and outreach was to ensure attendance, and most importantly, sales of full-priced tickets, as it is part of the revenue model.</p> <p>Tickets were sold at 920€ full price, with a 50% reduction for ANS and partners, and free for Fellows and AYC.</p> <p>A total of 72.498€ were raised through ticket sales.</p>	Total Tickets sold	350	432	+82
	... of which community members	330	400	+70
	... of which external full ticket price	20	32	+12

# Digital Marketing

## Social Media

Social Media Reach		2020	2021	2022	Difference
The Ashoka Changemaker Summit strategically focused its efforts on <b>LinkedIn</b> and <b>Instagram</b> , being the two platforms with most engagement for Ashoka.	People reached	519,647	590,420	309,470	-280,950
	Engagement rate	7%	2%	6%	+4%
	Posts shared (total times)	369	944	255*	-689
	Hashtag usage	475	269	359	+90
	LinkedIn Event page members	4,060	2,012	N/A	
Growing our Community					
This year, we focused on communicating to our direct community, with little outreach to our wider network of subscribers. This explains the reduced number of new subscribers, for example.	Total new followers 2022	+4,000	+4,400	+1,690	-2,710
	New Social Media followers	+2,900	+3,200	+1,058	-2,142
	New Newsletter subscribers	+1,100	+1,200	+632	-568
Video Content					
The video strategy was focused on two elements: Firstly, <b>1 viral intro video</b> , aimed to inspire and create a sense of belonging <i>before</i> the summit. And secondly, using Youtube as our platform to share <b>the streamings and full sessions</b> in the Summit plenaries.	Views on LinkedIn	-	-	10,000	-
	Views on Instagram	-	-	1,700	-
	View on Youtube	-	-	1,400	-
	Views on Twitter	-	-	300	-
	Views on Facebook	-	-	160	-

# Digital Marketing

## Social Media



With this year's Summit focused mainly on the in-person event, we had significantly less digital content shared during a shorter period of time. This explains the lower rate of growth on our digital community.

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# Digital Marketing

## Social Media

Even if the quantity of followers and reach was lower, the engagement was significantly higher. On LinkedIn alone, we had an engagement rate of 17% (when the general average is 5-10%). On Instagram, our engagement rate was of 3.9%, well within the expected rate for this platform.



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# Digital Marketing

## Social Media



We focused on an “influencer” strategy, of encouraging external channels and community members to post about the Summit. This is reflected in a significant increase in hashtag use, and likely in brand recognition beyond our own channels.

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# Digital Marketing

## Social Media



We've published significantly less videos than last year, but engagement rate is higher as well as view duration (4-5 min average per video). LinkedIn and Instagram is where most videos were watched. On Facebook our videos received only 3 second view time, people are not engaging on this platform.

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# Digital Marketing

## Website and Mailing

Website		2020	2021	2022	Difference
The Ashoka Changemaker Summit website has been the repository of all the information of the summit. We also posted the event on the Ashoka.org Events web, which drew some traffic to Ashoka.	Ashoka Events web visits		1,180	402	-778
	Changemaker Summit web visits	26,125	27,475	11,030	-16,445
	Engagement rate	48%	47%	32%	-15%
	Average time spent (mm:ss)	03:17	01:34	2:48	+01:14
Email Marketing					
Being a fully in-person summit, direct email marketing was only initially targeting the wider network, but soon limited only to ticketholders through <b>Swapcard</b> . The goal was to <b>have ticketholders informed and engaged</b> .	Emails opened	46,036	51,376	26,470	-24,906
	Engagement rate (clicks)	23%	14% / 55%	13% / 68%*	-1% / +13%
	New subscribers	1,100	1,200	313	-887

\*The 68% engagement rate refers to mailing to ticketholders – who were particularly interested in opening and accessing the relevant information about the summit.

# Digital Marketing

## Website and Mailing



Because of our focus on the in-person event and less digital outreach, the number of website visits is lower. The time spent on the website however is longer, as it targeted ticketholders, with higher interest in accessing updates and information.

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Top 5 countries visiting the Changemaker Summit website: Spain, United States, Belgium, United Kingdom and Germany.

# Digital Marketing

## Website and Mailing



This year we mailed significantly less to our full community, and focused on communicating to our ticketholders, explaining the slump in email opening. In email marketing, 2-5% is considered an average click rate. We are well above average (13%), reflecting the high engagement of our online community with our content.

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# Analysing our key words on Digital Channels

The Changemaker Summit is the opportunity to increasingly engage our community both offline and online. And LinkedIn and Instagram have proven to me our most effective social media channels.

We wanted to go beyond the numbers and analyze the key words we are using in our own channels, as well as the words used by external channels (“influencers”) about the Changemaker Summit.

This shows that this year **Ashoka’s messaging focused very much on the “WHAT”** – aiming at the practicality of selling tickets, using key words such as the location “Brussels” or “European”, or the intention “ticket sales” or “new”.

However our **partners and friends, using external channels, also emphasized the “WHY”** – like “climate justice” or “decisive moments”.

	Top Word	Top Bigrams	Top Trigrams
Ashoka Owned Channels			
#1	ashoka	in brussels	ashoka in brussels
#2	brussels	join us	learn more about
#3	new	2022 ashoka	ticket sales for
#4	changemakers	ashoka fellows	european and global
#5	social	the climate	global decision-making
External Channels			
#1	changemakers ummit	ashoka changemakersummit	lead the session
#2	ashoka	conversation about	journey decisive moments
#3	climate	belgian panel	of an entrepreneur
#4	world	journey decisive	
#5	climatejustice	decisive moments	

# Reach

## Top three LinkedIn post



**Ashoka**  
182,433 followers  
3mo • 🌐

Brussels. 29-30 November. 400 changemakers from 38 countries.

At Ashoka, we are always asking ourselves questions. And seeking answers. We support those who are willing to step into other people's shoes. Those who are aware of their power, and the power of their **#decisions**.

This year, in Brussels, the **#ChangemakerSummit** is welcoming 400 changemakers from 38 countries. Join us in taking action to make the world a more equitable and sustainable place.

Last tickets available: <https://lnkd.in/eBcPzFGR>



Impressions	16,575
Engagement rate	3.6%
Reactions	288



**Ashoka**  
182,433 followers  
10mo • 🌐

📌 Your yearly appointment with Ashoka is back!

To multiply our impact, every year we connect more than 300 systems-changing social entrepreneurs, corporate leaders, young changemakers and philanthropists.

📅 SAVE THE DATE on 29 & 30 November to join us for a full, international, in-person **#ChangemakerSummit** in Brussels.

<https://lnkd.in/eBcPzFGR>



Impressions	13,277
Engagement rate	6%
Reactions	312



**Ashoka**  
182,433 followers  
3mo • 🌐

1. Creating new roles for communities.
2. Generating collaborative spaces.
3. Building a new narrative: where community members are perceived as active changemakers.

These are the three ways in which social entrepreneurs are changing systems for the better in Europe.

Every year, Ashoka invites at least 100 new social innovators to its network, and over the last two years, we have observed the strategies that over 50 new European innovators have employed to activate their beneficiaries as changemakers.

Read **Kenny Clewett** and **Claire Davenport** in this article published in the **World Economic Forum** Agenda. And come meet the new Ashoka Fellows in Brussels at the **#ChangemakerSummit**!

<https://lnkd.in/dvAK6XYx>



Impressions	12,149
Engagement rate	3%
Reactions	138

On LinkedIn in general, a 2% engagement rate on a post is considered good. Our top posts are above average and show a great engagement rate with our community.



# Reach

## Top posts on other platforms



**Ashoka** @Ashoka

You couldn't make it to Brussels for this year's #ChangemakerSummit? Don't worry! You can follow some of the key sessions live from your home on Tues & Wed.

See the live agenda and save the sessions in your calendar to make sure you don't miss them!  
[acms.ashoka.org/live](https://acms.ashoka.org/live)



4:50 PM · Nov 27, 2022

Impressions	9,943
Total engagements	109



**ashokaglobal**

Brussels. 29-30 November. 400 changemakers from 38 countries.

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This year, in Brussels, the #ChangemakerSummit is welcoming 400 changemakers from 38 countries. Join us in taking action to make the world a more equitable and sustainable place.

Last tickets available for the #ChangemakerSummit.

Liked by ashokakorea and 40 others

ashokaglobal · Original audio · 10 people

Impressions	1,064
Total engagements	49



Welcome to the Ashoka Changemaker Summit

**Ashoka** 9.71K subscribers

483 views · 2 months ago · #decisions #ChangemakerSummit

Impressions	1,600
Total views	483
Total watch time	10.8 hours

# Media Engagement

Focusing on the Belgian and niche media outlets

We hired a local press agency to support the outreach to local press. However, we faced two challenges: **1) little budget** to cover a wider outreach (e.g. no press conference was organized); and **2) competing in a very saturated market in Brussels**, where hundreds of international events happen every week, including the EVPA Annual Conference during the same week.

29 media articles were published in 3 different languages as a result of the Summit (compared to 43 in 2021). Most of these, unlike last year, were external articles, *not* written or self-published by Ashoka on Medium, for example.

39% of the media presence reflected a positive sentiment (the remaining 61% was neutral).

	2019	2020	2021	2022
Estimated audience size	51.3M	33.8M	86M	16.2M
Estimated audience impressions	1.3M	0.8M	2.2M	0.4M
Economic value (based on <a href="#">AVE</a> )	807.000 €	300,000 \$	800,000 \$	150,000 \$



The image shows a screenshot of a news article from RTBF (Radio Télévision Belge de Francophonie). The article title is "300 entrepreneurs sociaux se réunissent à Bruxelles ces mardi et mercredi pour 'changer le monde'". The article features a photograph of a large indoor event with a stage and a screen displaying "Connecting Sessions". A "READ MORE >" link is visible at the bottom of the article preview.

RTBF

rtbf.be VIDÉO AUDIO MON CHOIX CHAÎNES

TU INFO SPORT ACTUALITÉS LOCALES CULTURE ET MUSIQUE ENVIRONNEMENT ET NAT

## 300 entrepreneurs sociaux se réunissent à Bruxelles ces mardi et mercredi pour "changer le monde"

Connecting Sessions

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# Media Engagement

Three examples of media impact

## THE CEO MAGAZINE



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## BRUZZ



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Survey Results

# Survey results

ACMS 2022 had little racial/ethnic diversity 

We sent a post summit survey to all summit attendees getting **91 responses**. Here is how respondents look like:

Relationship with Ashoka	
Ashoka Fellows (*)	32%
Ashoka Staff	25%
ASN	13%
Other	13%
Ashoka Partner	9%
Volunteer	4%
ACMS Sponsor	2%
Ashoka Young Changemaker	1%

Gender	
Female	53
Male	36
Cis	22
Genderqueer	1
Do not wish to answer	1
Trans	0
Intersex	0
Two-spirit	0
Non-binary	0
Gender non-conforming	0
I prefer to self-describe	0
Other	0

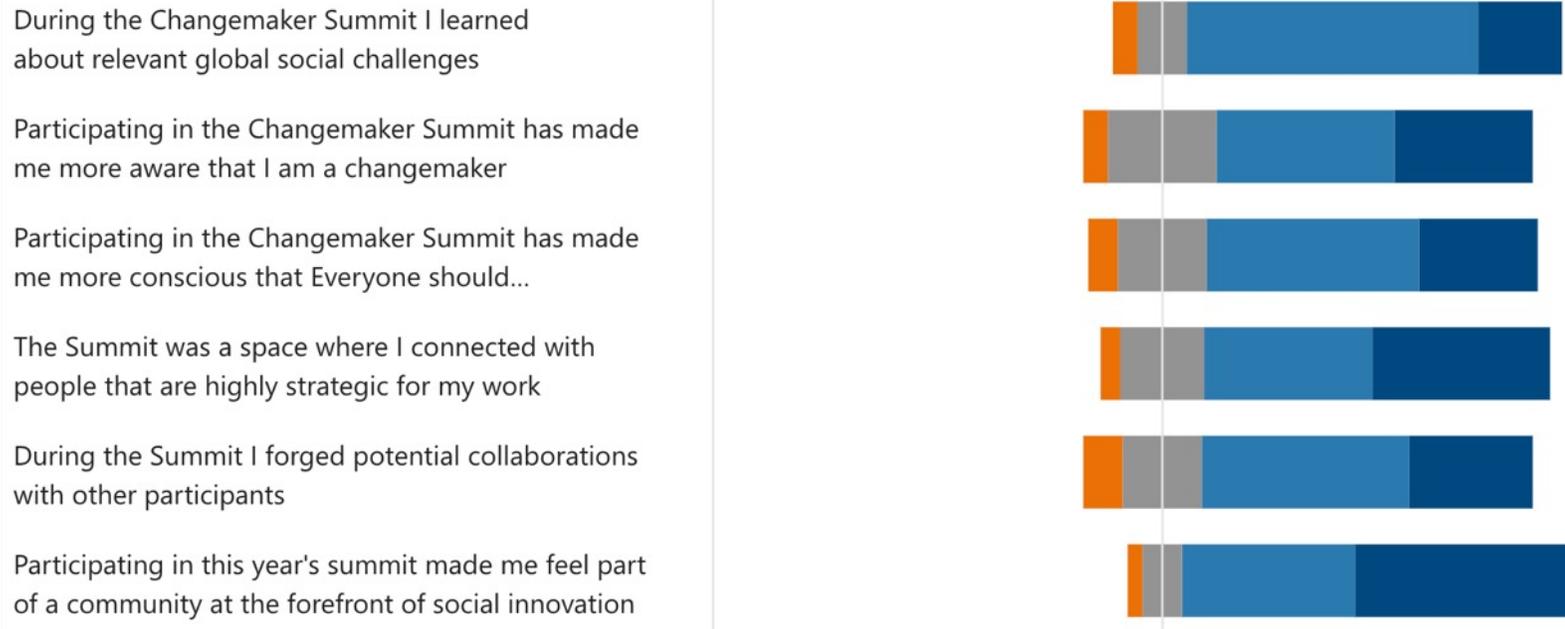
Race / ethnicity	
White	80
Other	7
Black	3
Latina / Latinx	3
Asian	2
I prefer to self-describe	2
Biracial	1
South Asian	1
Indigenous Peoples/Tribes	0
Roma/Traveler	0

(\*) Ashoka Fellows include Special Relationships and Ashoka Fellow Team Members

# Survey results

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

Strongly disagree Disagree Neutral Agree Strongly agree

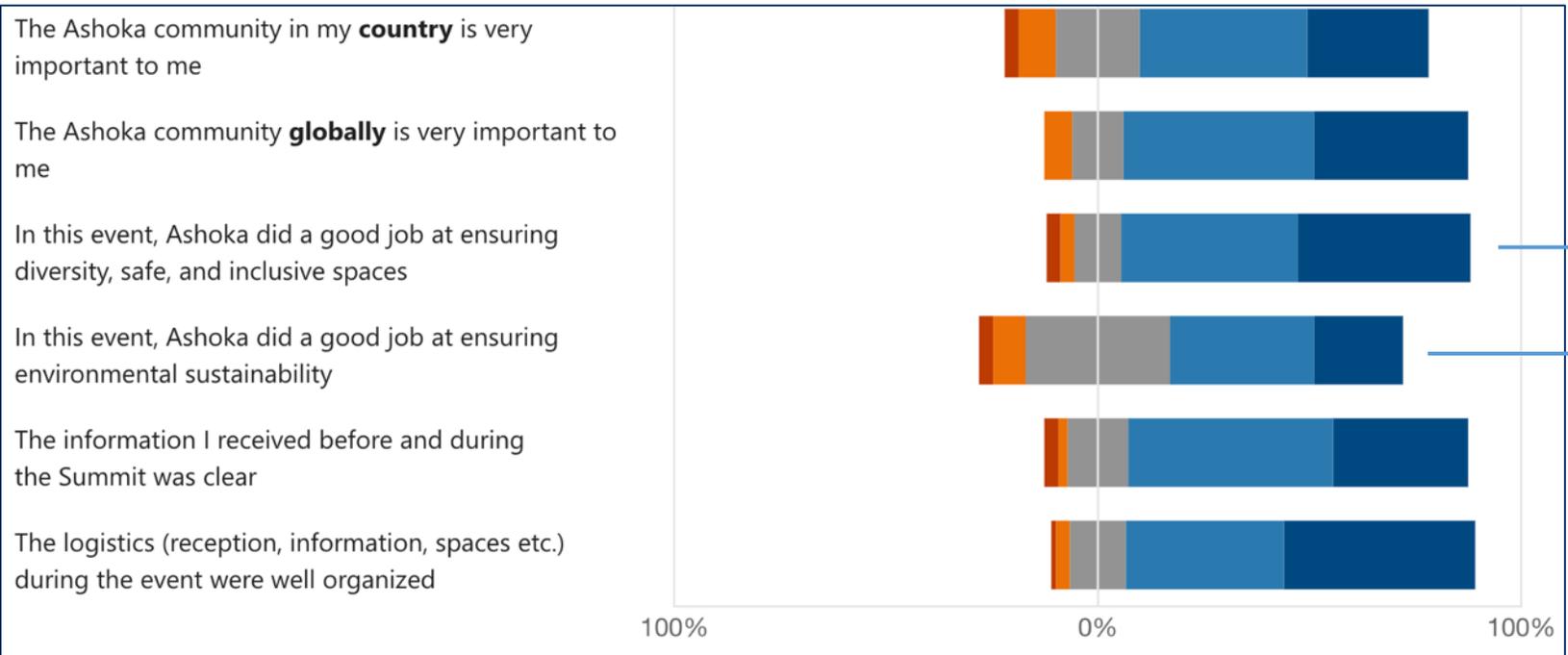


Respondents surveyed about the summit seem to be happy about the **learnings**, the **strategic connections they made**, and the **collaborations** that will grow out of them.

# Survey results

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

Strongly disagree Disagree Neutral Agree Strongly agree

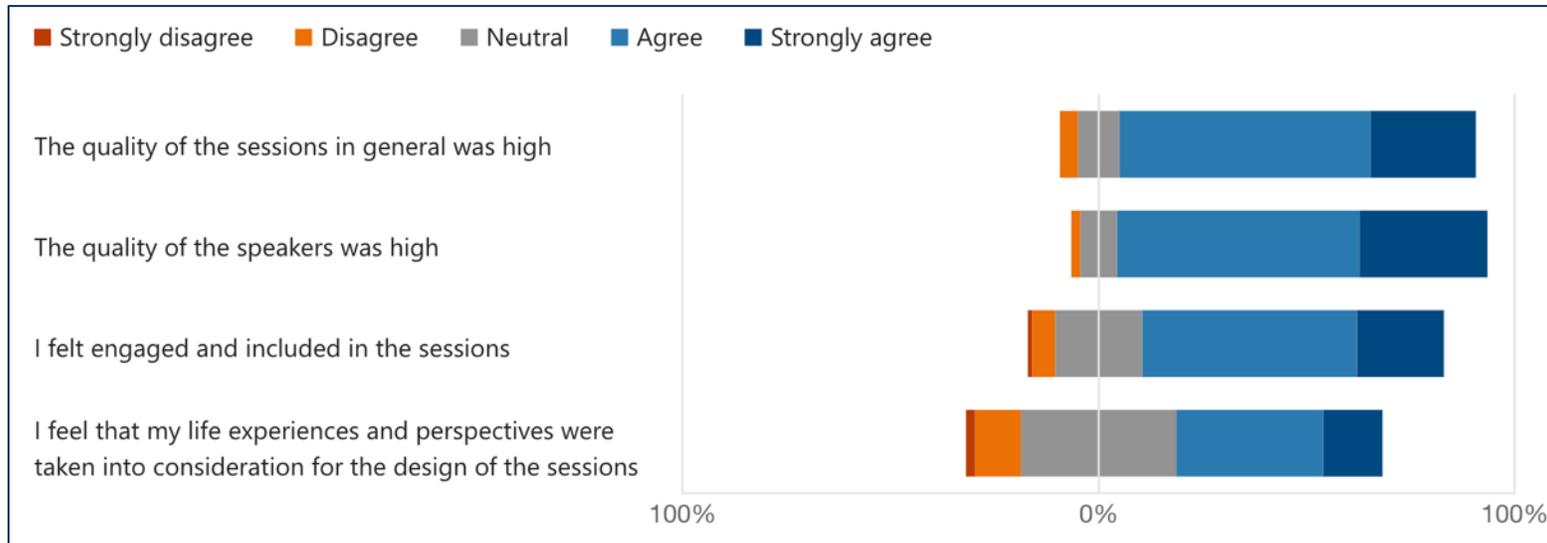


Respondents think that Ashoka does a good job at **ensuring safe spaces and diversity** in the Ashoka Changemaker Summit (important to remind that most people answering the survey were white and this might have impacted this result).

Not everyone agrees that **Ashoka did a good job at ensuring environmental sustainability** at the Summit.

# Survey results

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

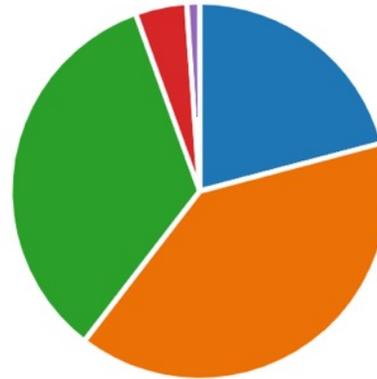


Respondents were happy about the **quality of sessions** and **speakers** but not everyone felt their **perspectives were taken into consideration for the design of the sessions**

# Survey results

Q3: Did attending the Summit changed your perception of Ashoka?

● Not at all	19
● Yes, slightly, in a positive way	36
● Yes, totally, in a positive way	31
● Yes, slightly, in a negative way	4
● Yes, totally, in a negative way	1



The summit improved the perception of Ashoka for 74% of attendees.

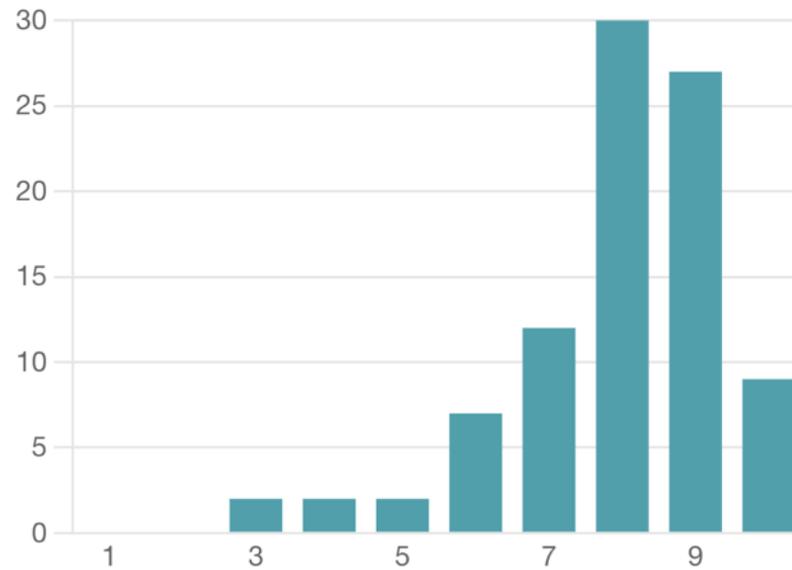
# Survey results

Q3: Overall, how would you rate the Ashoka Changemaker Summit: Decisions

7.95

Average Rating

8,18 last edition



# Survey Results

## Positive

“The intro speech and the welcoming words of **Giulia** made me cry of such **inclusion** vibes <3”

“I was so **inspired** by the number of people there committed to making the world a better place. I was also inspired by the number of **young people**. I really enjoyed being there - thank you!”

“speakers that didn't just share about their work, but who took on the responsibility of making sure participants went on a **learning journey**. **Lucas Simons** on where, when, and how to intervene in systems was brilliant. the plenary keynotes (**Indy** and **Alex's** panel) similarly took responsibility for making sure we had a mindset shift and/or became "shit hot storytellers." also, **Giulia** was an AMAZING emcee. great energy.”

“The event was brilliantly organized. The logistics were spot on. There is something truly transformative when one is in the presence of a **global community of change-makers**.”

“The coming together of **global changemakers** and **conversations across stakeholder gaps** - funders/ peers and Ashoka global staff.”

“The **diverse program** that gave space to everything: great inspiring keynote sessions, super interesting break out session, time to meet and engage with others and even time to **dance together!**”

“I felt welcomed and valued by the organizers. Also, I had the chance to **meet 1st time in life active social entrepreneurs** who are at the frontline of global change. Most of them were very approachable and humble.”

“I appreciated the **perspective of young changemakers in positions of authority in forums**. Their insight was very relevant to my own work but also essential for living in our community.”



# Survey Results

## Negative

“**Networking sessions.** I would like to have more in depth conversation with chosen people. (tinder kind of selection) I wish it was facilitated. For example, same subject: Climate change”

“**Too many sessions** I could not attend because all running in parallel”

“The **meat market** (meet the fellows) over lunch on the first day. This was badly planned, chaotic, and not done in a way that was respectful towards the fellows.”

“I was disappointed that Ashoka served **animal products** at the event even though we know that animal agriculture is one of the leading causes of the ecocrisis.”

“**Should be 2 full days**, ... lots of missed opportunities due to time restrictions.”

“Some of the mainstage sessions were a little bit too **Eurocentric.**”

“The sessions were all at the same time allowing rationally for one person to only attend maximum 3 sessions. **I missed so many sessions** that were happening all at the same time.”

“The **theme** (Decisions) did not have much to do with the sessions, or at least it was not made clear. The conductive line was not clear. The **quality of the sessions was uneven** - some were very interactive; some were really not. I would have liked to see **more ethnic and LGBT diversity.** Some sessions were all male panels”

“**The food was not great**, but this is always difficult to achieve. Wish we could have encouraged people to bring their own water bottles and refill them instead of using so many glass bottles and glasses.”

“India - the land of 1.3 billion people (and over 400 million youth) didn't find much inclusion on the panels or for ruminating on any thought leadership/side discussions too. It was **entirely EU centered.** Could've been more inclusive, in my humble opinion.”



# Summit Partners



SUMMIT CO-ORGANIZERS



ASHOKA STRATEGIC PARTNERS



MEDIA PARTNERS

