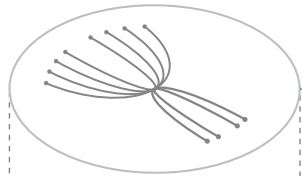


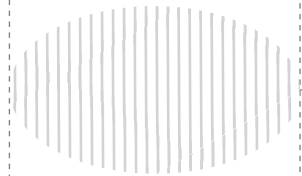
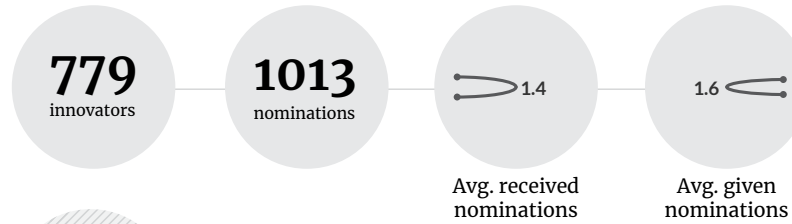


# Romania's Social Innovators Map 2022

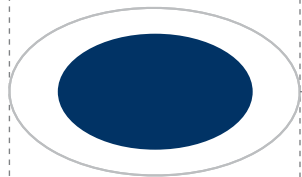
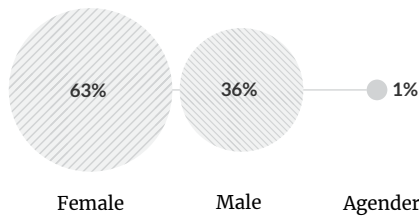
# Contents



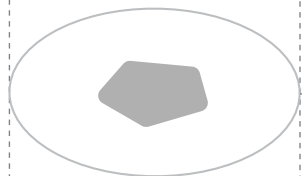
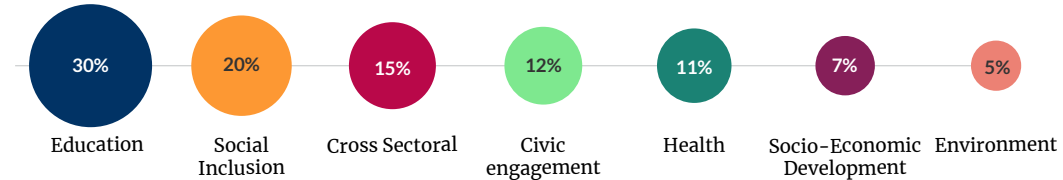
pg. **3** **General info**



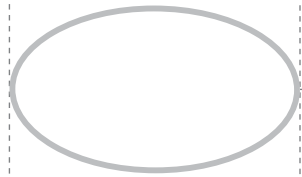
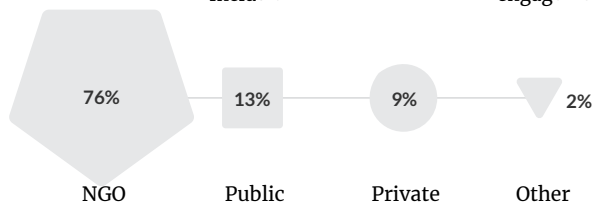
**7** **Gender & age (pattern)**



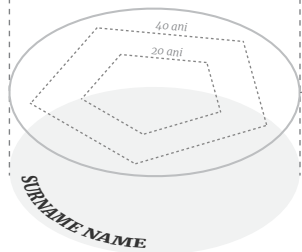
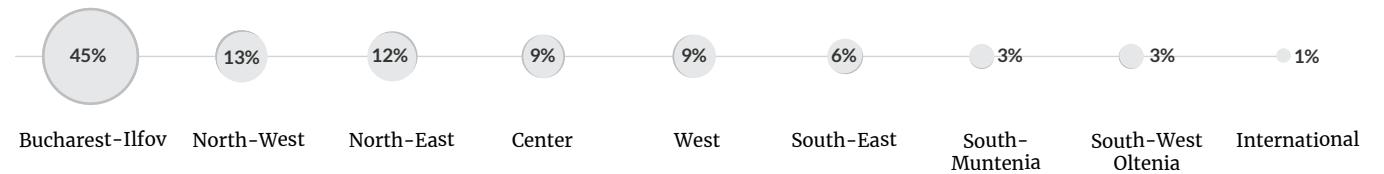
**12** **Activity sectors (color)**



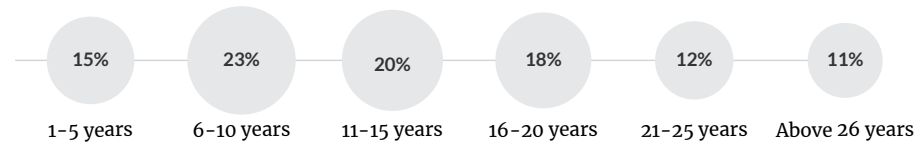
**22** **Types of organizations, roles, obstacles and opportunities (shape)**



**27** **Geographic regions (outer rim)**



**33** **Experience (shape size)**



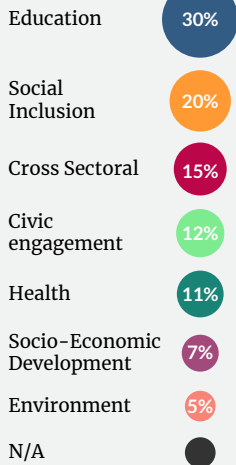


# General Info

# ASHOKA Social Innovators Map 2022

**779** innovators  
**1013** nominations

Percentage of innovators by main activity sector



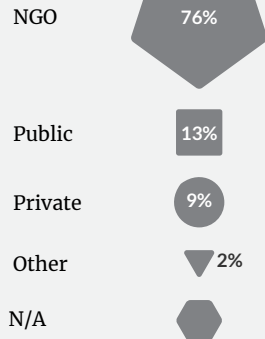
Size of network nodes depicts the number of nominations received by each of the innovators



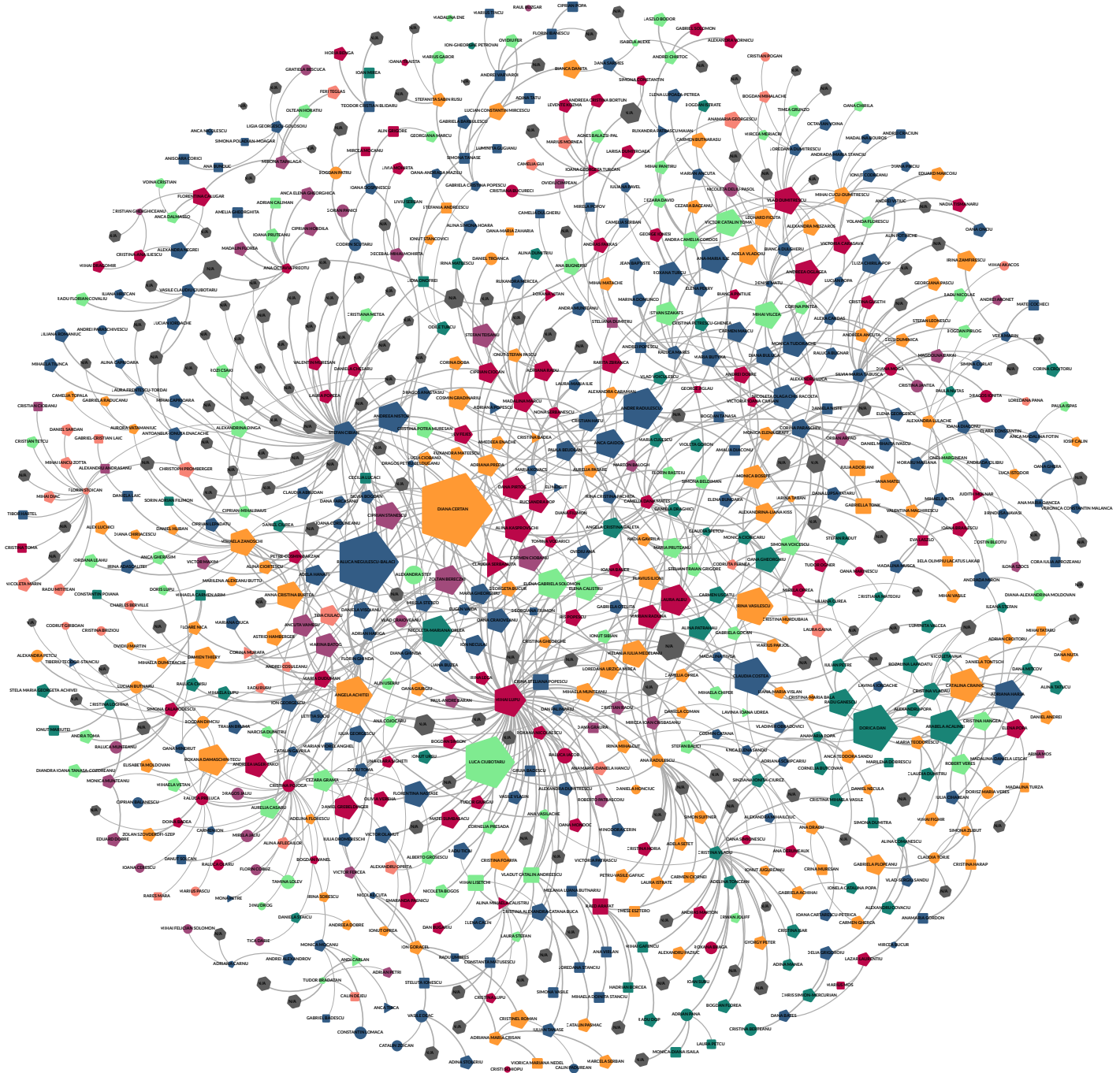
The degree of network centrality  
Depending on the number of connections between each innovator they are positioned closer or further away from the center of the diagram, illustrating their importance within the ecosystem.



Percentage of innovators by type of organisation

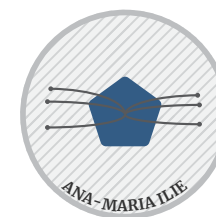
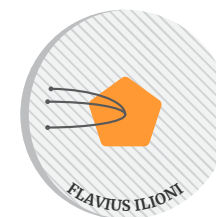
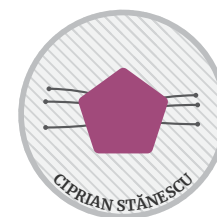
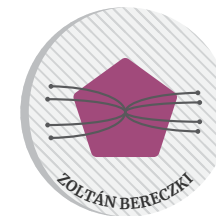
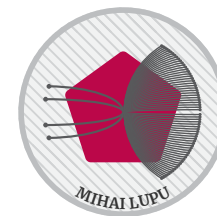
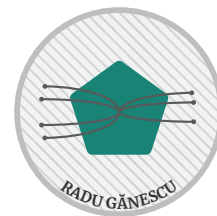
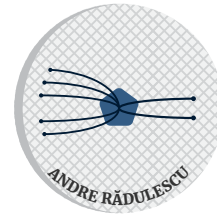
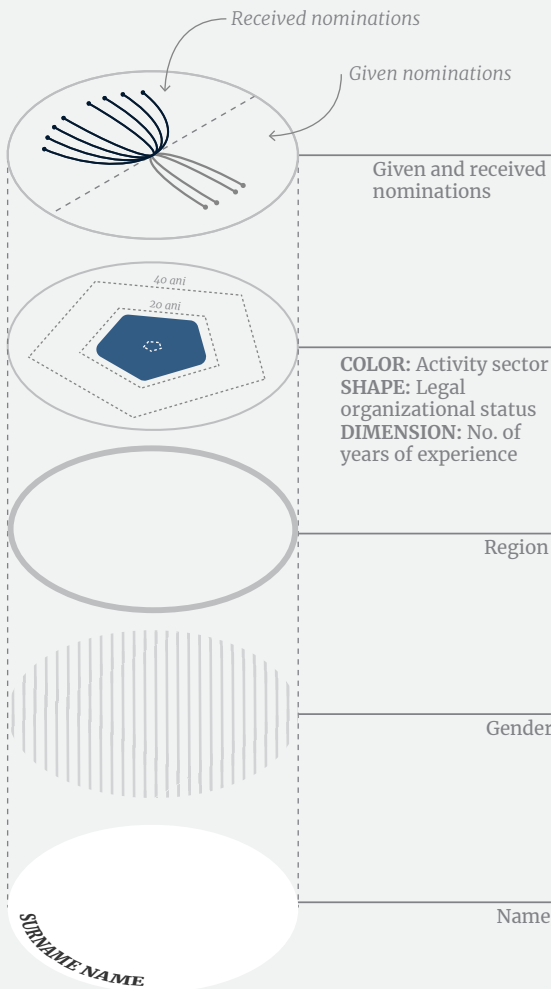


The links between social innovators  
Each one of the lines joining the nodes represents one nomination made by the interviewees



# Top social innovators 2022

## How to read the avatars?



# General info and methodology

The network of social innovators in 2022 is composed of 779 people (nodes) and 1013 connections between them (edges). This translates to an average of 2.6 links per node. On average, each individual was nominated by 1.3 other innovators and made 4.33 nominations in turn.

## Methodology

To carry out the study, it started from an initial number of 52 (46 responding nodes) starting nodes (people recommended by ASHOKA Romania), aiming for a balanced distribution by fields of activity, gender and geographical regions. Thus, we started from 52% women, 44% men and 4% agender nodes, distributed on domains as following: 13% in socio-economic development, 29% in education, 19% civic involvement, 15% social inclusion, 4% environment, 4% health and 17% transversal. On regions, 14% were from Banat-Crisana-Maramures, 18% Bucharest-Ilfov, 4% Dobrogea, 16% Moldova, 8% Oltenia, 20% Transilvania and 6% from abroad.

Data collection was carried out in two stages. The first aimed at conducting 305 telephone interviews with the help of 7 operators, between July and September 2022. Following this stage, 299 entries were approved, resulting in a further 474 unique innovators. They were contacted by email to give consent for their name to be published along with a simplified data set regarding gender, field of activity, experience, region and organization. Another 339 confirmations were thus added, finally reaching a total of 638 people confirmed on the map, the rest up to 779 being anonymized.

Unlike the network charted in 2017, the current one is smaller, both in terms of the number of nodes (929) and in terms of the number of total connections (1580) and the average number of connections between them (7.9).

The differences can be explained by the small changes in the methodology, but also by the implementation of the GDPR agreement which involves an extra step to confirm the data registration. This was particularly noticeable in the case of people who were contacted by email, where we obtained a percentage of 75% confirmations. Also, 40 (13%) of those interviewed did not make any nomination.

## Top Social Innovators in 2022

55 people received 3 or more nominations. These are mainly women (70%) who work in the Social Inclusion (23%) and Education (23%) sectors in the Bucharest-Ilfov region (50%) and do not represent the public or private sector.

## 2022 vs 2017 Social Innovators

84% of the 112 people who were found in both the 2017 and the current research work in the NGO field. They received on average a higher number of nominations: 1.7. At the same time, they were twice as active in nominating other innovators, more precisely nominating 2.8 people.

Research commissioned by:



Data collection & analysis:



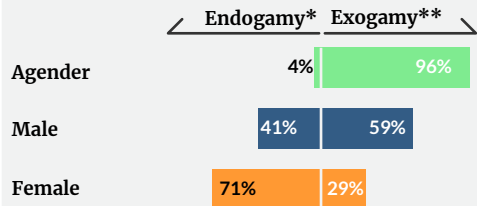
Design & Data Visualisation:





# Gender & age

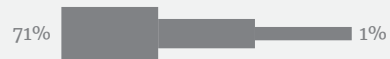
# Gender Network



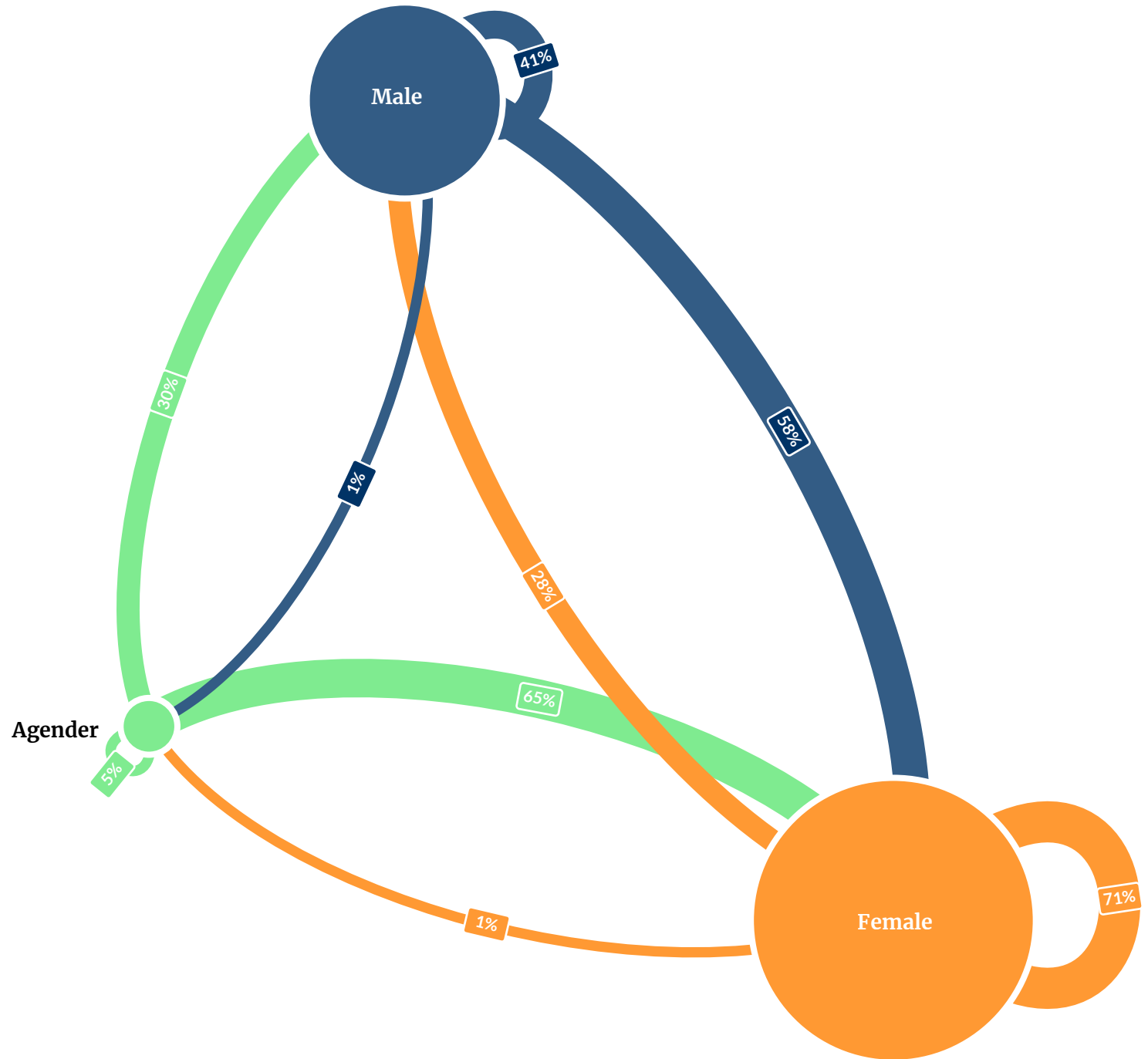
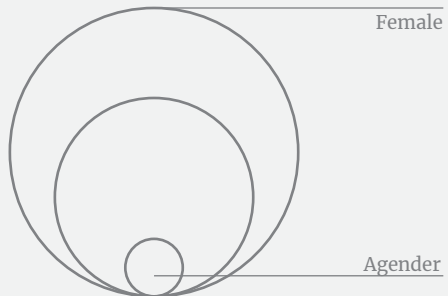
\*share of nominations given to people of the same gender

\*\*share of nominations given to people of other genders

Share of total nominations given towards a gender  
(the line color is associated to the node that made the nomination)



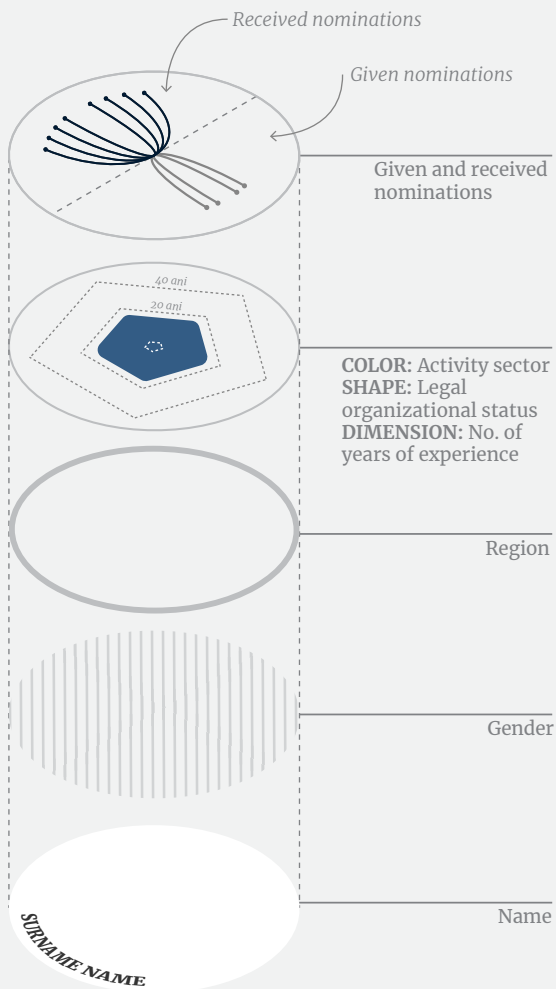
Total number of nominations received and given





# Top social innovators by gender

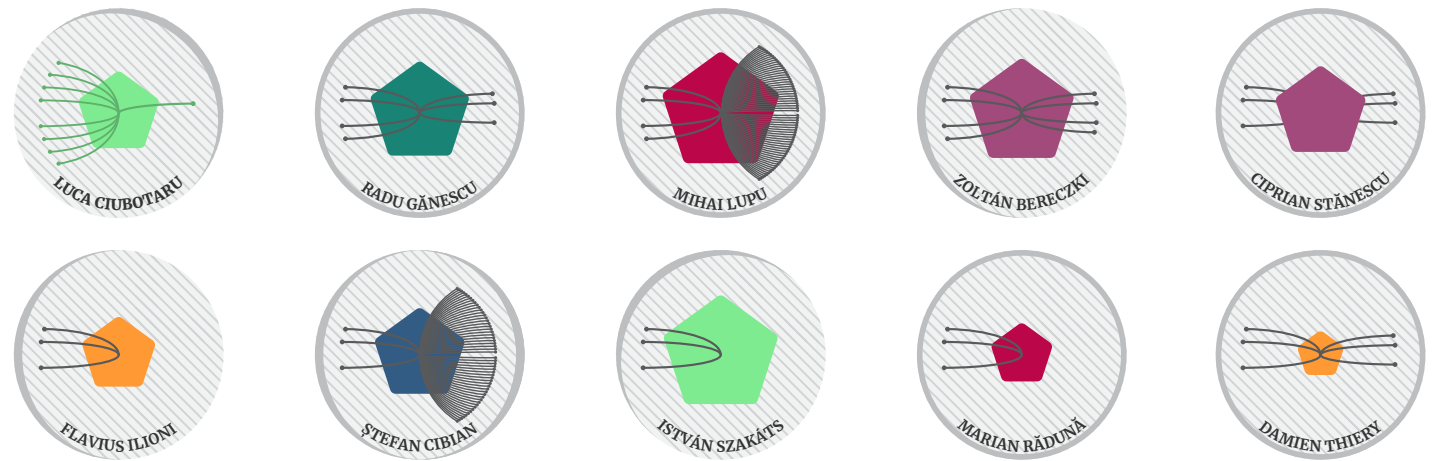
How to read the avatars?



## Women



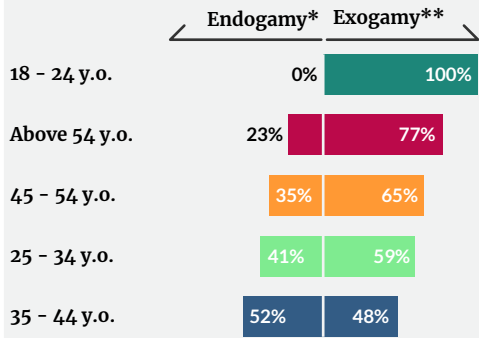
## Male



## Agender



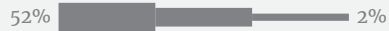
# Age groups network



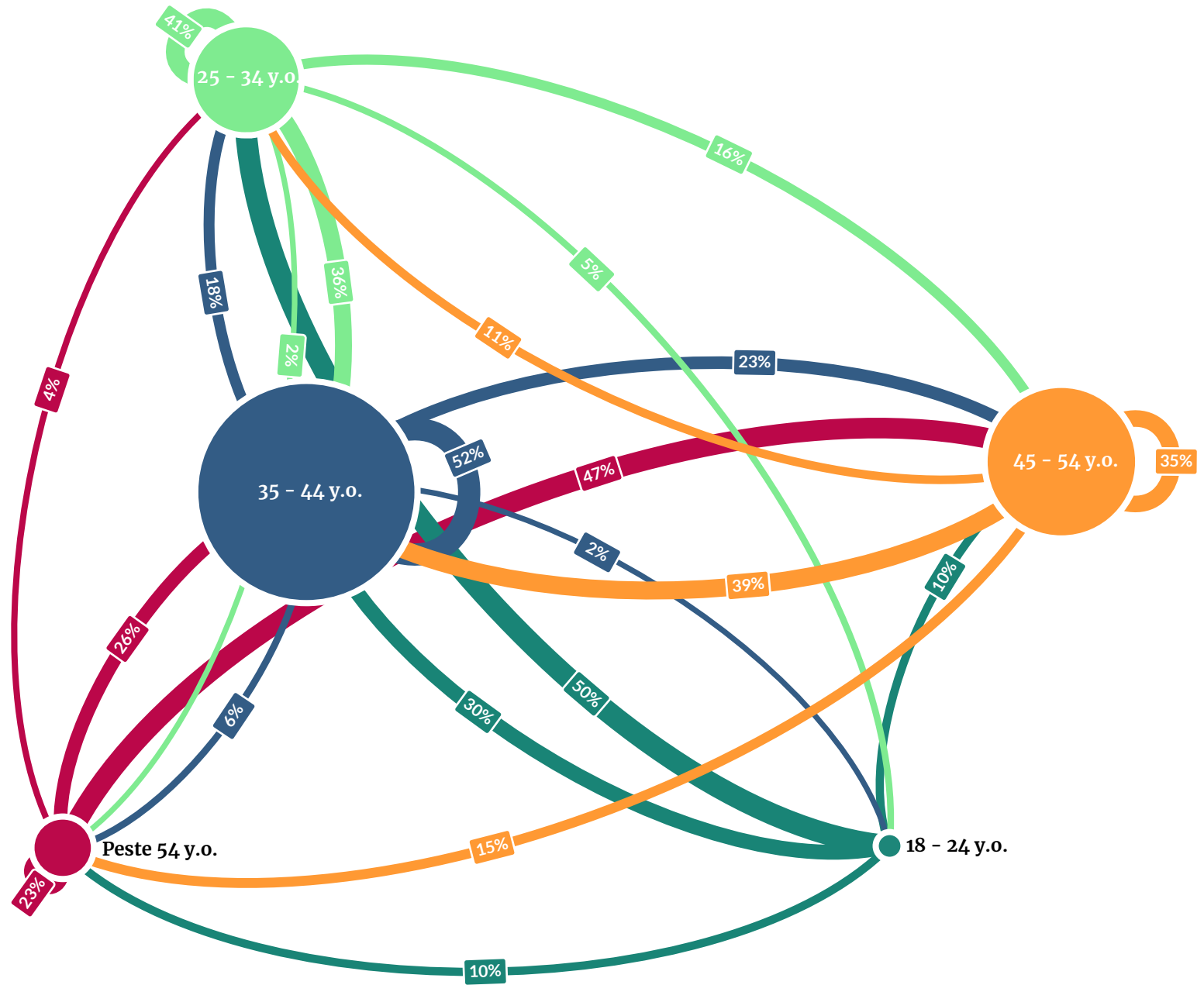
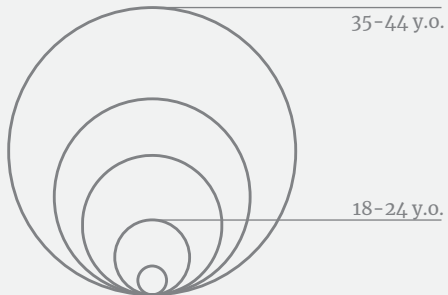
\*share of nominations given to people from the same age group

\*\*share of nominations given to people from other age groups

Share of total nominations given towards an age group  
(the line color is associated to the node that made the nomination)



Total number of nominations received and given



# Gender and age

In terms of gender distribution, we see a significantly higher proportion of women appearing on the list of social innovators (63% compared to 36% men).

By age, most social innovators fall into the 35-44 age group (42%), followed by 45-54 years (28%) and 25-34 years (19%).

## Geographical regions

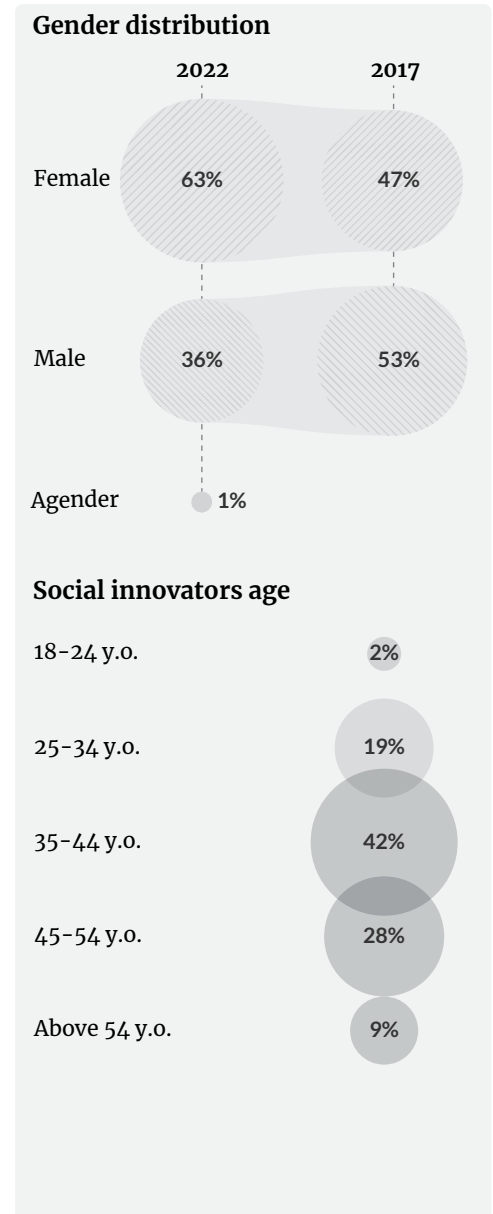
Significantly more women come from Bucharest-Ilfov (49% versus 36%), while significantly more men come from the West (15% versus 6%).

## 2022 vs 2017

In 2022 there is a significantly higher proportion of women appearing on the list of social innovators (63%, compared to 36% men) compared to 2017 when the gender distribution was more balanced, consisting of 53% men and 47% women.

## Network

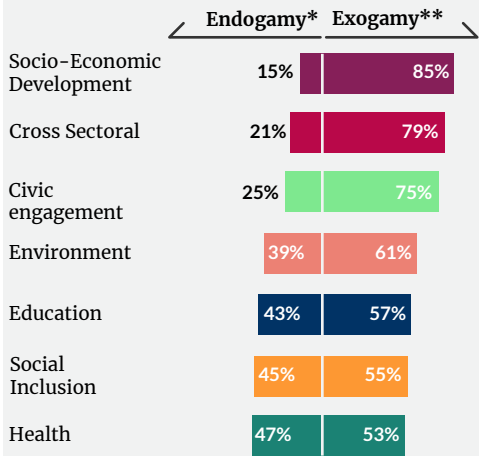
In the 2022 study, women were represented in a percentage of 63%, which also explains how the nominations were distributed by gender. Thus, a percentage of 71% of the nominations coming from women were directed to other women. On the other hand, 59% of male nominees were female.





# Activity sectors

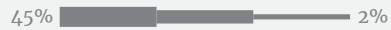
# Activity Sector Network



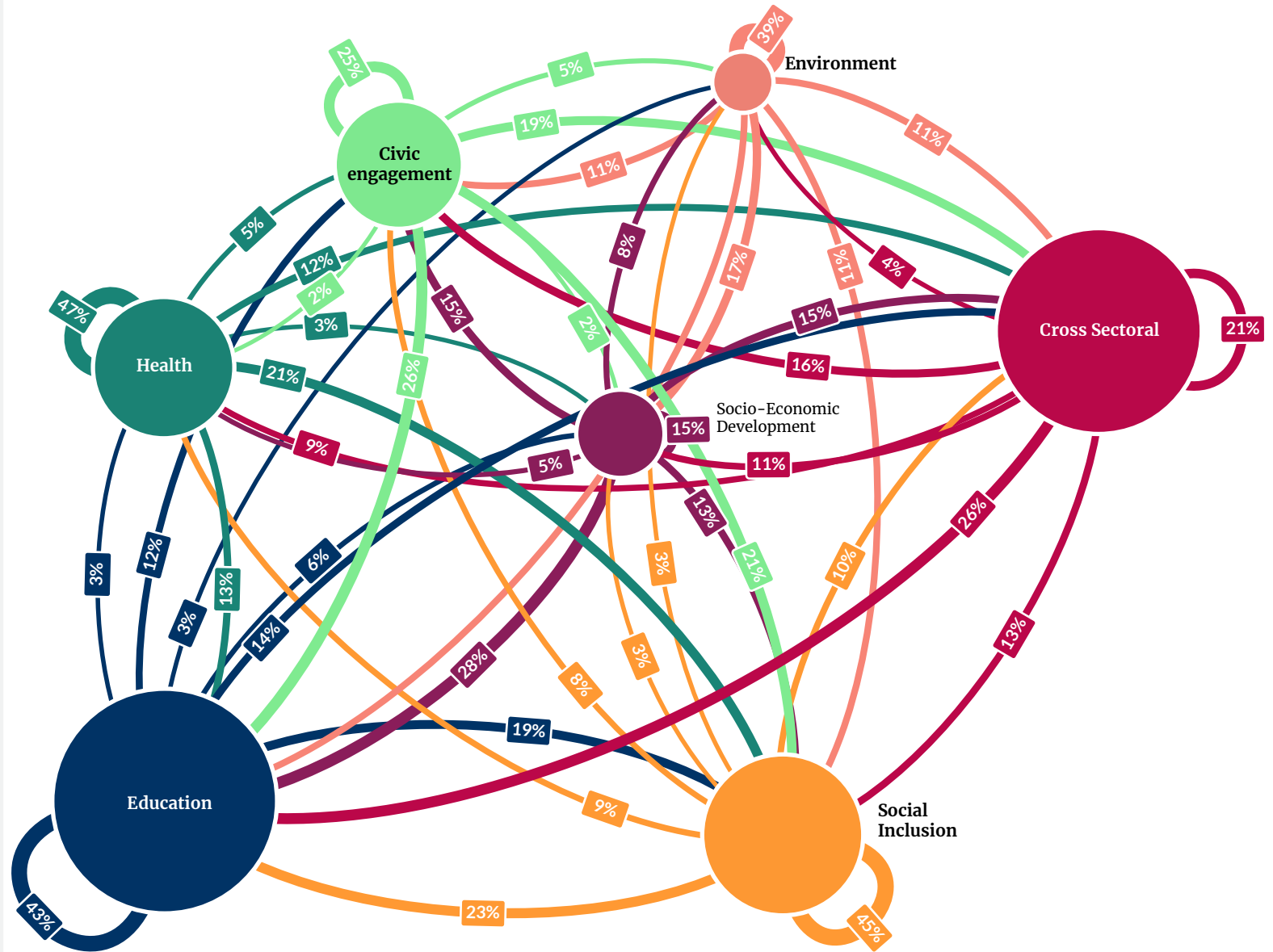
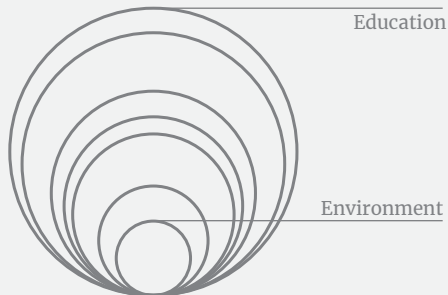
\*share of nominations given to people from the same activity sector

\*\*share of nominations given to people from other activity sectors

Share of total nominations given towards an activity sector  
(the line color is associated to the node that made the nomination)



Total number of nominations received and given



# Activity sectors

Within the main activity sector of which the social innovators are part, 30% mention the educational sector, 20% the field of social inclusion, 15% transversal, 12% civic involvement, 7% socio-economic development, 11% health and 5% environment. Significantly more men are active in the socio-economic development sector (12% compared to 4% women) and environment (8% vs 3%).

## Types of organizations

If we look at the types of organizations that are associated with the previously mentioned fields, we notice that the NGO sector dominates, but there are also some differences when it comes to Socio-Economic Development and Environment, where 29% and 16% of innovators work in the private sector. Also, Education (21%) or Health (18%) sectors seem to keep, as expected, a larger number of innovators working within public institutions.

## Gender

Socio-Economic Development and Environment are fields in which more than 60% male innovators work, while all other fields are dominated by women.

## Obstacles/challenges

Significantly more obstacles/challenges were mentioned by those active in the health area, as follows: legislative obstacles (73% compared to the average 60%), state involvement (72% compared to the average 55%), educational obstacles (51% compared to the average 34%) and access to professional know-how (40% compared to 24%).

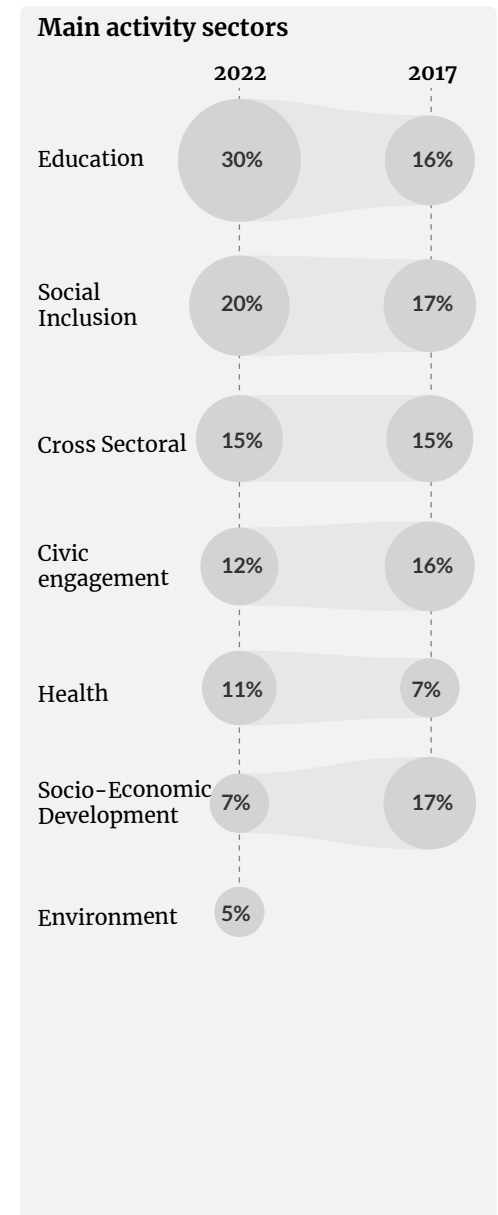
## 2022 vs 2017

In 2022, within the main activity sector of which the social innovators are part, 30% mention the educational sector, 20% the field of social inclusion, 15% transversal, 12% civic involvement, 7% socio-economic development and 5% environment. In 2017, the main sectors mentioned were social inclusion and socio-economic development (17% each), followed by education and civic involvement (16% each), transversal (15%) and health (7%).

## Network

In general, a significant exogamy is observed for all fields of activity of innovators, which means that, in general, there are collaborations between people active in different fields. It is true that from the way the domains were defined, some are intrinsically more horizontal than others (eg Transversal, Socio-economic Development, Education). Among the fields with a higher share of referrals to different areas are Socio-Economic Development (85%), Civic Engagement (75%) and Transversal area (79%).

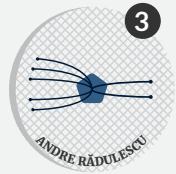
Analyzing in detail the links that have formed we can see stronger connections between certain fields. Most of such links have as receiver the field of Education (for Social Inclusion - 23%, Socio-Economic Development - 28%, Civic Involvement - 26%, Transversal - 26%), but closer relationships also exist between Civic Involvement and Inclusion social (21%) and Health and Social Inclusion (26%).



# Education

**220** innovators  
of all innovators on the map

**Top social innovators**  
(by total number of received nominations)



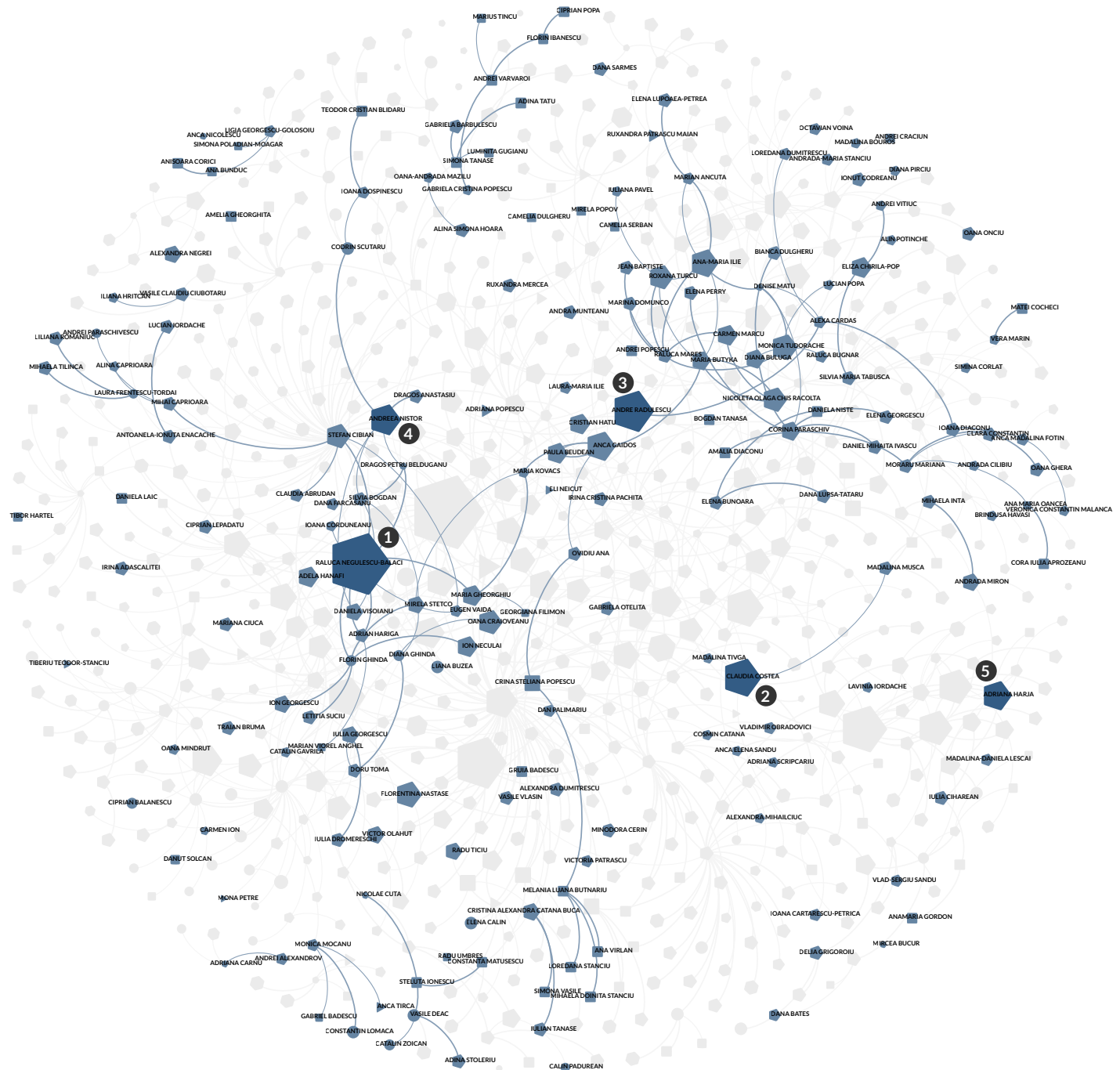
**Size of network nodes**  
depicts the number of nominations received by each of the innovators



**The degree of network centrality**  
Depending on the number of connections between each innovator they are positioned closer or further away from the center of the diagram, illustrating their importance within the ecosystem.



**The links between social innovators**  
Each one of the lines joining the nodes represents one nomination made by the interviewees



# Social Inclusion

168 20%

innovators of all innovators on the map

**Top social innovators**  
(by total number of received nominations)

**Size of network nodes**  
depicts the number of nominations received by each of the innovators



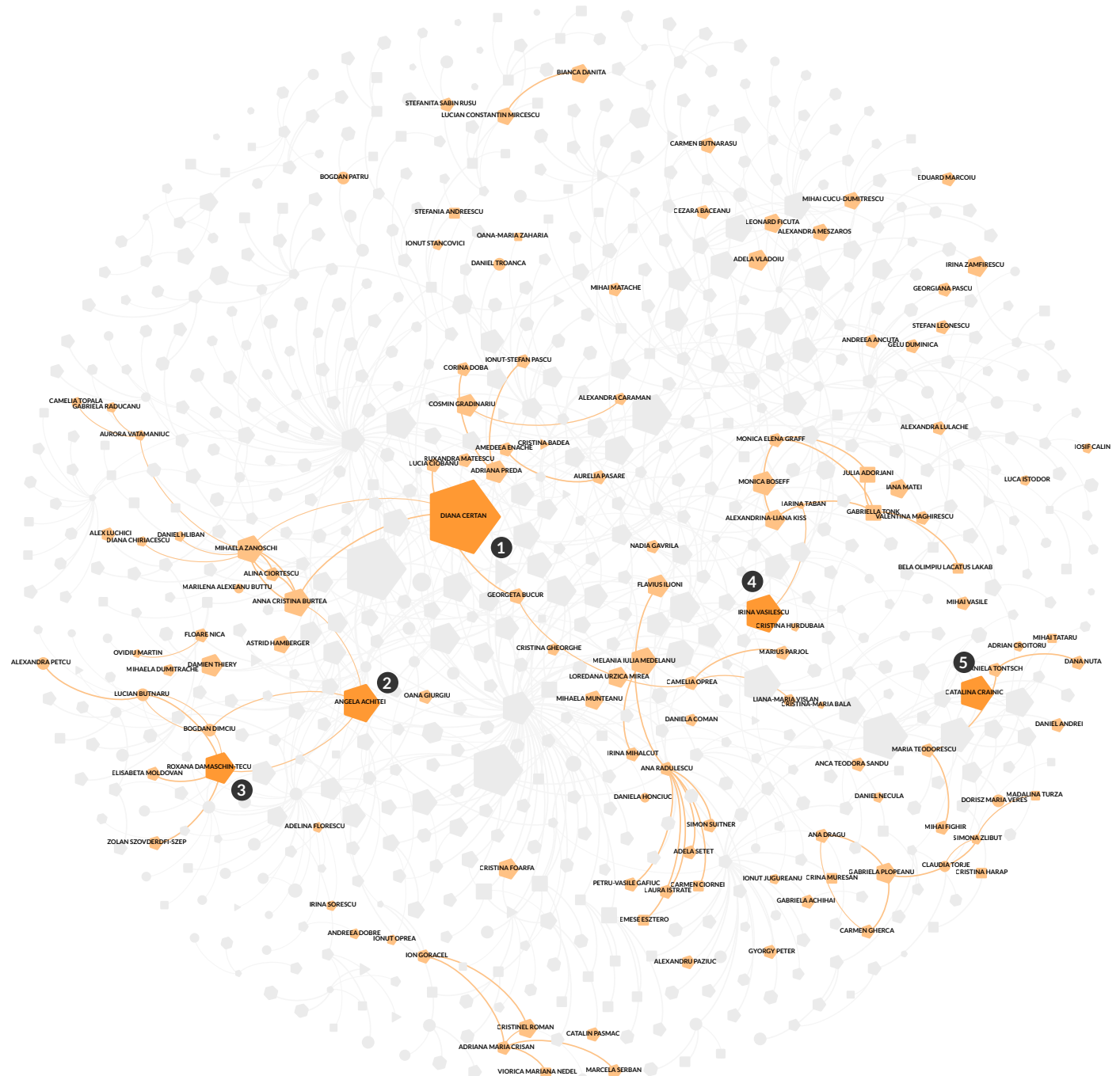
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**The links between social innovators**

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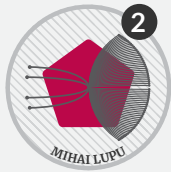




# Cross Sectoral

**101** innovators  
**15%** of all innovators on the map

**Top social innovators**  
 (by total number of received nominations)



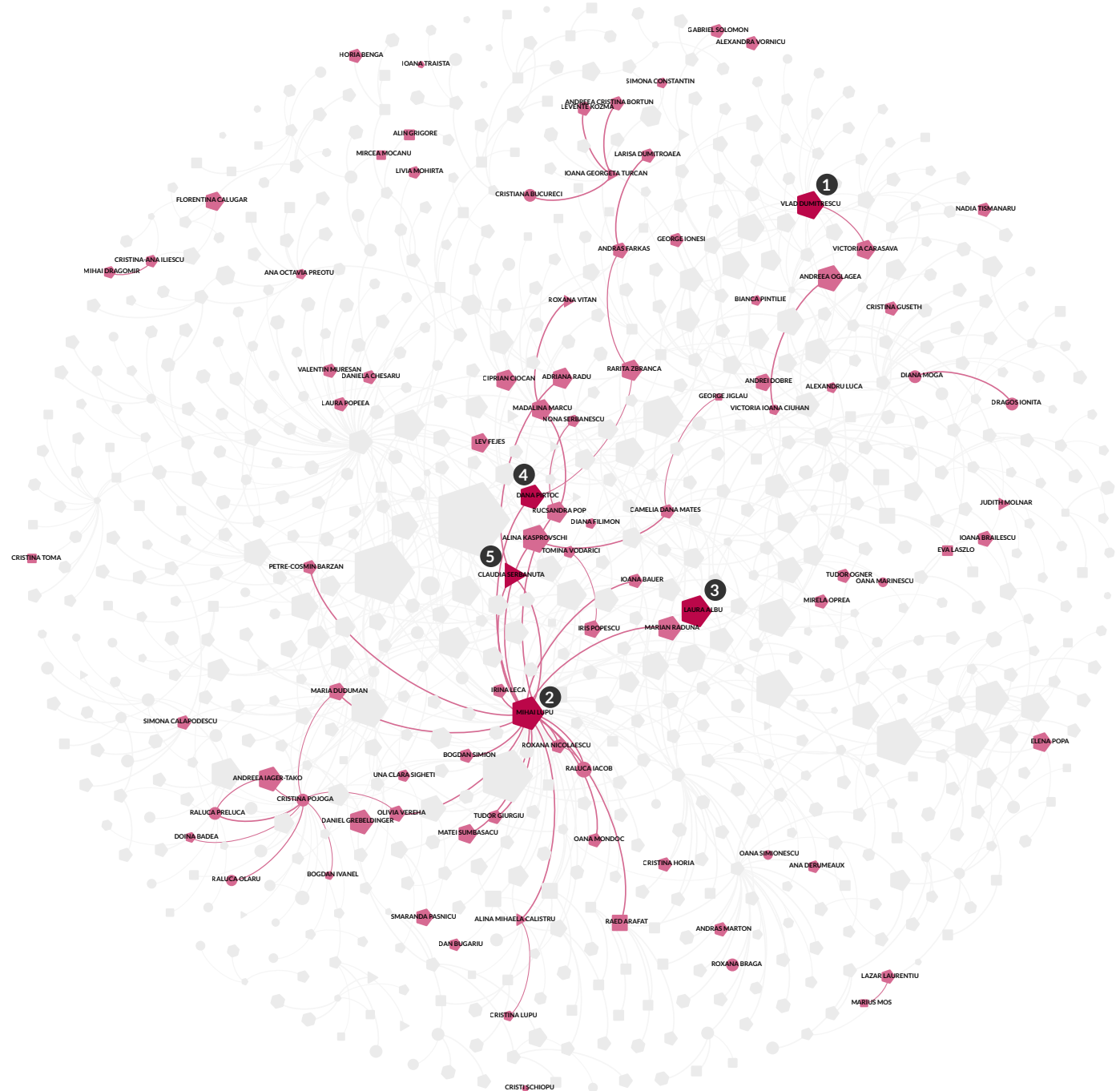
**Size of network nodes**  
 depicts the number of nominations received by each of the innovators



**The degree of network centrality**  
 Depending on the number of connections between each innovator they are positioned closer or further away from the center of the diagram, illustrating their importance within the ecosystem.



**The links between social innovators**  
 Each one of the lines joining the nodes represents one nomination made by the interviewees



# Civic engagement

163 12%

innovators of all innovators on the map

**Top social innovators**  
(by total number of received nominations)

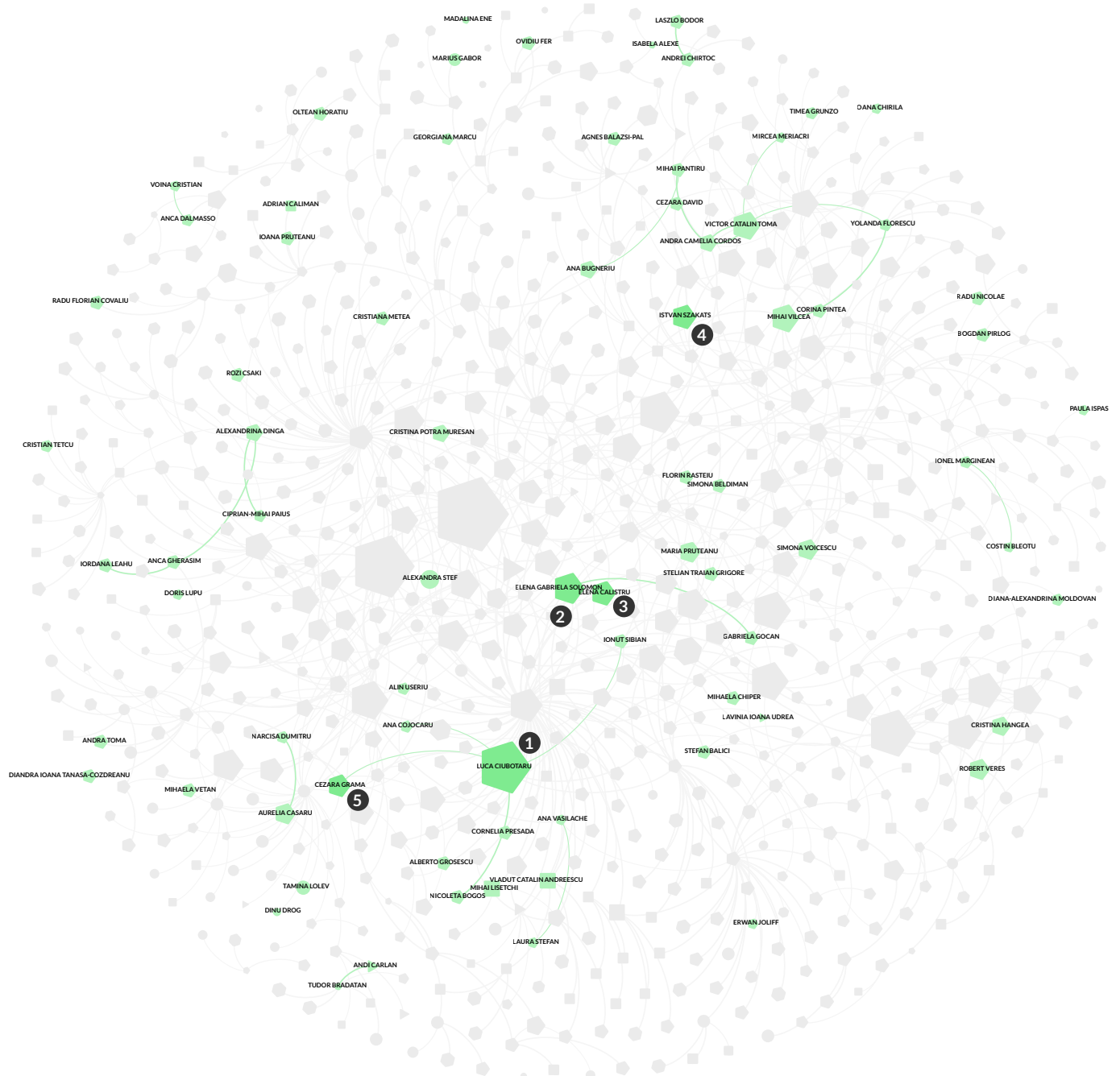
**Size of network nodes**  
depicts the number of nominations received by each of the innovators



**The degree of network centrality**  
Depending on the number of connections between each innovator they are positioned closer or further away from the center of the diagram, illustrating their importance within the ecosystem.



**The links between social innovators**  
Each one of the lines joining the nodes represents one nomination made by the interviewees



# Health

91

innovators

11%

of all innovators on the map

**Top social innovators**  
(by total number of received nominations)



**Size of network nodes**  
depicts the number of nominations received by each of the innovators



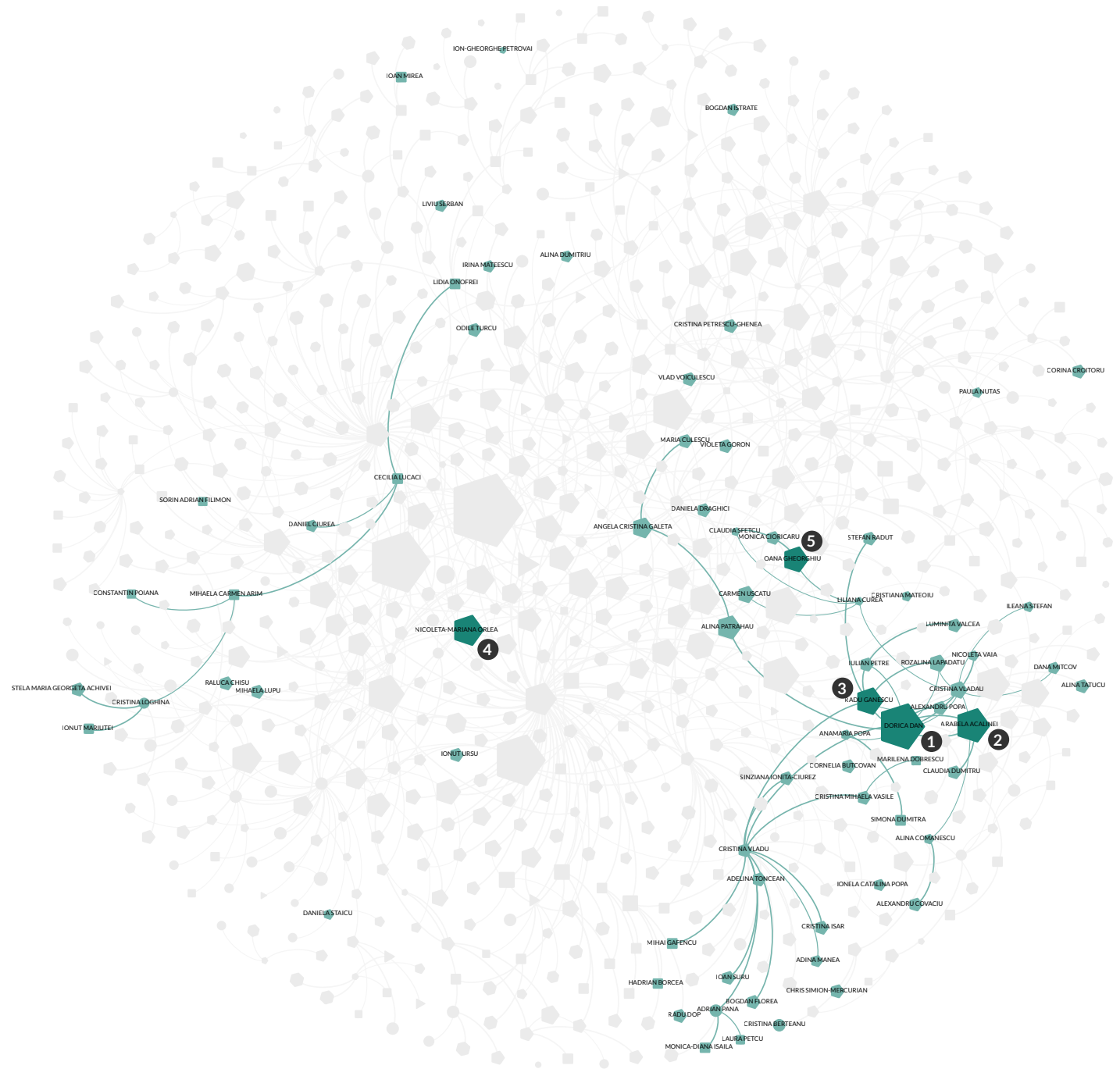
**The degree of network centrality**

Depending on the number of connections between each innovator they are positioned closer or further away from the center of the diagram, illustrating their importance within the ecosystem.



**The links between social innovators**

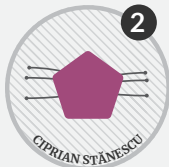
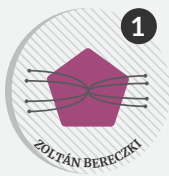
Each one of the lines joining the nodes represents one nomination made by the interviewees



# Socio-Economic Development

**89** innovators  
**7%** of all innovators on the map

**Top social innovators**  
 (by total number of received nominations)



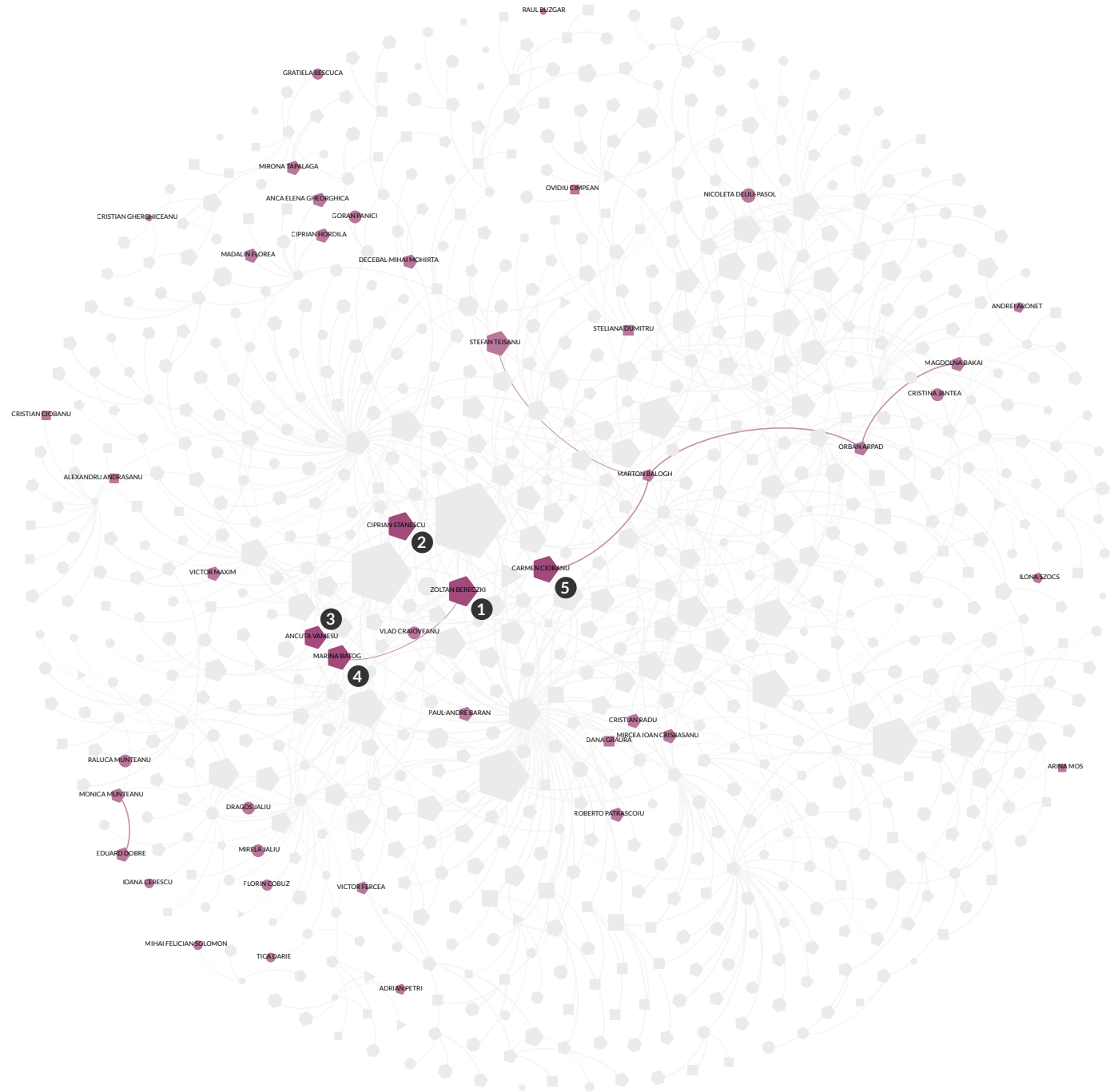
**Size of network nodes**  
 depicts the number of nominations received by each of the innovators



**The degree of network centrality**  
 Depending on the number of connections between each innovator they are positioned closer or further away from the center of the diagram, illustrating their importance within the ecosystem.



**The links between social innovators**  
 Each one of the lines joining the nodes represents one nomination made by the interviewees



# Environment

**64** innovators  
**5%** of all innovators on the map

**Top social innovators**  
 (by total number of received nominations)



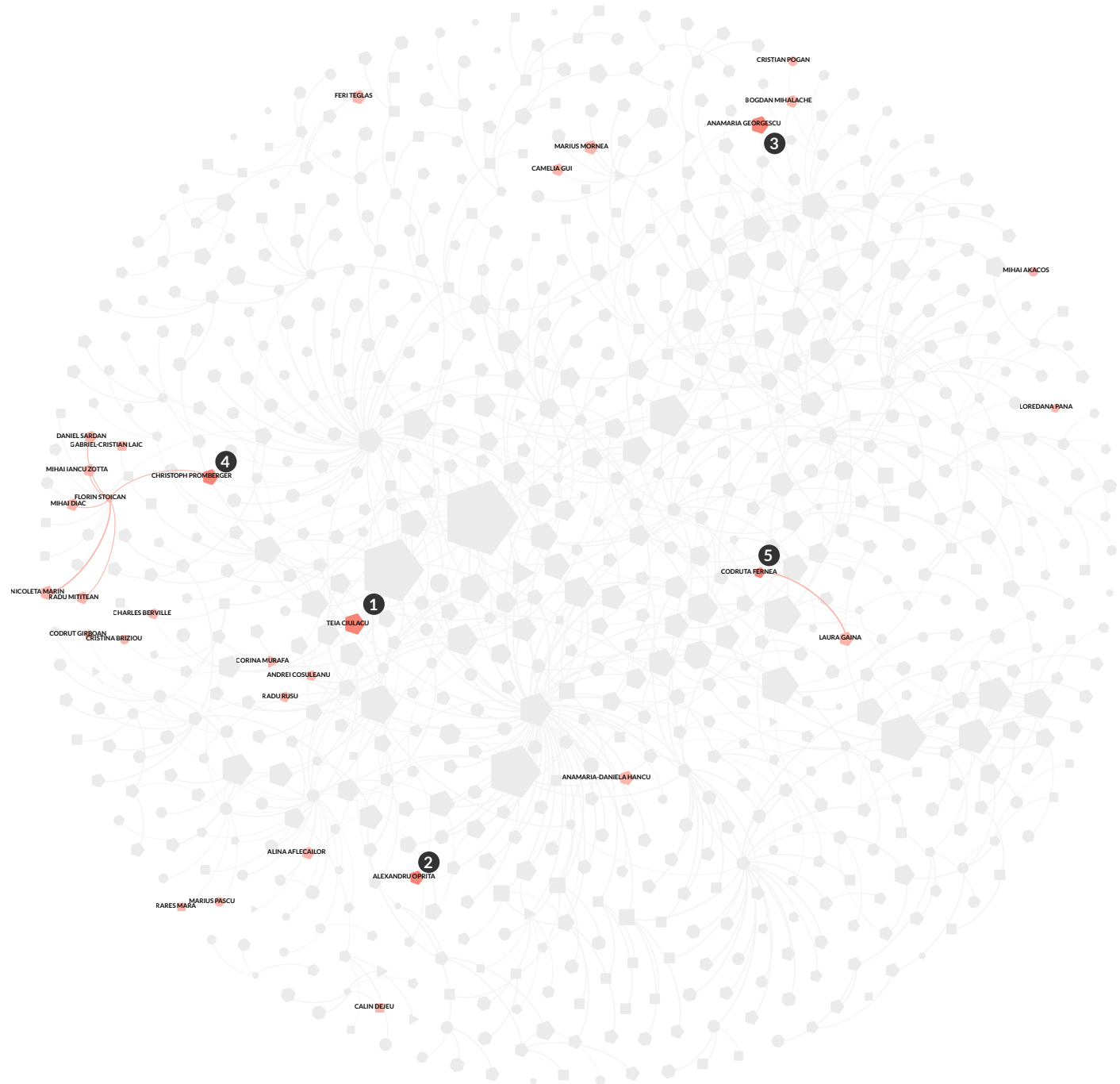
**Size of network nodes**  
 depicts the number of nominations received by each of the innovators



**The degree of network centrality**  
 Depending on the number of connections between each innovator they are positioned closer or further away from the center of the diagram, illustrating their importance within the ecosystem.



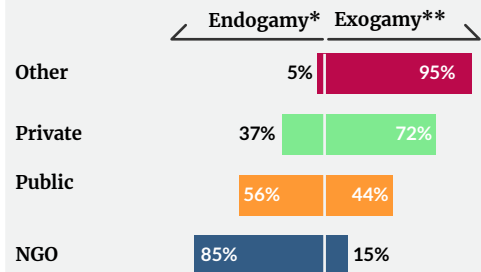
**The links between social innovators**  
 Each one of the lines joining the nodes represents one nomination made by the interviewees



# Types of organizations, roles, obstacles and opportunities



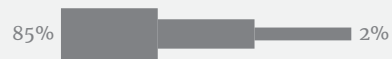
# Organizational network



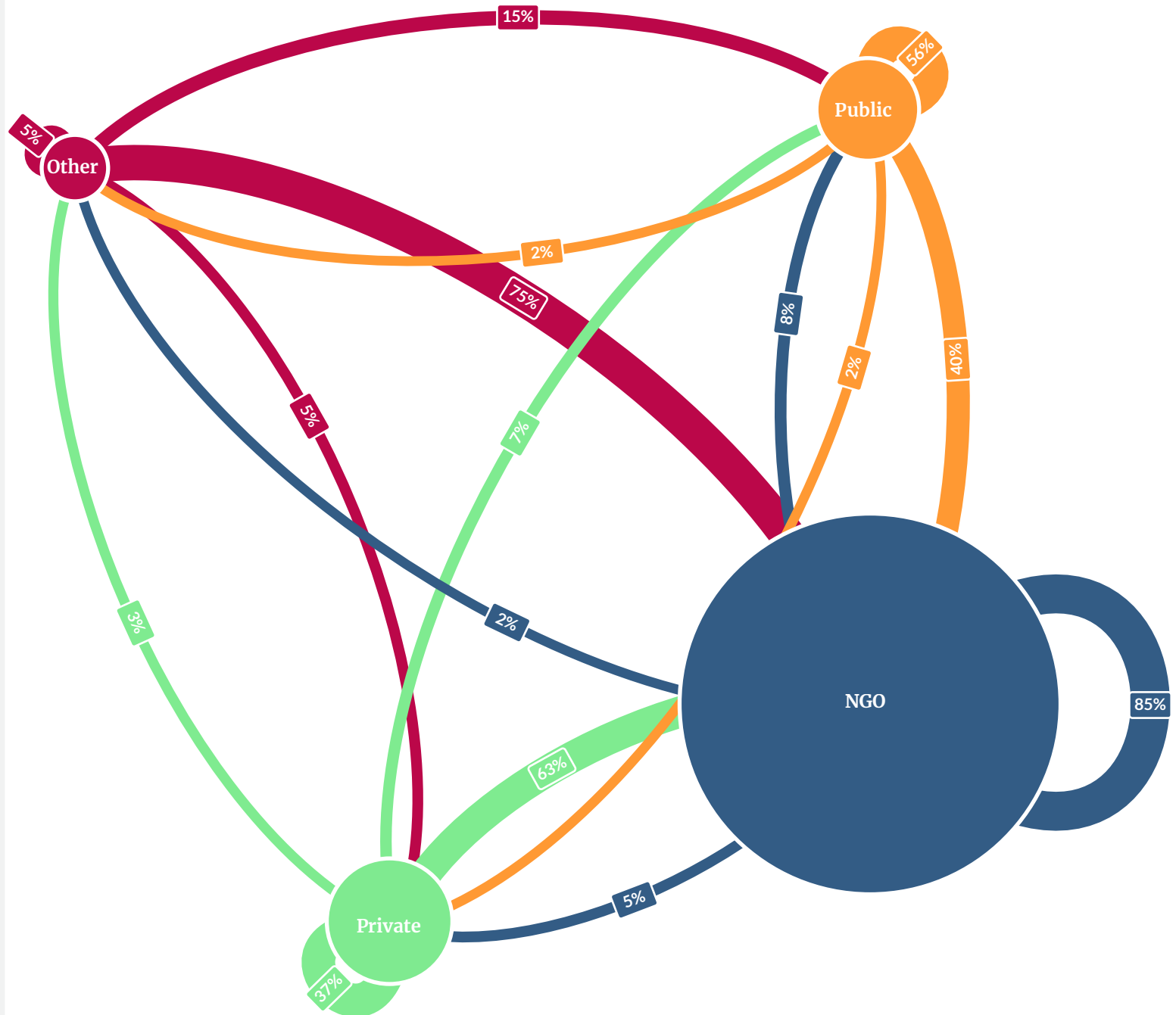
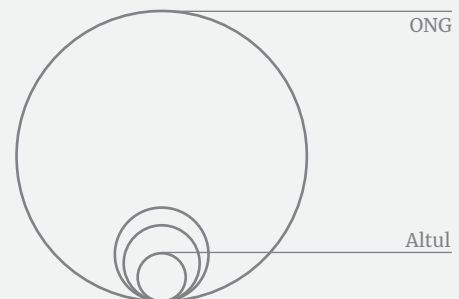
\*share of nominations given to people from the same type of organization

\*\*share of nominations given to people from other types of organizations

Share of total nominations given towards an organization type  
(the line color is associated to the node that made the nomination)

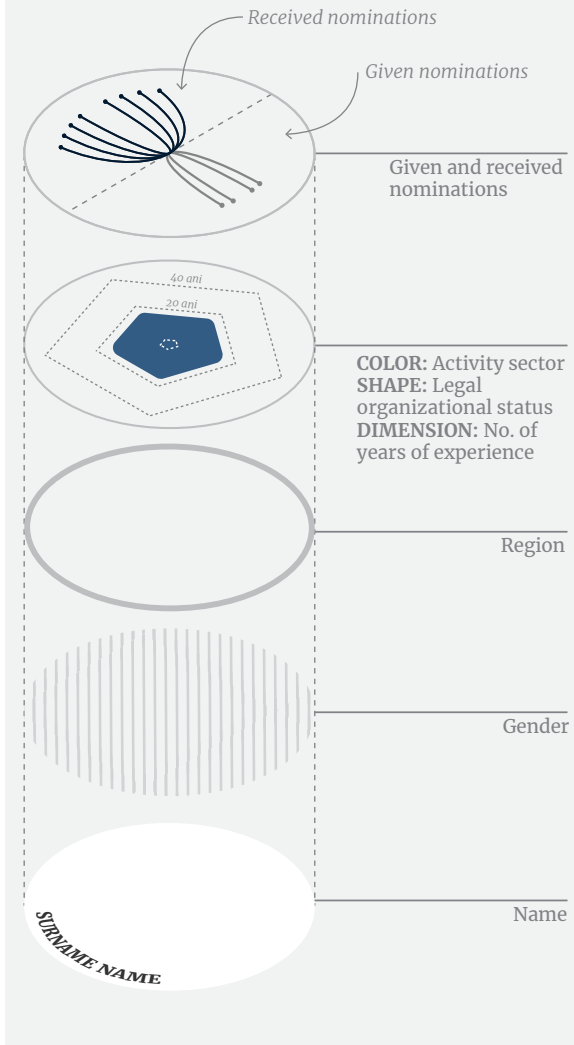


Total number of nominations received and given



# Top social innovators by type of organization

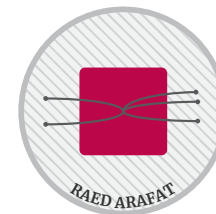
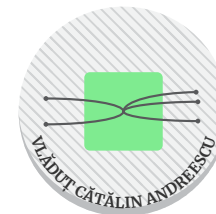
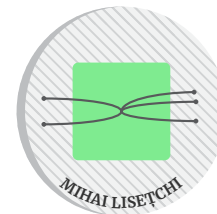
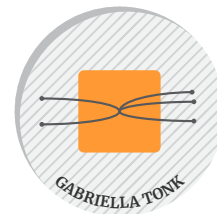
How to read the avatars?



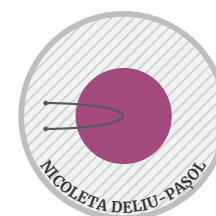
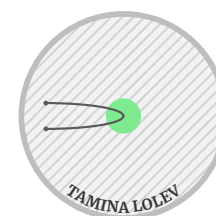
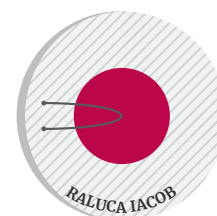
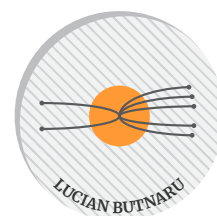
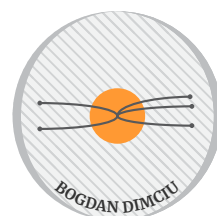
## ONG



## Public



## Private



## Other





# Types of organizations, roles, obstacles and opportunities

If we analyze the type of organizations in which the social innovators in the study work, 76% are NGOs, followed by public (13%) and private (9%) entities.

## Regional distribution

An above-average concentration of innovators from NGOs is recorded in the Central region (80%) and Bucharest-Ilfov (78%). The private sector has a share of 14% in the West region and 11% in the Center region. At the same time, public sector innovators are over-represented in the North-East (22%) and North-West (18%) regions and under-represented in the Central region (7.1%).

## Gender

Private organizations were mentioned by significantly more men (12%, compared to 7% women).

## Experience

In terms of experience and age, the NGO field is the most experienced, with an average of 20 years of experience and an average age of 45. At the opposite pole is the private sector where the average experience is 13 years and the average age is 41.

## Role

Regarding the roles mentioned by the social innovators in the organizations they belong to, most mentioned implementing projects (83%), contributing through knowledge and learning experiences (82%), securing financial support (32%), and the role of regulation (30%).

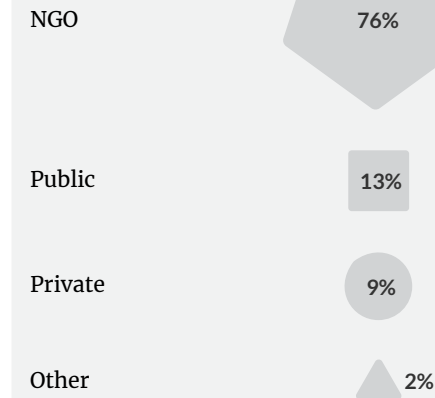
## Obstacles

When it comes to the main obstacles encountered (multiple response), most social innovators mentioned: access to finance (68%), cultural/mindset obstacles (63%), legislative (60%), state involvement (55%), workforce (50%), infrastructure (35%), educational (34%), promotion (31%), organizational (25%), access to professional know-how (24%) and other logistics-related obstacles (18%).

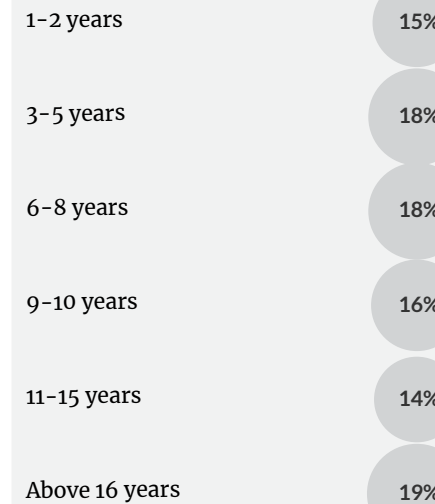
## Opportunities

In terms of the main opportunities mentioned (multiple response), the following were noticed: urgent need for action (68%), untapped potential (67%), strong

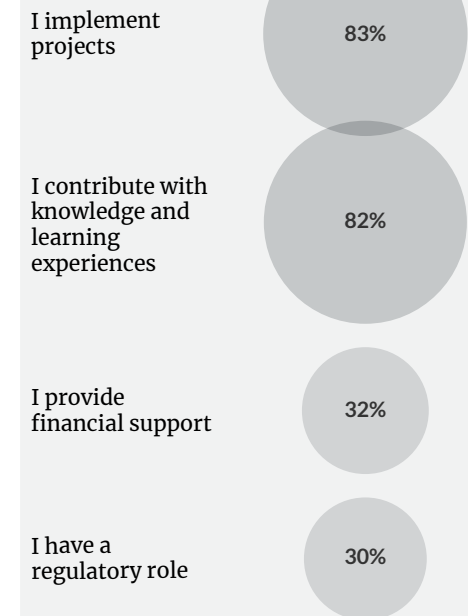
### Legal status of the organization in which innovators operate



### Years of activity in their current organization



### The roles played by the social innovators



# Types of organizations, obstacles and opportunities

working community (59%), positive policy changes (37%), affordable financing (33%), market interest (33%). The healthcare sector mentions the market interest opportunity more (48%, compared to an average of 33%). Also, significantly more of those who mentioned the importance of a strong community to work with also mentioned having a regulatory role (72%, compared to the average of 59%).

## Financial opportunities

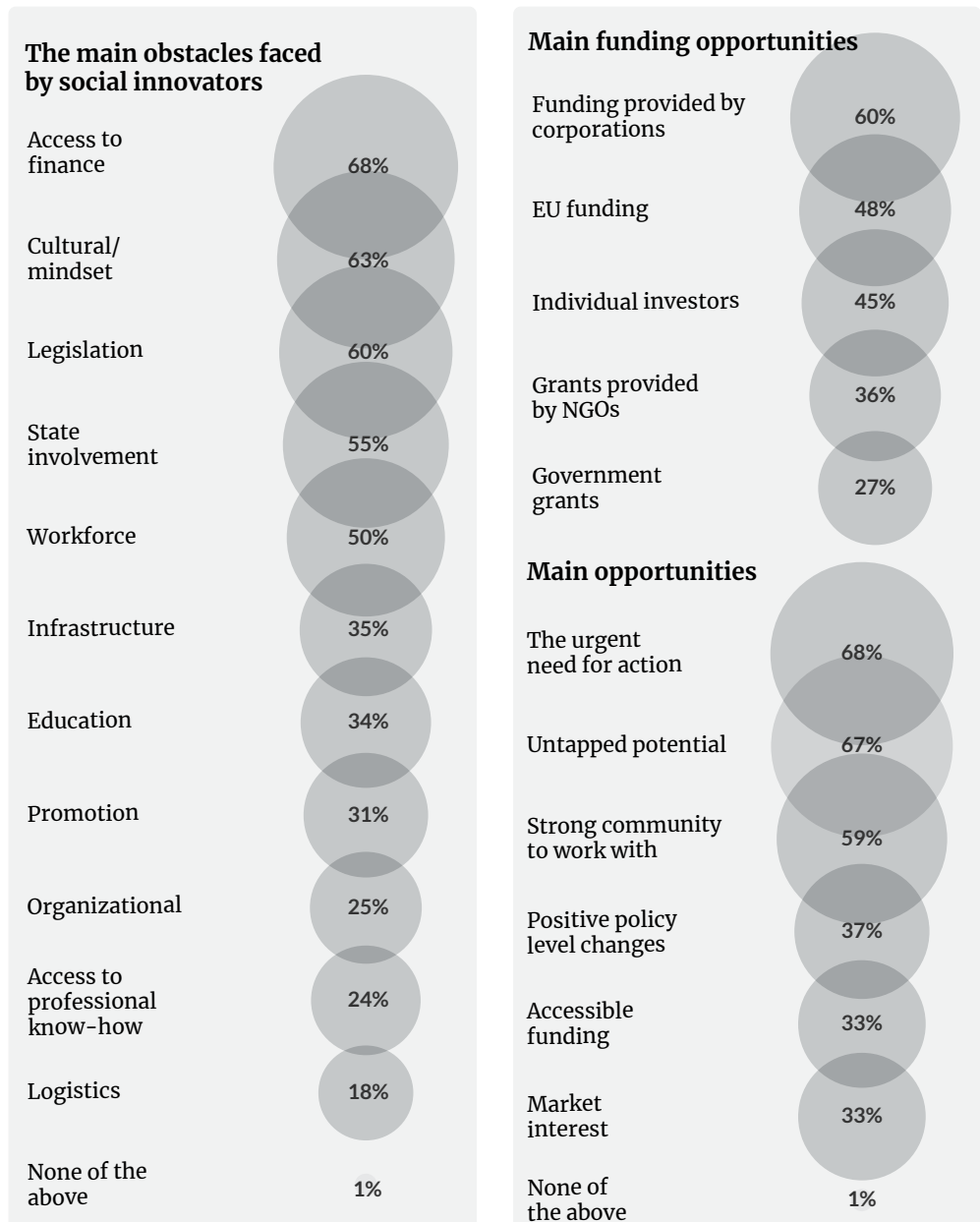
Finally, regarding the main financing opportunities available (multiple answer), the most mentioned are: financing offered by corporations (60%), EU financing (48%), individual investors (45%), subsidies offered by NGOs (36%), and government subsidies (27%). Most of those who mentioned the financing provided by corporations also mention the role of providing financial support (74% compared to the average of 60%).

## Experience

Regarding the seniority in the current organization, most social innovators mention more than 16 years (19%), followed by 3-5 years (18%), 6-8 years (18%), 9-10 years (16%), and 1 - 2 years (15%).

## Network

The map of social innovators is dominated by representatives of the NGO sector, which leads to a much higher degree of endogamy of nominations from NGO innovators (90%). This can also be noted in the case of the public domain, where 60% of the nominations were also made to people from institutions. An opposite trend is observed in the private sector, where 70% of the nominations were made to other types of entities. The high degree of endogamy for NGOs and the public environment can also represent an alarm signal regarding the lack of collaboration between organizations on subjects where a more diverse perspective matters.

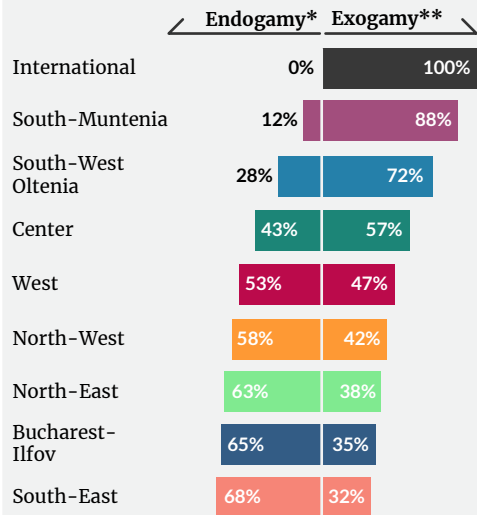




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# Geographical regions

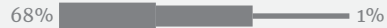
# Regional Networks



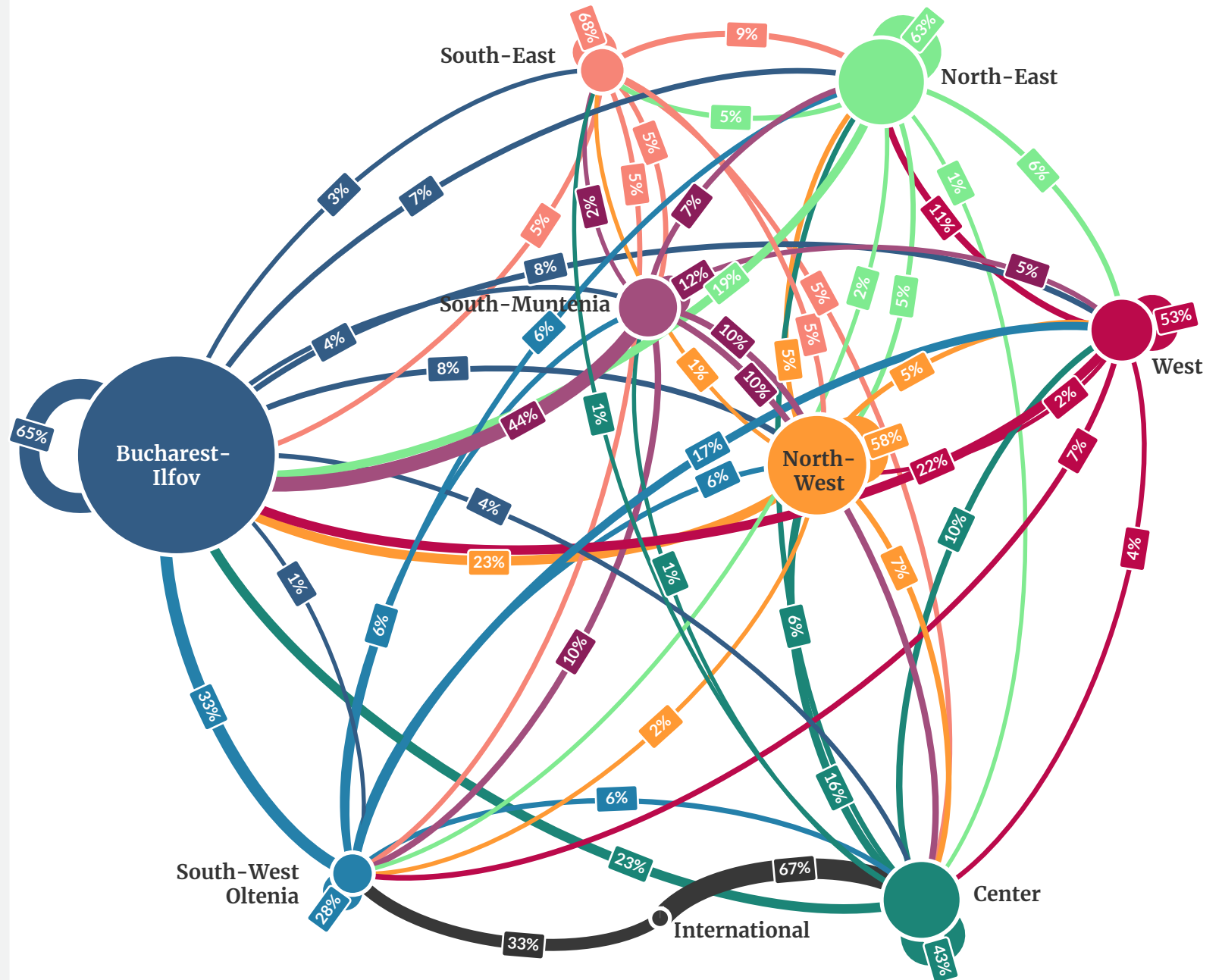
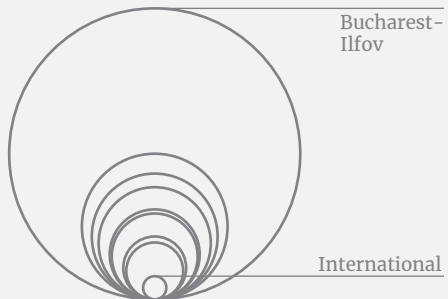
\*share of nominations given to people from the same region

\*\*share of nominations given to people from other regions

Share of total nominations given towards a region  
(the line color is associated to the node that made the nomination)

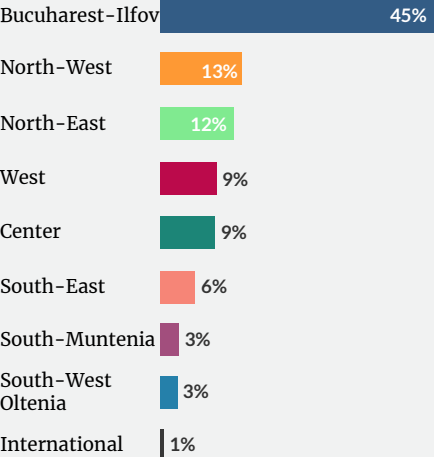


Total number of nominations received and given

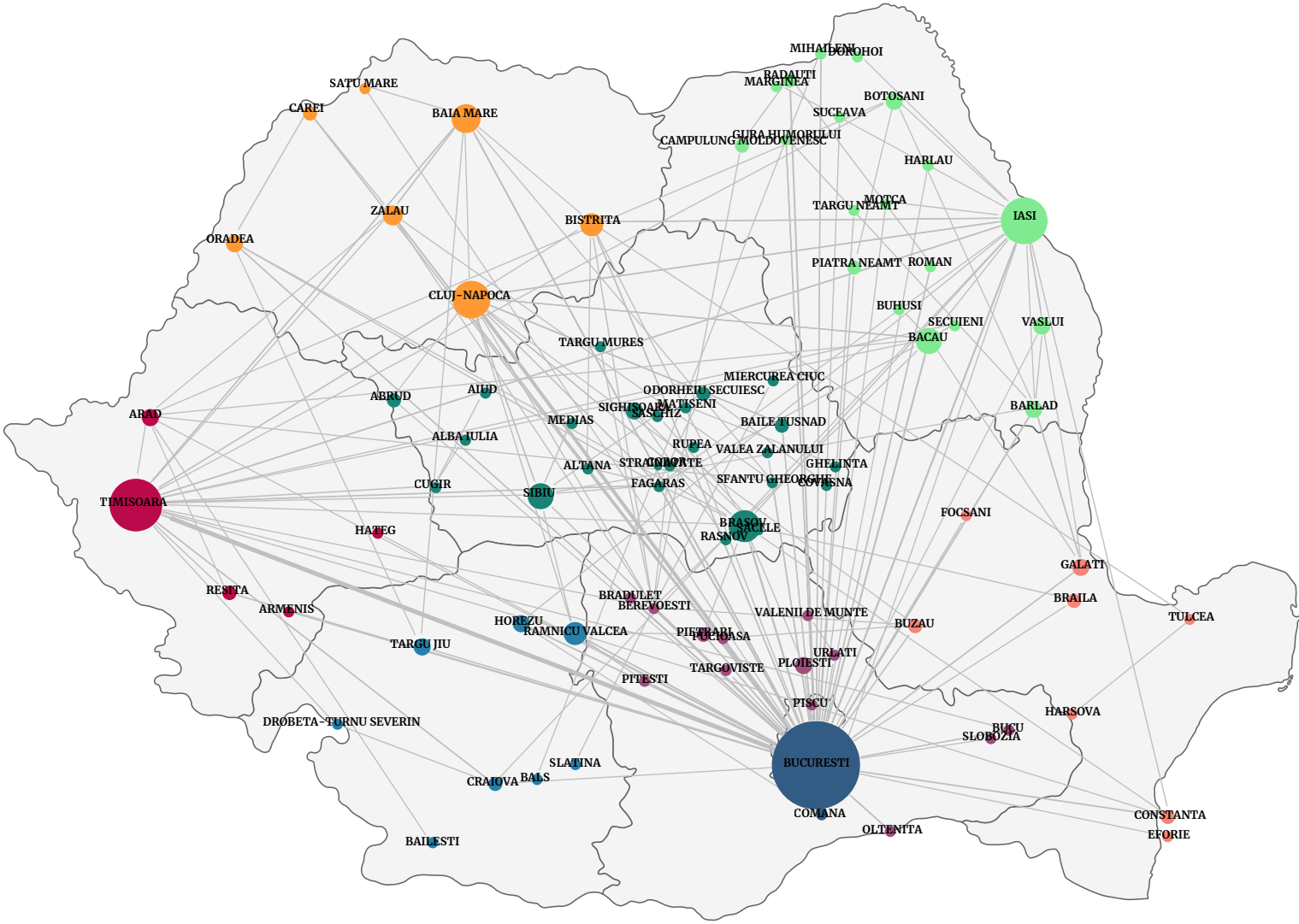
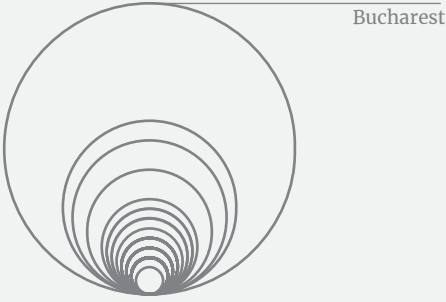


# Geographic distribution of innovators

Percentage of social innovators by region

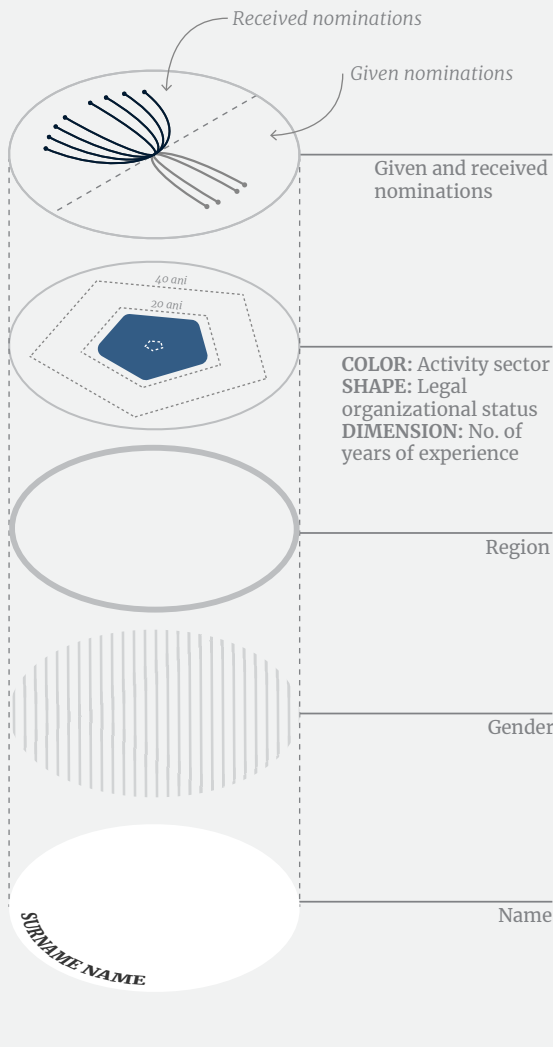


Number of social innovators by locality



# Top social innovators by region

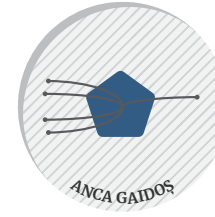
How to read the avatars?



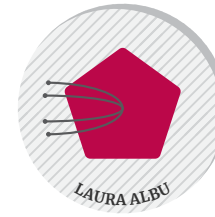
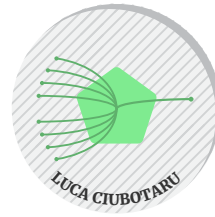
## Bucharest-Ilfov



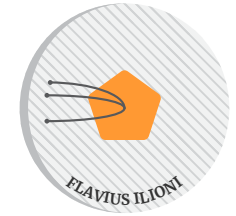
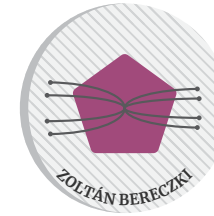
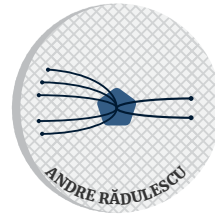
## North-West



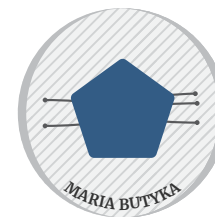
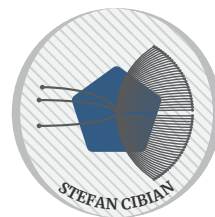
## North-East



## West

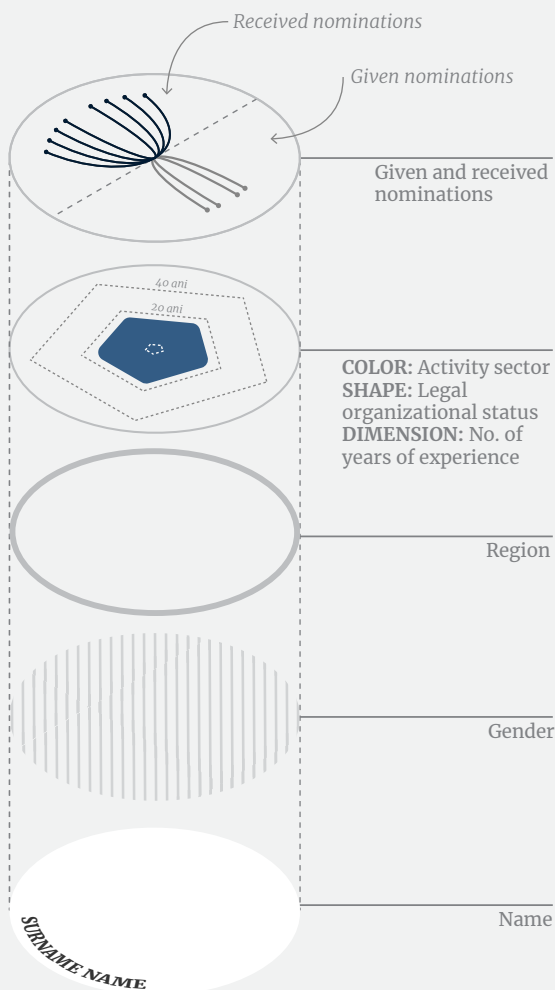


## Center

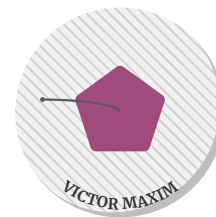
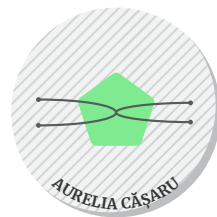


# Top social innovators by region

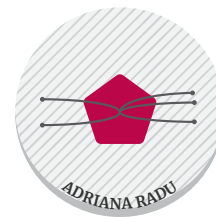
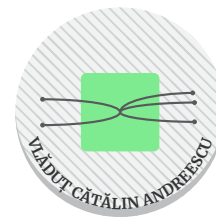
## How to read the avatars?



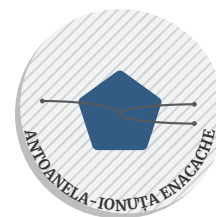
## South-East



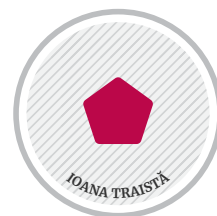
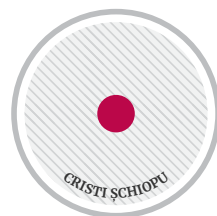
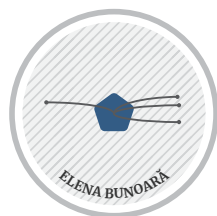
## South-Muntenia



## South-West Oltenia



## International



# Geographical regions

Regarding the region of origin, most social innovators come from the Bucharest-Ilfov region (45%), followed by the North-West (13%), North-East (12%), West (9%) and the Central region (9%).

## Types of organisations

Representatives of the NGO field predominate in the Bucharest-Ilfov region (78%). Also, there is a higher-than-average share of public sector representatives in the North-East and North-West (22% and 18%, respectively, of the total number of public sector representatives). The same can be said for the private environment for the Western region, where 14% of its total representatives are found.

## Gender

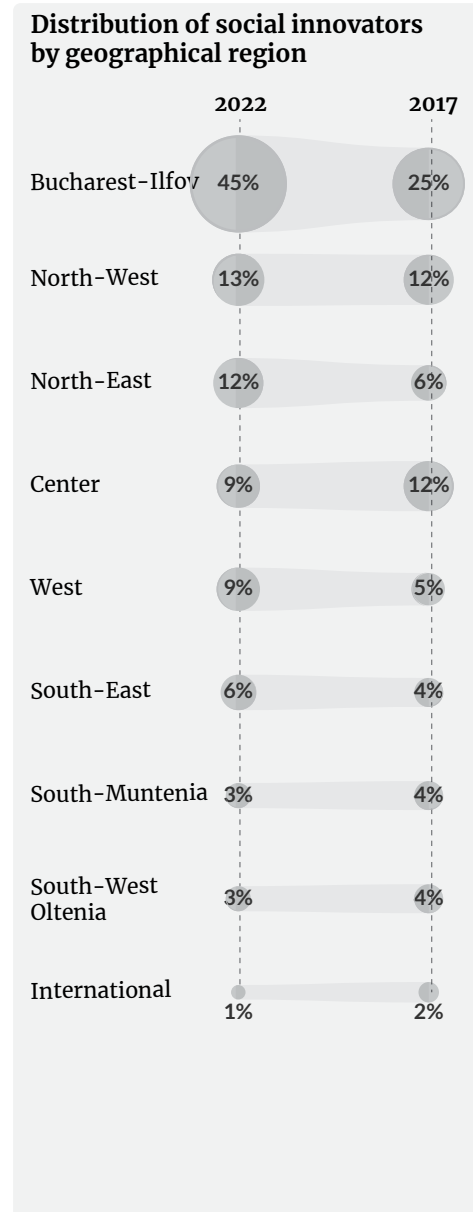
Regarding the gender of the innovators, it is worth noting the above-average representation of men in the West region (58%) but also in the South-West Oltenia region (50%). In all other regions, women represent over 50% of the nominated persons.

## 2022 vs 2017

Regarding the region of origin, most social innovators in 2022 come from the Bucharest-Ilfov region (45%), followed by the North-West (13%), North-East (12%), West (9%) and the Center of the country (9%). The distribution was somewhat more balanced in 2017, approx. 25% being from Bucharest-Ilfov, 12% in the Centre, 12% in the North-West and 6% in the North-East.

## Network

In general, the nominated persons operate in the same geographical region as the one who appointed them, this being most common in the South-East (68%), Bucharest-Ilfov (65%) and North-East (63%) regions. In the case of the Bucharest-Ilfov region, this can be explained by the large number of innovators active in the area (aspect also found in the previous study). In the other 4 regions - Center (57%), South-West Oltenia (72%) and South-Muntenia (88%), more than half of the recommendations made went to other regions of the country. These were generally directed to innovators from Bucharest-Ilfov. The strongest connection with this area appears with the regions South-Muntenia (44% of nominations) and South-West Oltenia (33%), a fact that is obviously also due to geographical proximity.

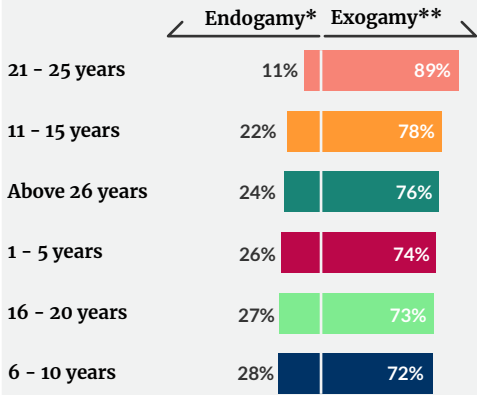






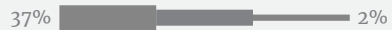
# Experience

# Experience bin network

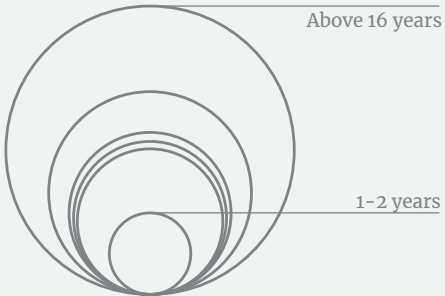


\*share of nominations given to people from the same experience bin  
 \*\*share of nominations given to people from other experience bin

Share of total nominations given towards an experience bin (the line color is associated to the node that made the nomination)



Total number of nominations received and given



# Experience

Related to the years of experience in the aforementioned sector, most innovators fall into the category of 6-10 years (23%), followed by 11-15 years (20%), 16-20 years (18%), 1-5 years (15%), 21-25 years (12%) and over 26 years (11%).

## Gender and age

Significantly more men mention the 21-25 years category (18%, compared to 9% women). Also, most respondents who mention the intervals 1-5 years and 6-10 years are in the youngest age ranges: 18-24 years and 25-34 years.

## Main activity sector

Within the network, the social innovators with the most experience work in the fields of Health and Education, with an average of 17 and 16 years of experience, respectively. At the opposite pole, the study participants representing the Environment and Civic Involvement have the fewest years of professional experience.

By far the most social innovators with 1-5 years of experience mentioned the activity sector in the environment area (45%).

## Network

In general, we can say that a higher number of years of experience brings with it a higher number of nominations on average. Also, relationships between innovators are closer in the case of people with more than 6 years of experience.

At the same time, people who have more than 9 years of experience nominated more than 5 people each on average.

### Years of experience in their main activity sector

