



# changemakers®

Connecting Leading Changemakers for Exponential Impact



"While we have jointly found and bolstered innovation around the world, we have achieved something more important. We have connected these innovators to one another and facilitated meaningful exchanges. The whole collaboration is much greater than the sum of its parts... neither of our organizations could have achieved alone what we have together."

- Sarah Wolman, Senior Director, The Lego Foundation

# ASHOKA'S TRACK RECORD

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For the past 35 years, Ashoka built the **world's largest network of leading social entrepreneurs**, as well as change leaders in schools, universities, and businesses. These innovators enable and empower people to be changemakers, and they engineer new patterns of change for society.

Ashoka engages these innovators' insights and resources to create an "everyone a changemaker" society where **each individual has the freedom, confidence, and societal support to address any social problem and drive change**. Ashoka envisions a world that responds quickly and effectively to social challenges so that problems no longer outrun their solutions

To make this vision a reality, Ashoka works with innovators, funders, businesses, journalists, parents, school systems, and young people to create networks of change-making institutions, forming a powerful ecosystem for social change that achieves the highest levels of social impact. We invite you to join us in a learning journey that can transform your organization in the process and inspire others—partner with us to help build the future.

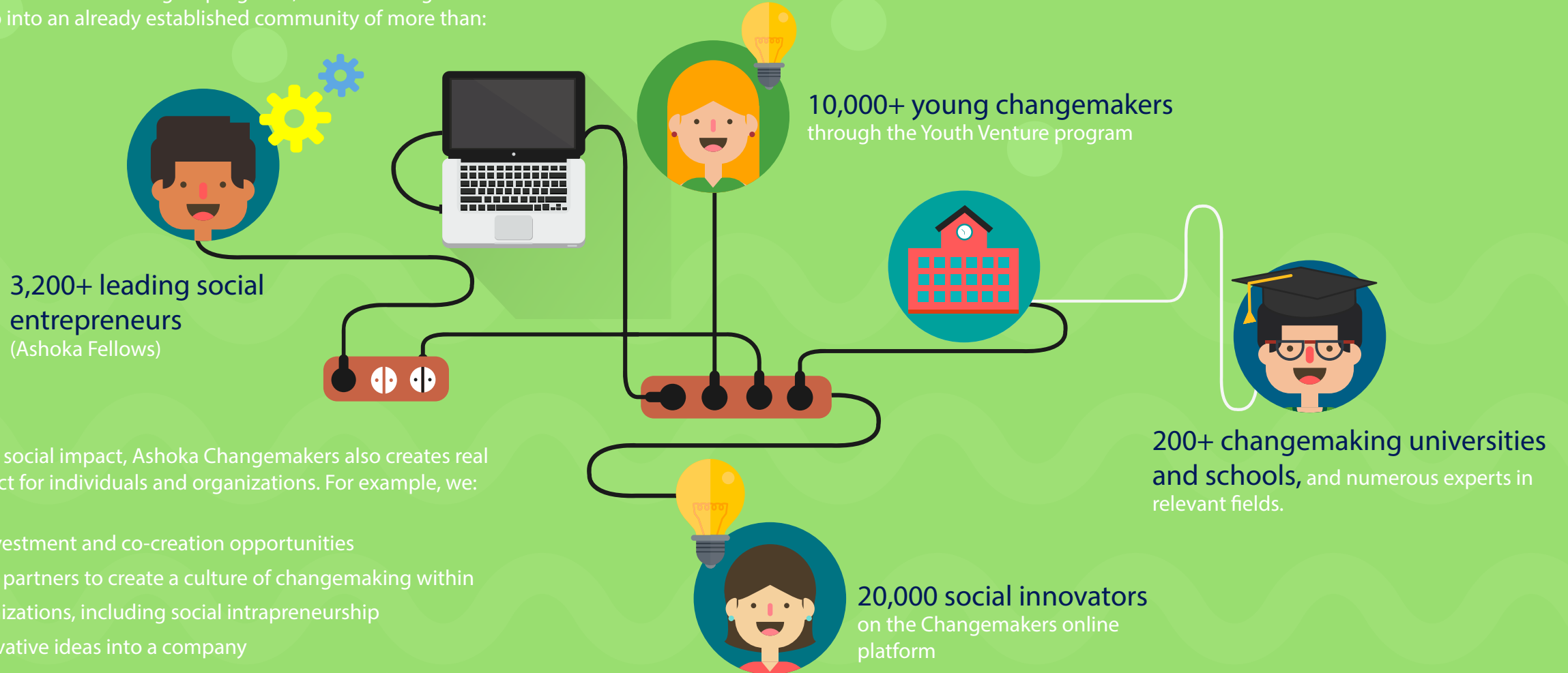


# OUR VALUE



Ashoka Changemakers creates opportunities for companies, foundations, and impact-sector peers to co-create large-scale social change. We work together as collaborators to build communities that are focused on solving our world's most pressing problems.

As one of Ashoka's oldest and largest programs, Ashoka Changemakers allows partners to tap into an already established community of more than:



While creating social impact, Ashoka Changemakers also creates real business impact for individuals and organizations. For example, we:

- ⚙️ Identify investment and co-creation opportunities
- ⚙️ Enable our partners to create a culture of changemaking within their organizations, including social intrapreneurship
- ⚙️ Bring innovative ideas into a company
- ⚙️ Expand markets by leveraging the critical strengths of both business and citizen sectors to create greater social and economic value

# OUR PRODUCTS



## Social Innovation Challenges

Prizes provide incentives to find, engage, and activate a community of leading innovators and their solutions, as well as other stakeholders (e.g., institutions, businesses, etc.). All participants can get feedback and support from peers, thought leaders, and potential supporters that help accelerate collective impact in a focused issue area.



## Social Innovation Mapping

The mapping process, refined over a decade, provides an understanding of the landscape of social innovation for an issue, identifying the leading practitioners in the space, and highlighting the most effective strategies for igniting an ecosystem that drives change.



## Course-Activated Communities

We use online learning journeys to draw from the brilliant insights and people within Ashoka's global community of social entrepreneurs. This allows us to create communities of practice that learn together and collaborate in specific impact areas.

# OUR PARTNERSHIPS

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Here are examples of how our partners are using the product frameworks described above to design opportunities for social and business impact:



## The Lego Foundation

We started a partnership with the The Lego Foundation in 2013 to identify and support approaches to learning through play gathered from around the world that have the potential to re-imagine learning. We began by mapping the barriers and successful design principles for the field through a Social Innovation Mapping that taps the knowledge of the leading learning and skill-building entrepreneurs in Ashoka's network. We followed this with a Global Prize Challenge to find the leading innovators in the field, and foster a community that uses the design principles to tackle barriers within the field, aimed at ultimately transforming the way the world learns.



Lego Video



## The Packard Foundation

We launched a partnership with The Packard Foundation in 2014 that is building a community of innovators to make the San Francisco Bay Area a more vibrant community by activating empathy among its citizens and equipping young people to become leaders of change. The Building Vibrant Communities Challenge found and engaged more than 200 Bay Area innovators that are using empathy to change their community. This challenge is building a regional community that is committed to long-term change, and is using local convenings to foster the critical connections needed to make significant impact in this area.



Packard Video



## Boehringer-Ingelheim

We partnered with Boehringer-Ingelheim in 2014 to create a course-activated community to foster social intrapreneurship that innovates in the health and wellness space. Employees from more than 30 leading companies—including Boehringer-Ingelheim, Barclays, Boston Consulting Group, and Vodafone—engaged in collaborative learning with leading social entrepreneurs and intrapreneurs. The course focuses on the skills needed to intrapreneur within large companies, and to innovate in the health and wellness community.



Course Description



# CONTACT US

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If you, your colleagues, or other members of your networks are interested in learning more about how to work with Ashoka Changemakers:



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