

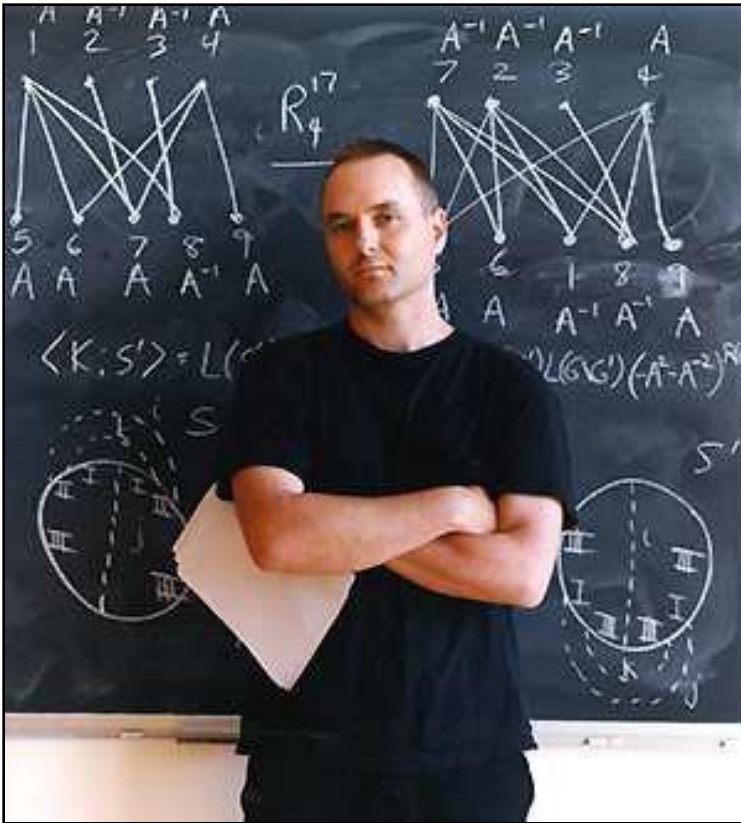


Social innovation- The power of social entrepreneurs to trigger systemic change



ASHOKA INNOVATORS FOR THE PUBLIC

Investing in the World's Leading Social Entrepreneurs



Ashoka's "*Everyone A Changemaker*" vision is a world where everyone has the freedom, confidence and societal support to address any social problem and make change.

To bring about true social change the initiative and innovation must be developed locally and adapted globally.

What is a Social Entrepreneur?

- Has the same qualities as a business entrepreneur: vision, creativity, pragmatism, innovation and determination
- Creates a radically new solution to a social problem with the potential to change the entire sector



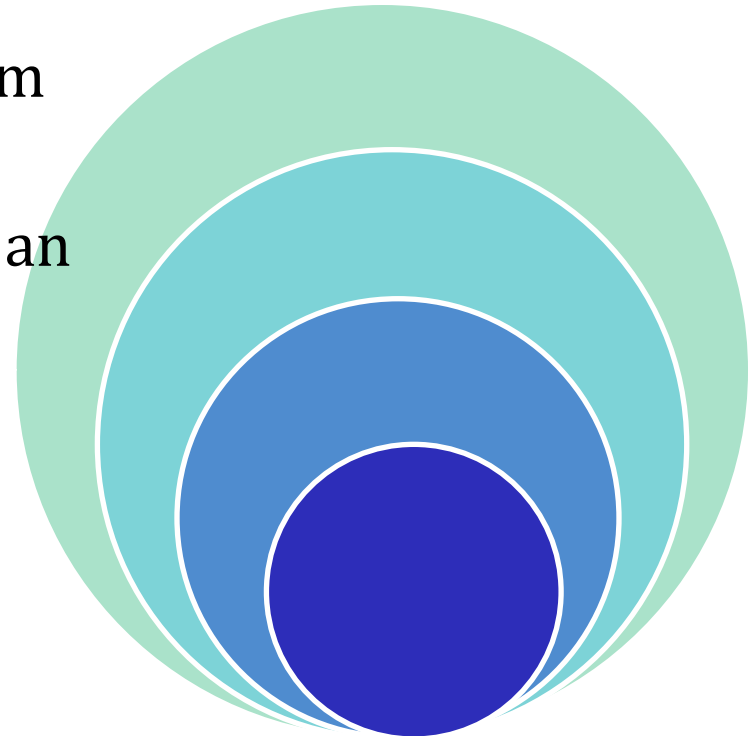
Selection Criteria:

- A New Idea
- Creativity
- Entrepreneurial Quality
- Social Impact
- Ethical Fiber

What is changing?

A citizen sector entrepreneur and competitive

- It is the world's leading social entrepreneurs who have been driving this transformation
- One measure of the sector's growing productivity is its rapid progress from isolated to global efforts
- These entrepreneurs have triggered an extraordinary historical force



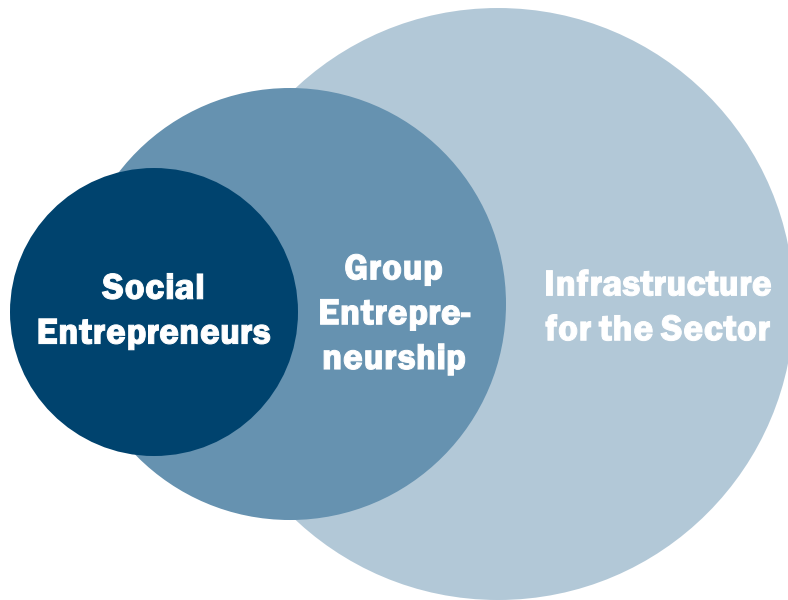
Ashoka's model



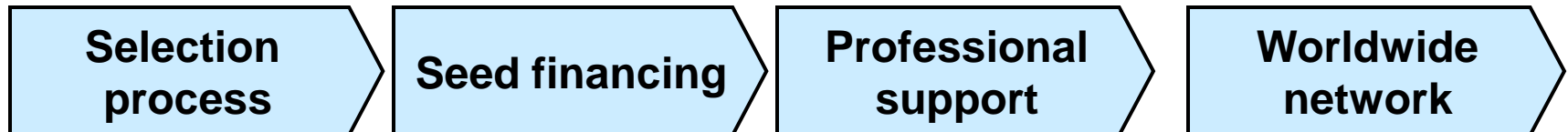
“There is nothing more powerful than a new idea in the hands of an entrepreneur.”

Bill Drayton

Comprehensive and Integrated Approach



- Ashoka invests in new ideas in the hands of social entrepreneurs, supporting the individual, idea and institution throughout their careers
- Ashoka develops patterns for entrepreneurs to work together successfully to change entire fields
- Ashoka is building infrastructure in the citizen sector that changemakers need in order to succeed



The new idea

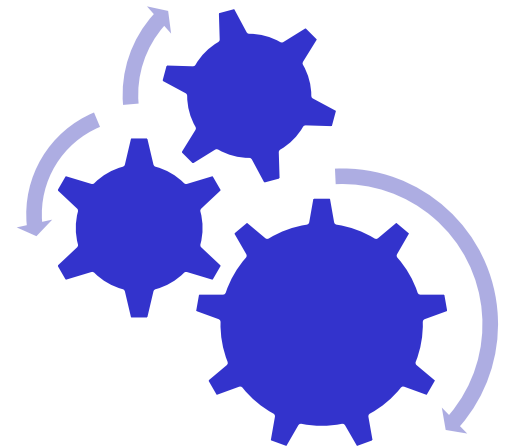
- The single most important indicator of quality is innovation
- Innovation has two components: a new proposition, and an innovator to make it happen
- The idea has to be simple, compelling, flexible and versatile

“A replicable new idea for changing the pattern by which society deals with an important area of human need”

The multiplying effect of the network

There is only one thing more powerful than a big idea in the hands of a leading entrepreneur, and is when they work together

- A global community of social entrepreneurs
- Building synergies
- Generating and spreading innovation in areas such as:
 - Education
 - Environment
 - Law for all
- Promoting group entrepreneurship



Ashoka Fellows: Achieving Extraordinary Results



Faustino García, Spain, is achieving a complete transformation of prisons from schools of crime into educational spaces by radically reformulating the roles of guards and inmates, removing the traditional prisoner-jailer relationship of constant conflict.

- Drastically reduced rates of re-offence from 60% to 10%
- 15.000 young people have participated in the inmates awareness program
- Replicated in 12 Spanish prisons and several European are adopting the model

Jeroo Billimoira, Childline, India

Connecting street children to vital services

- Over 2 million calls answered
- Programs spread to 38 cities nationally and 158 cities outside of India



Mary Gordon (Canada) trains aggressive, violent children to be empathic. She builds partnerships between inner city schools and neighborhood families with newborn babies. The families bring their baby into class once a week so that school kids can interact with the little ones and experience how they grow up.

Since babies cannot express themselves verbally, the kids are stimulated to use their intuition to grasp what's going on. As a result, in 90% of problematic cases, aggressive behavior gives way to empathic interaction, compared to only 9% in a control group. Mary's replicating her model in the US, Japan and New Zealand.



Mary Gordon



David Green (USA)

is providing affordable health care to poor people. What he calls “compassionate capitalism” combines a low margin, high volume approach with a multi-tiered pricing system to offer hearing aids and intraocular lenses (including surgery and post-hospital care) at a fraction of the original costs or for free to slum dwellers and small producers that might otherwise face deafness or blindness.