SOCIETY POWERED BY CHANGEMAKERS

ASHOKA SCANDINAVIA ANNUAL REPORT 2014

ASHOKA

> There is nothing more powerful than an idea in the hands of a leading social entrepreneur.
>
> *– Bill Drayton, CEO and Founder of Ashoka*

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SOCIETY POWERED BY CHANGEMAKERS GREETINGS FROM THE TEAM

An African proverb says: ''if you think you are too small to make a difference, try sleeping in a closed room with a mosquito.'' Look at the world through Ashoka's lens and you'll see this metaphor played out in real life. Individuals, who have identified new ways of solving social issues and have the courage to bring their ideas to life, are reshaping the world right now. At Ashoka, we envision an ''Everyone a Changemaker World,'' where every single person feels empowered to do the same. A society powered by changemakers.

Entering our third year in Scandinavia we are proud to call 17 of the most innovative Scandinavian social entrepreneurs Ashoka Fellows. You can learn about them, their work and their impact in this report. As a teaser, we can mention that Marit Sanner's work lead to two child related laws being changed the last year, eight Ashoka Fellows have scaled to new cities and countries in the past two years, and our engaged community members in Ashoka Support Network have to date opened for €800 000 in funding opportunities for the fellows through their connections.

This year we welcomed Admir Lucacevic into our global network of more than 3000 social entrepreneurs. In 2010 Admir founded Sports Without Borders/Idrott Utan Gränser (IUG), with a mission to cultivate a generation of young people eager to take necessary risks and responsibility to shape their lives. He has already reached more than 6000 youths through his work.

Admir is a changemaker, and for more than 30 years, Ashoka has identified and collaborated with thousands of social entrepreneurs just like him. These Ashoka Fellows have four skills in common: they are driven by empathy, they are creative, they value teamwork, and display strong leadership. This insight was the front and center as we in 2014 focused on expanding our Scandinavian youth initiatives. To learn more about these you can turn to page 31. and read about how we work with young changemakers to cultivate their changemaker skills and ideas.

Ashoka has moved into its third year in Scandinavia. We meet more and more people who identify themselves as social entrepreneurs, and organizations and companies eager to drive the field forward by supporting social innovation. Exciting and inspiring collaborations are taking form, and show us that the field of social entrepreneurship does not only bring about change in the areas of economic development, education, environment, human rights, civic engagement and health, but also inspires new parties to take a more active role in creating societal change.

The Ashoka Scandinavia team would like to thank everyone who supported the field of social entrepreneurship in Scandinavia the past year. We will do our utmost to continue to inspire individuals, organizations, businesses and others to be part of this society powered by changemakers.

Sincerely,
Team Ashoka Scandinavia

GLOBAL LEADERSHIP REGIONAL DEVELOPMENT

ASHOKA WORLDWIDE
30 YEARS OF LEADERSHIP

Bill Drayton founded Ashoka in 1980, based on the idea that the most powerful force for good in the world is the leading social entrepreneur: a person driven by an innovative idea to solve a pressing social problem. Over the past 30 years, Ashoka has elected 3,000 leading social entrepreneurs as Ashoka Fellows, providing them with living stipends, professional support, and access to a global network of peers in over 80 countries. In addition to supporting leading social entrepreneurs, Ashoka works with young people, institutions, companies, and individuals to multiply the number of changemakers.

Ashoka is the largest community of people that come together to create positive social impact. It is a platform for all fields and individuals who wish to explore social innovation and contribute to the growth and impact of systems-changing solutions. Globally, the organization provides programs and initiatives that continue to pioneer the field of social entrepreneurship, support Ashoka Fellows, and multiply the number of changemakers in the world.

"

Ashoka envisions an Everyone a Changemaker world: a world that responds quickly and effectively to social challenges and where each individual has the freedom, confidence and societal support to address any social problem and drive change.

– Bill Drayton, CEO and Founder of Ashoka

10 QUICK FACTS ABOUT ASHOKA

Founded 30+ years ago by Bill Drayton
Coined the term 'social entrepreneur'
Operates in 80+ countries with 300+ staff
Supports 10000+ young social entrepreneurs
Supports 3000+ leading social entrepreneurs as Fellows
Equips society with empathy, creativity, leadership, teamwork
Activates cross-sector partnerships to solve social problems
Engages private, philanthropic and citizen sectors globally
Entrepreneurial experience in achieving lasting social impact
Largest network of social entrepreneurs and changemakers

ASHOKA SCANDINAVIA THREE AREAS OF FOCUS

Ashoka Scandinavia opened its base office in Stockholm in 2012 and a branch office in Oslo in 2014. It covers Ashoka's efforts in Sweden, Norway and Denmark. Since its establishment, Ashoka Scandinavia has played an active role in helping to build the field of social entrepreneurship and changemaking in the region through three focus areas. Within each area, specific activities are being carried out and launched to engage a growing community of changemakers, drive and support social innovation, and further its mission towards an Everyone A Changemaker world.

VENTURE & FELLOWSHIP

Searching, selecting and supporting leading social entrepreneurs in Scandinavia as Ashoka Fellows enables them to scale their organizations, grow their impact and create more positive societal change. The Fellowship entails financial, social and knowledge capital as well as access to a global network of peers in over 80 countries.

YOUNG CHANGEMAKERS

Building an infrastructure and role models for social entrepreneurship and changemaking by supporting existing as well as emerging young changemakers. Through Changemaker Schools and Young Changemaker initiatives, Ashoka increases young people's empathy, creativity, leadership and teamwork.

ASHOKA SUPPORT NETWORK (ASN)

Gathering successful leaders across fields who tear down the walls between the citizen sector and other sectors to create a world where leaders and social entrepreneurs collaborate to solve society's most pressing problems. ASN members' advice and participation are integral to the success of Ashoka Fellows and Ashoka.

ASHOKA SCANDINAVIA
TWO YEARS OF PROGRESS

ASHOKA FELLOWS

8 Ashoka Fellows elected since 2012
17 Ashoka Fellows across Scandinavia
3 international venture panels hosted in Stockholm

1 500 807 youth affected though the work of Scandinavian Fellows

1 social impact reporting standard implemented in the Ashoka Fellowship
2 Fellow days hosted
9 Ashoka Fellows secured funding through Ashoka's connections
7 Ashoka Fellows take part in global partnerships though Ashoka
10 Fellows are on engagementplans with Ashoka

2 child related laws changed through the work of Ashoka Fellows

15+ high profile speaking events for Fellows though Ashoka connections
Ashoka Scandinavia created new structures for Fellow enagagement plans, Fellow onboarding and Fellow impact measurement

8 Ashoka Fellows scaling to new cities and countries

5 Fellows recognized nationally or globally though Ashokas partnerships

€800 000 in funding opportunities opened for Scandinavian Fellows through ASN connections

ASN AND FUNDRAISING

18 ASN members active in Scandinavia
7 000 000 SEK recieved in pro bono support

950 000 SEK given to Ashoka Fellows as stipends

13 350 000 SEK fundraised since 2012

YOUNG CHANGEMAKERS

1 Changemaker Schools Summit with 12 thought leaders in education participating
40 + nominations for Changemaker Schools before the program was launched

2 young changemaker initiatives lauched in 2014

130+ applications for Changemaker competitions hosted by Ashoka
14 young changemakers participated in a Changemaker Camp

COMMUNICATION

Henry Di Sio, Ashoka senior staff, meets the democracy minister, the integration minister and other political leaders in Sweden to discuss changemaking

60 + lectures and speeches about social entrepreneurship

1 online campaign about social entrepreneurship, "Vem Bryr Sig", on Sweden's biggest platform for young people

CHANGEMAKING IN SCANDINAVIA WHERE SOCIAL INNOVATION IS NEEDED

ECONOMIC DEVELOPMENT

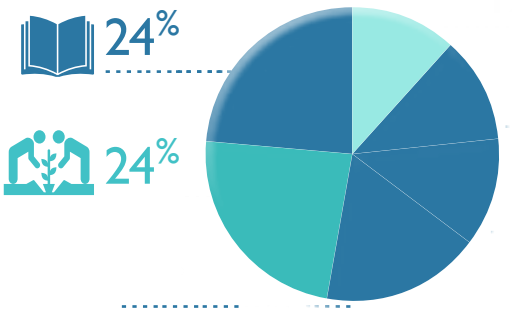
EDUCATION

ENVIRONMENT

HUMAN RIGHTS

CIVIC ENGAGEMENT

HEALTH



CELEBRATING 17 FELLOWS ACROSS SCANDINAVIA

ASHOKA FELLOW

2014
SWEDEN

ADMIR LUKACEVIC

A person's surroundings and relationships strongly influence behavior and mindset. IUG engages society as a whole to form meaningful interactions and role models for young people and help them see possibilities for their future as members of society.

ORGANIZATION
SPORTS WITHOUT BOARDERS (IUG)

Compared to the size of the region, immigration in Scandinavia is high. Despite the open-door policy and resources for immigrants, new arrivals often struggle for years to find their way to becoming full economic citizens. Recognizing the deeper struggles young people face as immigrants, Idrott Utan Gränser - "Sports Without Borders" - trains and prepares young people for a lifetime of self-respect and personal leadership. Overturning the structure of traditional support for immigrants in Scandinavia, IUG uses both common and rare sports, as well as hands-on role modeling as a means to inspire young people from diverse backgrounds to be guided by goals, discipline and the rewards of personal growth.

Recognizing that a person's context and relationships strongly influence behavior and mindset, IUG engages society to function as an integrated system, creating a win-win interactive program for young people and society by building networks and personal relationships. This process is cultivating positive experiences and skills necessary for young people to create and grasp opportunities, realize their dreams, and thrive in Swedish society.

6,007 YOUNG PEOPLE ENGAGED IN SÖDERTALJE & NORRKÖPING

36 SCHOOLS ACTIVELY RUNNING IUG IN SÖDERTALJE & NORRKÖPING

32 YOUTH LEADERS WORKING IN SCHOOLS USING THE IUG METHOD

€285,242 ESTIMATED BENEFITS AT THE MUNICIPAL LEVEL

2015 GOALS > NEW SCHOOLS REACHED IN EXISTING CITIES
EXPAND TO 2 NEW MUNICIPALITIES IN SWEDEN

ASHOKA ENGAGEMENT 2014

Admir will begin his 3 Year Engagement Plan with Ashoka in the fall of 2014. It will focus on his barriers to scaling, growing the organization, and diversifying sustainable funding. This will include participation in the 2014 Fellow Days and Problem Solving Sessions with ASN. He will be introduced to Ashoka Fellows in the field of Education and Social Integration, and will receive a stipend from Ashoka through the Lego Foundation global partnership.

THE SOCIAL ENTREPRENEUR'S VISION

Admir experienced war during his childhood and many challenges as a person with international background growing up in a segregated area of Sweden. This inspired him to stay persistent and creative, which became his most valuable assets. With IUG, he is amplifying the voice of young people by changing the way society responds to social differences through new and positive role models, and changing the way young people from segregated areas view their opportunities, potentials and futures.

FIELD
CIVIC ENGAGEMENT

www.iug.se

IUG
IDROTT UTAN GRÄNSER

ASHOKA FELLOW

2013
SWEDEN

DENNIS LENNARTSSON

I am fortunate to be part of something that really makes a change for people and prevents social exclusion. I have a passion for creating a world where all people have the right to communicate.

ORGANIZATION

EUROPEAN SIGN LANGUAGE CENTER (ESLC)

The ESLC provides people with hearing disabilities creative and simple methods for the use and spread of sign language. It entails a free of charge global web and mobile platform of signs through spreadthesign.com; eLearning platforms; a text-to-sign tool that transforms comprehension for people with significant problems with litteracy as well as hearing disabilities; and, a network of local partners that fosters the inclusion of these individuals in society as full economic citizens. The core part of ESLC is the Spread the Sign dictionary, a high quality dictionary of 250,000 signs from 24 languages. Spreadthesign.com receives over 1 million visits, and in the next five years, the ESLC aims to have 500,000 signs available in 80 countries.
The ESLC enables people to understand the relevance of sign language as resource for society. It not only improves communications among people with hearing disabilities, but also offers powerful tools for business, academia, the public sector and citizen sector to teach, learn and integrate sign language into society.

1,117,766 SIGN LANGUAGE USERS ACCESSING SIGN TRANSLATIONS
250,000 SIGNS FROM 24 COUNTRIES AVAILABLE ON THE PLATFORM
100,000 DOWNLOADS OF THE MOBILE APPLICATION
70% INCREASE IN SIGN LANGUAGE VIDEOS ON THE PLATFORM
38% OF SIGN LANGUAGES WORLDWIDE CURRENTLY AVAILABLE
150 MULTIDISCIPLINARY VOLUNTEERS MOBILIZED IN 25 COUNTRIES
2015 GOALS > LAUNCH A SWEDISH TEXT-TO-SIGN TOOL

ASHOKA ENGAGEMENT 2013-2014

- Problem Solving Sessions with ASN
- Participant: Annual Fellow Gatherings
- Speaker: Ashoka Holiday Mingle, Sweden 2013
- Participant: Changemaker Week, Paris 2014
- Participant: Ashoka's Changemaker Schools Summit, Ekskäret, Sweden 2014
- Featured comment: The Guardian 2014
- Fundraising & door openings through ASN
- Connections to other Ashoka Fellows
- Connections for legal support from ASN

THE SOCIAL ENTREPRENEUR'S VISION

Growing up with a hard of hearing brother in Örebro, Sweden, a city with a large population of persons with hearing disabilities, Dennis has engaged with the deaf world from a young age, volunteering as an interpreter alongside running an advertising agency. Since 2005, Dennis has worked with sign language full-time. He is dedicated to building a future with more resources and better opportunities for sign language users all around the world. He is committed to increasing society's literacy of sign languages around the world and elevate every human's right to communicate.

www.signlanguage.eu

EUROPEAN SIGN LANGUAGE CENTRE

FIELD
HUMAN RIGHTS

ASHOKA FELLOW

2012
SWEDEN

JOHAN WENDT

Today a lot of young people say 'when I grow up I want to be a social entrepreneur' so the idea of social entrepreneurship in Sweden has gone from people not knowing it existed to something children want to be.

ORGANIZATION
MATTECENTRUM

Mattecentrum increases mathematics skills among young people, offering free and easy access after school tutoring, both online and through physical workshops. Through after school tutorials and the online tool matteboken.se, thousands of young people and recurring participants are being trained in mathematics. Programs are both community-based and web-based, building a web of expert volunteers to create a culture where math is vibrant, exciting and regarded as a valued skill for the future of young people. In 2014, Mattecentrum broadened the scope of its work by launching Kodcentrum to introduce children and young people in Sweden to programming languages and cultivate tomorrow's developers. Mattecentrum is scaling to new countries and aims to operate in 4 countries by 2016.

170,000 STUDENTS REACHED PER MONTH IN SWEDEN & DENMARK
25 CITIES IN SWEDEN COMPLETE MATHLABS **70** TIMES PER WEEK
6 CITIES IN DENMARK COMPLETE MATHLABS **12** TIMES PER WEEK
350 VOLUNTEERS IN SWEDEN & **60** VOLUTEERS IN DENMARK
€900,000 IN FUNDING REACHED IN 2013 - **55%** INCREASE SINCE 2012
€50,000 DONATION RESULTING FROM ASN INTRODUCTION
2015 GOALS > LAUNCH KODCENTRUM TO TEACH CHILDREN & YOUNG PEOPLE IN SWEDEN PROGRAMING LANGUAGES

ASHOKA ENGAGEMENT 2012-2014

- Problem Solving Sessions with ASN
- Participant: Annual Fellow Gatherings
- Media coverage: Forbes & The Guardian 2013
- Speaker: Changemaker Tour, Sweden 2013
- Speaker: Young Changemaker Camp, Ekskäret, Sweden 2014
- Speaker: Ashoka Spring Mingle, Sweden 2014
- Featured comment: The Guardian 2014
- Nomination for Polarbröd Uppstickarpris 2014
- Pro bono support by Geelmuyden.Kiese
- Pro bono support by White & Case
- Pro bono support by Spirit
- ASN introductions led to startup capital for Kodcentrum and a new board member
- Relationships & connections through ASN
- Connections to Ashoka in the UK & Ireland

THE SOCIAL ENTREPRENEUR'S VISION

Johan believes that math is an integral skill to building functional and active citizenship. He is helping young people experience math not only as a subject, but also as an essential part of daily life. He envisions a future where people will be equipped with math skills and better able to pursue careers where such skills are applicable and transferable. Johan is fostering the personal ambitions of tomorrow's professionals. In 2014 he released a book titled "Den dummaste jävla idé jag någonsin hört".

www.mattecentrum.se

FIELD
EDUCATION

ASHOKA FELLOW

SOFIA APPELGREN

2010
SWEDEN

In Sweden we have a strong tradition that the state should solve our societal challenges. The phenomenon 'social enterprise' is fairly new in our country.

ORGANIZATION

MITT LIV

Mitt Liv, a social enterprise, was founded on the belief of the equal value of all people and their inner power to grow and develop, and with the objective to increase diversity and inclusion in the labor market in Sweden. Via mentoring and training programs, Mitt Liv provides opportunities for skilled individuals with an international background - who wish to enter the labor market - and organizations and companies seeking diverse skills - to meet and engage. Companies committed to a future of greater diversity participate in the mentoring program, group discussions, guest lectures as well as initiatives that raise awareness on diversity and inclusion. Mitt Liv enables employers to see the value and benefit of employing skilled individuals with an international background, which in turn, enables this population of job seekers to find employment relevant to their educational backgrounds and skills. The Swedish labor market is increasingly absorbing talent with diverse skills that are proving vital for its success, social responsibility and long term sustainability.

361 PARTICIPANTS & **361** MENTORS HAVE PARTICIPATED IN PROGRAMS

20 COMPANY PARTNERS ARE COLLABORATING WITH MITT LIV

1 NEW GOVERNMENT AGENCY COLLABORATION

54% OF MITT LIV PARTICIPANTS HAVE FOUND EMPLOYMENT

40% OF COMPANY PARTNERS HAVE EMPLOYED MITT LIV PARTICIPANTS

94% OF MENTORS FELT THEY GAINED NEW PERSPECTIVES & USEFUL KNOWLEDGE THROUGH THE 'MITT LIVS CHANS' MENTOR PROGRAM

2015 GOALS > LAUNCH IN NORRKÖPING, LINKÖPING,ÖSTERGÖTLAND
GROW PARTICIPATION IN MITT LIVS CHANS PROGRAM
LAUNCH A YOUTH INITIATIVE ON AN IT/WEB PLATFORM

ASHOKA ENGAGEMENT 2010-2014

- 3 years of living stipend from Ashoka
- Participant: Annual Fellow Gatherings
- Participant: Change Nation, Ireland 2012
- Speaker: European Albach Forum 2013
- Speaker: Changemaker Tour, Sweden 2013
- Winner: Ben & Jerry's Join our Core 2013
- Panelist: Ashoka Fellow Selection Panel 2014
- Participant: Changemaker Week, Paris 2014
- Speaker: SEB Bank Philanthropy Seminar 2014
- Featured comment: The Guardian 2014
- Ongoing connections to other Ashoka offices
- Ongoing connections through ASN members
- Ongoing pro bono support by McKinsey & Co.

THE SOCIAL ENTREPRENEUR'S VISION

Sofia's vision is to seize the strengths, motivations and experiences that people bring to Sweden from other countries and cultures, and at the same time, create hope for their futures, and moreover enable them to be heard, be proud of their assets, and to be absorbed by the labour market. In addition, she aims to engage more companies in a commitment to increase diversity and inclusion not only within their corporate cultures and HR practices, but also externally across Swedish business communities.

www.mittliv.com

Mitt Liv

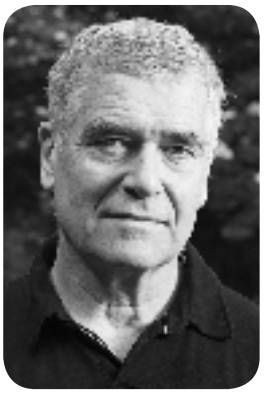
FIELD

ECONOMIC DEVELOPMENT

ASHOKA FELLOW

2009
SWEDEN

KARL-HENRIK ROBERT



Do we have a chance to arrive at sustainability? From a scientific point of view, the resource potential to live prosperous lives in the future is phenomenal...We can increase life quality all around the world within sustainability constraints, within sustainability principles...We must start to talk with each other in a new way.

ORGANIZATION

THE NATURAL STEP

The Natural Step is a not-for-profit organization dedicated to education, advisory work, system change initiatives, innovation and research in sustainable development. The organization advises and teaches public and private organizations on improving their sustainability and understanding their relationship to the environment. It has also established collaborative processes, a methodology, and certification process which enables companies to analyse their business sustainability and move towards new practices that are sound from an ROI perspective.

The Natural Step is reaching organizations around the world, helping them to understand sustainability constraints and principles cross-culturally, it fosters collaborations to transition existing organizations and systems towards sustainability, and enables new ventures to develop with sustainability in their DNAs from the incubation and start-up phase. The Natural Step's goal is to embed a systemic approach to sustainability "into the heart of all social and business ecosystems as the design constraint for crafting innovation, success, and a vibrant future in which human society thrives within nature's limits".

300+ ORGANIZATIONS INTRODUCED TO APPLYING THE METHODOLOGY

4600 USERS REGISTERED FOR A NEW E-LEARNING COURSE IN 2014

5 ASPECTS OF SOCIAL SUSTAINABILITY DEVELOPED THROUGH BREAKTHROUGH RESEARCH

2 SUSTAINABILITY TRANSITION LABS LAUNCHED; A NEW WAY OF TACKLING CHALLENGES OF TODAY

2 NEW THE NATURAL STEP OFFICES OPENED IN PORTUGAL & FINLAND

ASHOKA ENGAGEMENT 2009-2014

- Participant: Annual Fellow Gatherings
- Participant: Change Nation, Ireland 2011
- Participant: Ashoka Globalizer, 2011
- Pro bono support by Geelmuyden.Kiese
- Pro bono support by McKinsey & Company
- Ongoing support & connections through ASN
- Connections through Ashoka's global network
- Participant: Ashoka's Changemaker Schools Summit, Ekskäret, Sweden 2014

THE SOCIAL ENTREPRENEUR'S VISION

Karl-Henrik has created a unifying framework for social and ecological sustainability, and built a global institutional platform that brings together disparate strands of environmentalism to assist institutions, from companies to governments, to create and implement concrete sustainability strategies. With Natural Step, he is nurturing global environmental progress and envisions a world in which human society thrives within nature's limits.

FIELD
ENVIRONMENT

www.naturalstep.org

The Natural Step

ASHOKA FELLOW

2009
SWEDEN

ANDERS WILHELMSON

When we do business with organizations such as the UN, the Ashoka Fellowship represents a proof that we have a viable business model and apply fair standards.

ORGANIZATION
PEEPOOPLE

Peepoople has developed an innovative solution for the lack of sanitation that effects over 2.6 billion people who lack toilets and moreover, 40% of the world's population that lacks access to even a latrine. In order to accelerate access to sanitation, Peepoople produced a personal, single-use, self-sanitising, fully biodegradable "Peepoo" toilet that prevents faeces from contaminating immediate areas and a surrounding ecosystems. Once used, peepoos turn into fertilizers. This improves livelihoods and increases food security, and, preventes the transmission of diseases and the contamination of water. Due to Peepoo products' mobility, the most hard to reach areas have been provided mass relief from the lack of sanitation - from urban slums and refugee camps, to poverty stricken schools and cities struck by natural disasters.

In 2014, Peepoople secured safe sanitation for 10,000 more school children in Kenya's largest slum, Kibera, with a 3 million SEK contribution from The United Post Code Lotteries. It also signed a supply agreement with Caritas Luxembourg, enabling all Caritas entities to order Peepoo products. Peepoople is providing dignified and hygienic sanitation at scale with lasting and sustainable social impact.

10,000 SCHOOL CHILDREN USE PEEPOO TOILETS IN **63** SCHOOLS

12,000 PEOPLE ARE REGULAR USERS OF THE PEEPOO TOILET

5,000 PEEPOO TOILETS ARE COLLECTED DAILY

1 Million PEEPOOS DELIVERED TO THE PHILIPPINES AFTER TYPHOON

2015 GOALS > PROVIDE **150** Million PEOPLE DAILY SANITATION WORLWIDE
REACH **30,000** CHILDREN IN KIBERA, AFRICA

ASHOKA ENGAGEMENT 2009-2014

- Participant: Ashoka Globalizer 2011
- Problem Solving Sessions with ASN
- Support from Siemens - Ashoka global partner
- Links to Ashoka Fellows in Africa for Peepoople
- Support by Ashoka in Germany and Ireland
- Links to ASN Scandinavia and Europe
- On-going connections with ASN

THE SOCIAL ENTREPRENEUR'S VISION

Anders has always been fascinated by the uses of space, the rights that revolve around it, and how societies address the challenges of 'contested spaces' such as in slums. With Peepoople he is changing the way we think about sanitation, moving from a notion of waste, to a notion where waste is a closed loop solution that improves ecosystems and enables people to live dignified and healthier lives.

www.peepoople.com

FIELD
HEALTH

ASHOKA FELLOW

2013
NORWAY

KJARTAN EIDE

We want our program to develop and contribute to inclusive, friendly and respectful students. We believe that the various activities, both physical and others, promote friendship, prevent conflicts and create engagement.

ORGANIZATION

TRIVSELSLEDER

Trivselsprogrammet (TL) - "Wellbeing Program" - creates a system for active play in primary and secondary schools, enabling children to create school environments that are enriched with personal leadership, active play, and teamwork. The program's core principle is the student election of Activity Leaders - young people who exhibit values such as kindness, empathy and respect towards others at the schools. Activity Leaders, once trained, facilitate inclusive activities in schoolyards by initiating, leading and participating in the activities with classmates.

TL is enabling young people to take on empathetic leadership and help create school environments free of bullying, and building a future where youths consider it "cool to be nice." In 2013, TL conducted a survey among adults running the program at their schools. Results from 465 respondents reported that TL contributes to a lower level of conflicts between students (4.65) and a reduction of bullying at their schools (4.75) on a scale of 1 to 6 (1 =strongly disagree; 6=strongly agree). Drawing from the program's success, TL will begin working with substitute teachers and is piloting a version of TL in Kindergartens.

4 COUNTRIES ACTIVE - SWEDEN, NORWAY, DENMARK, ICELAND

50,000 TRIVSELSLEDER LEADERS TRAINED EACH YEAR

300,000 STUDENTS REACHED BY THE TL PROGRAM

1,000 PARTICIPATING SCHOOLS ACROSS SCANDINAVIA

90% OF SCHOOLS SATISFIED WITH THE TL PROGRAM

2015 GOALS > PILOT A VERSION OF TL IN KINDERGARTENS & AMONG SUBSTITUTE TEACHERS IN NORWAY

ASHOKA ENGAGEMENT 2013-2014

- Problem Solving Sessions with ASN
- Participant: Annual Fellows Gatherings
- Startup capital through an Ashoka connection
- Featured speaker: Lego IDEA Conference 2014
- Speaker: Changemaker Week, Paris 2014
- Pro bono support by McKinsey & Co.
- Pro bono support by Geelmuyden.Kiese
- Support by ASN members in Scandinavia
- Connection to Ashoka Fellows in StartEmpathy
- ASN members on the TL Advisory Board

THE SOCIAL ENTREPRENEUR'S VISION

Kjartan was bullied in school as a child. As a young adult, he worked as an athletics instructor and carried with him a passion for physical activity, fitness and human interaction, particularly in relation to bullying. He has imbued Trivselsprogrammet with his experiences and passions, bringing about profound changes in people. Kjartan aims to change the face of communication and interaction among young people by using activity to reduce bullying, promote healthy lifestyles and social interactions among young people.

www.trivselsleder.no

WWW.TRIVSELSLEDER.NO

FIELD
EDUCATION

ASHOKA FELLOW

2013
NORWAY

EDDI EIDSVÅG

Dare to be yourself - you are good enough as you are - and speak good and positive words to young people who have not quite got the pace of life yet.

ORGANIZATION
PØBELPROSJEKTET

Pøbelprosjektet is a training program for young people that have fallen out of society in Norway. By building their confidence and self-worth, they are empowered to make their way back into education or employment, utilizing their existing resources to contribute to society. Pøbelprosjektet has formed a network of 7,600 businesses that take on Pøbel graduates, and Pøbelprosjektet follows up with them for up to 7 years to ensure their progress after completion of the training program.

Over 90% of Pøbel graduates are employed, go back to school, or seek additional training - making it one of the most successful programs in Norway for the reintegration of young people in the labor market and education. In 2014 Pøbelprosjektet was selected as one of the featured Fellows to take part in Ashoka's GlobalizerX for the program "New Solutions for Employment", which will enable the organization to scale to Southern Europe - Italy, Spain, Greece and Portugal.

10 CITIES IN NORWAY PARTICIPATING IN PØBELSPROJEKTET

€192 Million COSTS SAVED FOR THE NORWEGIAN GOVERNMENT

30% OF PARTICIPANTS GO ON TO WORK IN INTERNSHIPS

68% OF YOUTH PARTICIPANTS REINTEGRATED INTO WORK OR SCHOOL

2015 GOALS > EXPAND TO SOUTHERN EUROPE THROUGH ASHOKA'S GLOBALIZERX INITIATIVE; SCALE UP FURTHER IN NORWAY

ASHOKA ENGAGEMENT 2013-2014

- Partial Living Stipend through Ashoka's global partnership with Accenture
- Participant: Annual Fellow Gatherings
- Introduction to Inkludera Invest
- Pro bono support by Accenture, Norway
- Pro bono support by Geelmuyden.Kiese
- Connections with other Ashoka Fellows
- Strategic advise from ASN members in Norway
- New Board member through ASN in Norway
- Selected for Ashoka's GlobalizerX in 2014
- Invitations for public speaking opportunities

THE SOCIAL ENTREPRENEUR'S VISION

Eddi was taught the importance of dreaming since childhood and his entrepreneurial life began in adolescence where he developed numerous solutions for his peers. It is fundamental for Eddi that everyone has the right to work, contribute and be taken seriously regardless of their educational and employment track records. Eddi's mission is to unleash Pøbels' skills and potentials in contributing to the job market and in shaping society beyond Norway.

www.pobelprosjektet.no

FIELD
CIVIC ENGAGEMENT

ASHOKA FELLOW

2013
NORWAY

LONE KOLDBY

"Using Aktivitetsdosetten systematically, we have seen that the well-being and joy of life increases and life becomes more stimulating. We have seen that the method has helped mitigate pain and prevent unrest. It has been shown that the activities in some cases can replace painkillers and tranquilizers.

ORGANIZATION

AKTIVITETSDOSETTEN

Aktivetetdosetten is inspired by the concept of a "dosett", a container used to facilitate the dosage of medication. Aktivitetdosetten repositions the individual as the focal point of care in eldercare institutions and offers opportunities for active participation by family members, volunteer networks, and schools. Key nursing staff are trained as "activity doctors", individual activity plans are created for patients, and an activity book for nursing staff, volunteers and family members are central in enabling all those involved in care to have agency and compassion for the needs of patients, as well as knowledge on how to implement activity dosetts based on the patients' interests. In 2014, the organization began a pilot project with 3 new nursing homes in Stavanger, Norway, and by 2017 Aktivitetsdosetten will be implemented in all nursing homes in the municipality.

263 HEALTH STAFF TRAINED IN THE METHOD IN **17** MUNICIPALITIES

9 ACTIVE NURSING HOMES PARTICIPAING IN AKTIVITETSDOSETTEN

15 NEW HEALTH STAFF CERTIFIED THROUGH 2-DAY COURSES

10 TRAINED STAFF ARE BEING GUIDED TO TRY OUT A NETWORK MODEL IN **2** NURSNG HOMES & TESTING THE ACTIVITY TOOLKIT

2015 GOALS > PILOT IN **3** NEW NURSING HOMES IN NORWAY

ASHOKA ENGAGEMENT 2013-2014

- 3 year living stipend through Ashoka's partnership with FERD
- Participant: Annual Fellow Gatherings
- Problem Solving Session with ASN
- Periodic advising at Fellow-ASN gatherings
- To take part in a documentary as a result of a connection through the Ashoka Hub
- Connections with other Ashoka Fellows
- Pro bono support by McKinsey & Co.
- Pro bono support by Geelmuyden.Kiese
- Pro bono support by FERD
- Legal support from ASN & Wikborg Rein
- Support from FERD network in Norway
- Support from Spirit in Sweden

THE SOCIAL ENTREPRENEUR'S VISION

Lone believes in the power of activity as a key indicator of well-being and has proved that it has an effective tool for empowerment through her work. Lone envisions a society where activity is the central "dosett" of care, social interaction and elderly empowerment. Her long term aims are to improve lives in additional contexts beyond nursing homes, e.g. mental health care hospitals and homes for the disabled, abused, or newly retired. She now sits as a Board member on The Arena Program, which intends to promote more innovation in the public and private sectors.

www.aktivitetsdosetten.no

aktivitetsdosetten

FIELD

HEALTH

ASHOKA FELLOW

2012
NORWAY

HEIDI WANG

To contribute to better lives for persons with dementia and their caregivers our mission is to change law in Norway leading to individual right to care when diagnosed.

ORGANIZATION

NOEN

NOEN is building new resources in society for people with dementia that combines an emphasis on early diagnosis and prevention, focusing on what remains rather than what they have lost. It has created a caregiving population equipped with skills to increase the quality of life. Through a hand-tailored treatment program that draws on a person's life-long qualities, those with dementia are placed at the center of care. To contribute to better lives for those with dementia and their caregivers NOEN's mission is to change law in Norway for the individual's right to care when diagnosed.

The government in Norway is now aware of possibilities NOEN has in establishing best practice, highlighting it in a report to the Storting (Meld St. 29 2012-2013). The organization is also carrying out an R&D program financed by the Norwegian Research Council, Kavli-foundation, and Ministry of Labour & Welfare.

9 COMMUNITIES HAVE ADOPTED THE NOEN CONCEPT

97 PEOPLE TRAINED IN THE NOEN METHOD

210 FAMILIES USE THE PRESCRIPTION OF NOEN

550 PEOPLE GIVEN TOOLS ON HOW TO LIVE WITH DEMENTIA

2012-2015 RESEARCH FUNDED BY NORWEGIAN RESEARCH COUNCIL

2015 GOALS > **100** MORE FAMILIES USING THE PERSCRIPTION; **60** EMPLOYEES RECRUITED FROM UNEMPLOYMENT & TRAINED IN NOEN'S METHOD

ASHOKA ENGAGEMENT 2012-2014

- 3 year living stipend through Ashoka's global partnership with Boehringer Ingelheim
- Participant: Annual Fellow Gatherings
- Problem Solving Sessions with ASN
- Noen Board members identified through ASN and broader strategic network in Norway
- Speaking opportunities through Boehringer Ingelheim, global partner of Ashoka
- Connections to global Ashoka Fellows
- Pro bono support by Geelmuyden.Kiese
- Pro bono support by Wikborg Rein
- Pro bono support by McKinsey & Co.
- Pro bono support by Visma through Ashoka connection

THE SOCIAL ENTREPRENEUR'S VISION

Heidi Wang is shifting social responses to dementia. After learning firsthand the limitations of the Norwegian support system for dementia when her father was diagnosed, she designed her own systems of support for other families and people diagnosed with dementia. Her system fills in the gaps in the health care system, and reframes diagnosis as an opportunity rather than an ending. It allows participants to extend their time living at home for more than two years, improving quality of life and saving the health system millions. For example, in a town of 20,000 people, this type of service means an approximately $21 million saved.

www.noen-as.no

noen

FIELD HEALTH

ASHOKA FELLOW

2011
NORWAY

MARIT SANNER

To create a good society for children and young people, we must ask them thoroughly about what is best for them.

ORGANIZATION

FORANDRINGSFABRIKKEN

Forandringsfabrikken - "Change Factory"- increases equality for young people. By gaining insight from children using a methodology that approaches kids as professionals, Forandringsfabrikken enables young people to voice their opinions and reach policy makers and decision makers in Norway. Through a visual participatory methodology and collaborations with organizations, communities, institutions and businesses, young people are evermore influencing the care, education, protection and services they receive at an individual and social level. Also, by changing schools, child welfare, mental health and correctional services based on young people's responses, Forandringsfabrikken ensures that the benefits young people receive during their childhood and adolescence actually address their needs. In pursuit of greater dignity and equality for more, Marit has developed a way to ensure that people can share their realities and contribute to their own solutions, as well as to help more people experience the joy and strength in treating others equally and be treated equally.

1500 STUDENTS TRAINED

500 GOVERNMENT OFFICIALS TRAINED

300 CHILDREN & ADOLESCENTS AGE 12-22 ENGAGED AS OF 2014

2,500 YOUTHS TO BE REACHED BY THE "SCHOOL PROS" PROJECT

2 CHILD PROTECTION LAWS CHANGED IN NORWAY

2015 GOALS > FOCUS ON CHILDREN IN CARE, MENTAL HEALTH & THE SCHOOL SYSTEM, FOCUS ON LAW/REGULATIONS

ASHOKA ENGAGEMENT 2011-2014

- Participant: Annual Fellow Gatherings
- Problem Solving Sessions with ASN
- Speaker: Changemaker Tour, Sweden 2013
- Participant: Ashoka's Changemaker Schools Summit, Ekskäret, Sweden 2014
- Pro bono support by Geelmuyden.Kiese
- ASN in Norway served on Board of Directors
- ASN support with fundraising efforts
- Connections & support from the ASN network
- Strategic advice from Mark Cheng, Senior Ashoka staff

THE SOCIAL ENTREPRENEUR'S VISION

Trained as an anthropologist, Marit is passionate about "letting others describe their own reality". Inspired by Nelson Mandela and Mahatma Gandhi, she works with young people to enable them to have a voice as well as have their voices heard and taken into account. Marit believes that life is too short not to work hard for change, and with Forandringsfabrikken, aims to change child welfare, protection, health, human rights and education.

www.forandringsfabrikken.no

FORANDRINGSFABRIKKEN

FIELD
HUMAN RIGHTS

ASHOKA FELLOW

2010
NORWAY

HANNE FINSTAD

"Challenges we face as a humanity here on Earth - climate change, medicine, food production, ect. - cannot be solved without science and technology. That's a big part of the solution.

ORGANIZATION

FORSKERFABRIKKEN

Forskerfabrikken - "Scientist Factory"- gives children the opportunity to engage in Science, and most recently Math, beyond the school hours. Methods of teaching are aligned with the school curriculum, yet distinct from conventional teaching to provide young learners an opportunity to practice the subject areas hands-on. Courses are designed to spark children`s passion for the subject areas and enrich and speed learning by positioning the subjects as something fun and interesting. Science education is being revitalized in Norwegian schools and students' interest in pursuing a future within the field of science is increasing: 20% of those who attended courses 10-12 years ago report that Forskerfabrikken made a lasting impact and inspired them to choose STEM-subjects in their higher education, and 91% believe that the courses contributed to a lasting interest in science and technology.

Forskerfabrikken plans to expand its summer school courses in Norway, launch a one-year course focusing on both math and science for children aged 9-11, and offer the "Scientist Factory" as a learning arena for Kindergartens across Norway. As the organization achieves full economic sustainability it will begin to expand to new countries and establish itself internationally.

12,000 CHILDREN AGES 8-12 PARTICIPATING IN FORSKERFABRIKKEN

200 TEACHERS DELIVERING FORSKERFABRIKKEN COURSES

95% OF STUDENTS SURVEYED REPORTED THEIR EXPERIENCE WAS ENJOYABLE & THEY LEARNED SOMETHING DURING THE COURSES

20% OF STUDENTS INSPIRED TO CHOOSE STEM-SUBJECTS AS ADULTS

2 PILOTS IN KARACHI, PAKISTAN LAUNCHED IN THE SUMMER OF 2014

2015 GOALS > BUILD A STRUCTURE & FIND PARTNERS FOR GOING GLOBAL IN THE NEXT 5 YEARS

HANNE'S FELLOWSHIP JOURNEY

- Problem Solving Sessions with ASN
- Participant: Annual Fellow Gatherings
- Participant: Changemaker Week, Paris 2011
- Participant: Change Nation, Ireland 2012
- Speaker: Changemaker Tour, Sweden 2013
- Featured Speaker: Lego IDEA Conference 2014
- Participant: Global Child Forum, Sweden 2014
- Support & connections from the ASN network
- Support with scaling to Pakistan from Ashoka
- Pro bono support by Geelmuyden.Kiese

THE SOCIAL ENTREPRENEUR'S VISION

Hanne's interest in the sciences began from her childhood and developed further after her PhD where she observed the question: "Why doesn't everyone love science as much as I do?" Hanne realized that many of her scientific colleagues pointed to a time in their youth when their interest in science was sparked. With Forskerfabrikken, she seeks to replicate those experiences to "open up minds to this exciting world".

www.forskerfabrikken.no

FIELD
EDUCATION

ASHOKA FELLOW

2012
DENMARK

JESPER JUUL

"Education takes place between the lines. Children learn how to be polite, for instance if their parents are polite ...The more you try to act as a parent the less respect ..., the less collaboration you will get ....Try to enjoy your children in the meantime

ORGANIZATION

FAMILY LAB INTERNATIONAL

Family-Lab works with families to facilitate meaningful conversations between parents and children, and helps parents navigate new, non-hierarchical structures. It also works with a broad range of authorities that work with young people such as teachers, employers, and professionals to engage entire systems that relate to child development. A network of Family-Lab branches offer seminars, workshops, symposiums, and active training techniques to allow families and other actors to redesign their internal dynamics to create healthy relationships, placing the child as an equal contributor within the family as a basis for redistribution of power.

A working group - "The Quality of Child-Adult Relationships in Families and Schools" - has now been established by the EU. Beyond the EU, Family-Lab has spread to South America. It is also being increasingly applied in refugee camps and among immigrant and indigenous populations. Family-Lab has become a broad popular movement for equal dignity and power-balanced relationships between people and whole systems surrounding human beings.

THE SOCIAL ENTREPRENEUR'S VISION

Jesper Juul is a family therapist with extensive experience in working with children and young people with behavior difficulties, pedagogical development in schools and kindergartens and also with groups of single mothers and parent groups. With Family Lab international, he is enabling people to create more profound relationships with children and youth in their care. He is transforming the dynamics within family relationships, enabling the resonance of empathy, leadership respect and competence among human beings. His work is inspiring many to adopt his concepts and approach to creating healthy relationships and human beings. He publishes articles, short films, DVDs and books, which are shifting the thinking of broader society and those working with young people across diverse populations. Jesper is devoted to the continued growth of Family-Lab International and aspires to make his work "transcultural" for true global impact.

www.family-lab.com

family/lab International

FIELD
CIVIC ENGAGEMENT

ASHOKA FELLOW

2011
DENMARK

SASCHA HASELMAYER

Smaller cities can play an important role in driving innovation in or near metropolitan areas of major cities and creating new markets. Why not take a moment to look at the ...more meaningful cases in cities in crisis-ridden European regions that weather the storm well.

ORGANIZATION
CITYMART

Citymart is improving the quality of life of the urban population by helping cities discover and implement social innovations. By bridging innovators and the decision-makers in cities that procure solutions, a global marketplace is created to deliver high-impact social innovations faster, cheaper, with more accountability and transparency. Citymart follows the vision to help 557,000 cities worldwide to generate solutions for the greater good of their citizens. By building a fair and open marketplace which connects cities, vendors, organizations and citizens, Citymart has now helped 50+ global cities including San Francisco, London, Lagos, Barcelona and Fukuoka in identifying and sourcing innovative urban, social and technological solutions.

1,300 NEW SOLUTIONS AVAILABLE & **89** CHALLENGES REPRESENTED
10,000 SOLUTIONS ENABLED THROUGH THE PLATFORM
82 CITIES ACCESS INNOVATION THROUGH CITYMART.COM
52 CITIES TRAINED TO GAIN CAPACITY FOR INNOVATION & CHANGE
80% COSTS SAVED FOR CITIES PROCURING CITYMART'S APPROACHES
€74,433 SAVED PER ENTREPRENEUR DURING PROCUREMENT
€744,242 INVESTED BY ASN MEMBER THARALD NUSTAD / PLASTILIN

ASHOKA ENGAGEMENT 2011-2014

- Problem Solving Sessions with ASN
- Participant: Annual Fellow Gatherings
- Participant: Ashoka Globalizer 2012
- Participant: Change Nation, Ireland 2012
- Speaker: Ax:son Johnson Foundation 2013
- Speaker: The Economist Future Cities Summit 2013
- Speaker: ImpactHUB Stockholm, Sweden 2014
- Speaker: Changemaker Week, Paris 2014
- Speaker: Social Innovation Week, China 2014
- Speaker: CityLab 2014 (The Atlantic, The Aspen Institute, Bloomberg Philanthropies)
- Semi-Finalist: abc* Continuity Forum 2014
- Pro bono support by McKinsey & Co.
- Pro bono support by Kromann Reumert
- Pro bono support by Geelmuyden.Kiese
- Scaling support by Ashoka Poland, US, UK, Japan, Netherlands, Germany, Austria

THE SOCIAL ENTREPRENEUR'S VISION

Sascha is spreading innovation into cities and radically alter the way cities function through Citymart. Cities as "city labs" are mobilized to engage governments, corporations, public sectors, entrepreneurs and innovators. Everyone using Citymart can tap into international solutions, networks, and market intelligence for large scale social impact and social innovation. This year Malmo, Barcelona, Glasgow, and Moscow published social innovation challenges. Cities across the world are trending towards social innovation and business models where a city no longer looks to buy solutions, but rather partners with innovators and seeks new ways to engage citizens.

www.citymart.com

FIELD
ECONOMIC DEVELOPMENT

ASHOKA FELLOW

2009
DENMARK

THORKIL SONNE

We need a different language. We have to talk about different learning profiles instead of deficits. Labels are really hard to get rid of. This takes a big mindset shift.

ORGANIZATION

SPECIALISTERNE

Specialisterne - "The Specialists" - is an innovative social enterprise providing assessment, training, education and employment services for people with autism. Autism is a life long disability, which affects one out of 68 children in the U.S. Despite the fact that most adults with autism are willing and able to work, only 10 - 20% achieve fulfilling employment. Specialisterne is harnessing the special characteristics and talents of people with autism as a competitive advantage and a means to help them secure meaningful employment. Due to their exceptional abilities, they are an asset for the business community in jobs like quality control, coding, testing, analysis, data entries and logistics.

The Specialist People Foundation, which owns Specialisterne, is aiming to enable one million jobs for people with autism and similar challenges through social entrepreneurship, corporate sector engagement and a global change in mind-set. It works globally to achieve a world where people are given equal opportunities in the labor market.

PRESENCE IN **14** COUNTRIES DIRECTLY OR WITH LOCAL PARTNERS

300 PEOPLE WITH AUTISM EMPLOYED SO FAR

1500 PEOPLE ASSESSED & TRAINED

50+ CORPORATE ENGAGEMENTS INCLUDING SAP, BBVA, HP, IBM, BOEHRINGER INGELHEIM, LEGO, LOCKEED MARTIN, MAERSK, TOWERS WATSON, & CAI INC.

DEVELOPED RIGOROUS SOCIAL IMPACT ANALYSIS SHOWING 1:3-1:6 SROI RATIO DEPENDING ON THE LOCAL COUNTRY

2015 GOALS > SPECIALISTERNE IN 3 NEW CONTINENTS INCLUDING INDIA, BRAZIL, MEXICO & AUSTRALIA

ASHOKA ENGAGEMENT 2009-2014

- Participant: Annual Fellow Gatherings
- Participant: Ashoka's Globalizer 2010, 2011, 2013
- Speaker: Change Nation, Ireland 2012
- Awarded for *Social & Business Co-Creation* through Changemakers.com in 2014
- Pro bono support by Deloitte Denmark
- Pro bono support by Kronman Reumert
- Ongoing support by the global ASN network, particularly in the USA

THE SOCIAL ENTREPRENEUR'S VISION

Thorkil Sonne is transforming the way society perceives autism from viewing it as a handicap to recognizing that in some settings it can be a competitive advantage. He is demonstrating that people with autism can function in the business world and thrive as specialists in certain types of work, such as Information Technology. Thorkil aspires to offer those diagnosed on the autism spectrum an opportunity to live active, productive and fulfilling lives.

FIELD

CIVIC ENGAGEMENT

SPECIALISTERNE
Passion for details

www.specialistpeople.com

ASHOKA FELLOW

2009
GLOBAL

JOHANN OLAV KOSS

I believe that play has the power to change lives. Through it, we can educate and empower children and help foster the next generation of leaders who are confident, resilient and dedicated to making this world a better place.

ORGANIZATION
RIGHT TO PLAY

Founded by Koss in 2000, Right To Play is a global organization that uses the transformative power of play to educate and empower children facing adversity. Working in more than 20 countries around the world, Right To Play programs engage children in learning by using specially-designed play activities to deliver lessons that benefit their health, promote peace, foster critical life skills, and enhance the overall quality of education. Facilitated twice weekly by trained, local volunteer Coaches, Right To Play programs help children turn the lessons they learn during play into new habits and positive behaviors that impact sustainable change—both within themselves and the community.

In Uganda, as an example, 93% of children in Right To Play programs report high levels of communication skills, respect, self-esteem, peer support and positive leadership skills; 92% of children in programs there also know ways of preventing HIV from sexual transmission. In Liberia, 84% of children participating in play activities say that they know how to solve conflicts with their peers peacefully, and; 89% of Coaches in Benin report Right To Play programs are contributing to their community development.

1,000,000+ CHILDREN REACHED THROUGH RIGHT TO PLAY PROGRAMS

16,400 LOCAL VOLUNTEERS COACHES DELIVER WEEKLY ACTIVITIES TO CHILDREN WORLDWIDE

600 INTERNATIONAL STAFF, **20+** PROGRAM COUNTRIES

300+ PROFESSIONAL & OLYMPIC ATHLETES AS AMBASSADORS

€3.9 Million COMMITMENT TO PLAY FROM CANADIAN GOVERNMENT IN APRIL 2014

JOHANN'S FELLOWSHIP JOURNEY

Johann's fellowship has inspired many to see the value and benefits of play for social change. He was recently honored with the Lego Prize and the Henry R. Kravis Prize in Leadership, and in 2014 the United Nations officially recognized the power of play to change the world by declaring April 6 as the International Day of Sport for Development and Peace.

THE SOCIAL ENTREPRENEUR'S VISION

Johann is a lifelong athlete, ambassador of sport and dedicated advocate for play as a powerful tool for change. Through his work with Right To Play, he has helped millions of children and youth around the world reap the benefits of play: learning, laughter, confidence, resilience and hope for the future. The success of Right To Play programs have also served to help put Sport for Development and Peace firmly on the global development agenda.

www.righttoplay.com

RIGHT TO PLAY

FIELD
EDUCATION

ASHOKA FELLOW

2004
GLOBAL

ORRI VIGFUSSON

"The life-cycle of a salmon is spectacular...my mission in life is to get back the salmon stocks into historic abundance where it was 200 years ago...to use our expertise to develop other sustainable fisheries.

ORGANIZATION

THE NORTH ATLANTIC SALMON FUND (NASF)

The North Atlantic Salmon Fund campaigns and lobbies for the preservation of wild North Atlantic salmon populations. It works with governments, private organizations, netsmen and the salmon fishing industry to restore salmon stocks to historic abundance, arrange alternative sustainable fishing for the netsmen, stop destructive commercial salmon fishing, and help salmon return back to their native habitats.

A main priority of the NASF is to end all interceptory mixed stock fisheries. It pays netsmen to not fish for salmon and helps arrange alternative fishing for them. It also works with netsmen to make the North Atlantic environment an example of bio-diversity and sustainable development. Another priority is to influence governments and organizations to adopt more sustainable business models. The NASF is currently lobbying the Norwegian Government to abandon the destructive form of commercial salmon fishing. It has also gained the support of fishermen from the Faroe Islands in condemning the Scottish and Norwegian governments for encouraging the commercial exploitation of scarce wild salmon stocks.

85% OF COMMERCIAL NORTH ATLANTIC FISHING LICENSES RETIRED

5,200 BUY-OUT DEALS OF SALMON FISHERMEN AND NETSMEN

THE SOCIAL ENTREPRENEUR'S VISION

For the past 15 years, Orri has orchestrated an international effort to conserve and restore the wild Atlantic salmon. He is an environmental leader who utilizes his business and negotiating skills to effectively protect salmon populations and prevent their decimation.

www.nasfworldwide.com

NASF North Atlantic Salmon Fund

FIELD
ENVIRONMENT

VENTURE & FELLOWSHIP SEARCH - SELECTION

Ashoka invests in people. We search the world for leading social entrepreneurs and elect them into our global fellowship where they join a network of 3,000 peers in over 80 countries. This network connects Ashoka Fellows to the people, ideas and resources needed to grow and deepen their social impact.

1 NOMINATION

Ashoka accepts and reviews nominations from social entrepreneurs themselves or anyone familiar with their work on a rolling basis. Share suggestions on scandinavia.ashoka.org. At each stage in the process, candidates are evaluated against 5 core criteria:

NEW IDEA

The person is possessed by a new solution or approach to a social problem which is a transformational innovation and different from what others do in a given field.

CREATIVITY

The person is highly creative in both goal setting and problem solving qualities clearly present throughout the person's life and current work and its history.

ENTREPRENEURIAL QUALITY

The person is committed to their vision and it is impossible for them to rest until it becomes the new pattern across society.

SOCIAL IMPACT OF NEW IDEA

The idea is likely to solve an important social problem at the continental level and change norms in its field. It is new, practical, and useful so that people working in the field will adopt and replicate it.

ETHICAL FIBER

You instinctively trust this person. Social Entrepreneurs introducing major structural changes to society must be deeply trusted to succeed.

2 NATIONAL EVALUATION: 1ST OPINION

Ashoka's team begins the conversation with social entrepreneurs to learn about their work and their trajectories. This may include a site visit and input from other leaders in their field.

3 INTERNATIONAL EVALUATION: 2ND OPINION

A senior Ashoka representative from outside the region interviews each candidate in-person, applying Ashoka's criteria, probing a candidate's life history, and relying on his or her deep understanding of social entrepreneurship.

4 SELECTION PANEL

Ashoka convenes three leading social and business entrepreneurs from the country to assess the candidate's idea and potential impact in relation to the local context. Each panelist meets with each candidate individually, and then the panel convenes as a group, facilitated by the Second Opinion interviewer, to decide by consensus whether to recommend candidates to the final stage.

5 GLOBAL BOARD APPROVAL

The Ashoka team collaborates to write a candidate "profile" that represents the main elements of the entrepreneur's work and demonstrates how each of the criteria has been satisfied. Ashoka's Board of Directors provides a final review based on candidate profiles and panel recommendations.

VENTURE & FELLOWSHIP SUPPORT

Globally Ashoka elects leading social entrepreneurs as Ashoka Fellows through a rigorous search and selection process. Once elected, Ashoka Fellows gain access to a global network of peers as well as a unique combination of support which enables them to grow, scale their impact and create more positive societal change.

The Ashoka Fellowship is a lifetime commitment. It begins with a robust onboarding process and intensive 3-year engagement plans. It continues with on-going opportunities provided by Ashoka's programs and initiatives, global support network, and dedicated community of changemakers.

STIPENDS

Where necessary, Ashoka provides Fellows with a living stipend if they comply with Ashoka's global stipend policy. The stipend serves to enable the Fellow to focus full-time on the realization of their new ideas.

GLOBAL NETWORK

Ashoka has a robust global network of social entrepreneurs, changemakers, investors, supporters and thought leaders who share resources to help scale the growth and social impact of Fellows and their systems-changing ideas.

STRATEGIC PARTNERS

Ashoka works with strategic and pro bono partners that Fellows are connected to for support with needs in finance, strategy, marketing, i.e. all those components necessary for their growth and social impact as they progress through the Fellowship Program.

VISIBILITY

Fellows join a global community of changemakers, collaborators and partners. They gain visibility through Ashoka's brand, programs, initiatives and the stories Ashoka's community shares to local and global audiences.

KEY ACTIVITIES FOR ASHOKA FELLOWS

PROBLEM SOLVING SESSIONS

Opportunities for Fellows to present specific challenges to Ashoka Support Network (ASN) members who then help Fellows through their networks, knowledge and expertise.

ANNUAL FELLOW DAYS

A platform for Ashoka Fellows, ASN members, partners and supporters to meet and engage, as well as for Ashoka to introduce leading social entrepreneurs in the region who have been elected into Ashoka's Fellowship Program.

NETWORKING OPPORTUNITIES

Ashoka's global network is a key asset for Ashoka Fellows to connect to, especially when scaling to other regions. The network is comprised of strategic partners, thought leaders across fields, key stakeholders, and global Changemakers.

ASHOKA FELLOWS IN NUMBERS WORLDWIDE

Ashoka encourages its Fellows to work collaboratively recognizing that social entrepreneurs working together to jointly solve our society's most critical problems can inspire and empower others to transform their fields, communities, and society. Ashoka Fellows are role models for the entire citizen sector and pioneer a world where Everyone can be a Changemaker.

EVERYONE
CAN
CHANGE
THE
WORLD

YOUNG CHANGEMAKERS
CHANGEMAKER SKILLS

Over three decades, Ashoka has recognized that common core skills unite changemakers worldwide: empathy, creativity, leadership, and teamwork. We have identified this skill-set as Changemaker Skills, and believe that learning these skills will empower and enable individuals to identify society's most pressing challenges and actively strive to solve them.

Cultivating Changemaker Skills is the foundation of Ashoka's global programs and initiatives for young people to support the growth and development of Young Changemakers and achieve an Everyone A Changemaker world. In Scandinavia, Ashoka is building an infrastructure for the field of social entrepreneurship and creating opportunities for young people and aspiring young social entrepreneurs.

YOUNG CHANGEMAKER CAMPS

During Ashoka's Young Changemaker Camps, young social entrepreneurs gather for workshops to meet, inspire each other, exchange stories and begin developing conversations around what is needed for changemaking in Scandinavia. The objective is to support existing young changemakers as well the growth of changemakers in the region.

YOUNG CHANGEMAKER CAMP

CHANGEMAKER SCHOOLS

A global network launched by Ashoka to identify, connect, and support innovative schools around the world that are empowering young people with Changemakers Skills. Ashoka Scandinavia kickstarted this initiative in 2013, by hosting a Changemaker Schools Summit, assembling a nominator network and starting the search for Changemaker Schools in Sweden.

JOIN OUR CORE

A global initiative co-hosted by Ashoka with Ben & Jerry's which aims to build a movement of young changemakers worldwide. Winners, called "bright sparks", are social entrepreneurs, ages 18 to 33 who have ignited and wish to develop socially, environmentally and financially sustainable businesses. Winners receive mentoring from Ashoka, a monetary prize and a mention on a pint of Ben & Jerry's.

YOUNG CHANGEMAKERS
CHANGEMAKER CAMP 2014

In February 2014, Ashoka Scandinavia, in partnership with the Ekskäret Foundation, conducted its first Young Changemaker Camp, gathering 14 leading young social entrepreneurs, ages 18-30 on Ekskäret Island for 2 days of activities and workshops. Value-based leadership, social impact reporting, and change-making were some of the topics discussed. Furthermore, tools and advice to help them grow and scale their ideas and organizations were provided by Ashoka's team and guest speakers.

95% BELIEVE THEY CAN MAKE A BIG DIFFERENCE IN THE WORLD

91% WANT TO WORK WITH SOCIAL CHANGE AS A CAREER CHOICE

"

The changemaker camp has been very valuable for me! I wish that all people out there who have ideas of a better world should have the chance to take part in this. The camp gave me tools, network and strength to keep developing my idea further.

"

I learned that I am not alone in tackling the issues in society and I have the necessary tools to establish societal change. And being a social entrepreneur is a mind-set, not a title.

75% FEEL THEY HAVE THE NECESSARY SUPPORT TO RUN THEIR ORGANISATION

UP FROM **25 %**

84% NOW KNOW THE SKILLS THEY NEED TO CHANGE A COMMUNITY

UP FROM **31 %**

THE ASHOKA SUPPORT NETWORK

THE ASHOKA SUPPORT NETWORK
MEMBERS IN SCANDINAVIA 2014

The Ashoka Support Network (ASN) is a global community of successful leaders in their respective fields - who have a passion for creative and entrepreneurial change and who share Ashoka's understanding that entrepreneurs can drive economic and social development.

Fredrik Strömholm
2009

"Ashoka provides me with an opportunity to support social entrepreneurs, allowing me to use some of my professional experience in new settings in society.

Gunnar Asp
2010

Jan-Olof Backman
2010

Gustav Bard
2009

Anne Britt Berentsen
2012

Anders Eckhoff
2013

Andreas Enger
2014

Lennart Grebelius
2012

Odd Hansen
2010

Bill Hoover
2010

THE ASHOKA SUPPORT NETWORK
MEMBERS IN SCANDINAVIA 2014

ASN members have the opportunity to engage with Ashoka and commit time and resources to support the work of Ashoka Fellows and Ashoka. The expanding ASN network is composed of business entrepreneurs, top executives, investment bankers, venture capitalists, consultants, and other leading experts.

> *The Ashoka concept of utilizing the worldwide Ashoka network to efficiently cross-pollinate new solutions and ideas on social entrepreneurship, is the most compelling and meaningful I have come across.*

Jacob Meldgaard
2010

Kurt Jofs
2012

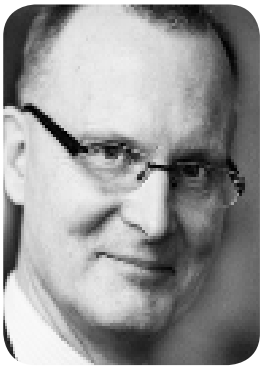
Arne Medlien
2011

Harald Norvik
2012

Tharald Nustad
2011

Jarle Erik Sandvik
2011

Per-Olof Söderberg
2011



Lars Söderqvist
2014

Ingrid Stange
2010

Peter Weiderman
2009

THE ASHOKA SUPPORT NETWORK
GLOBAL SOCIAL IMPACT

ASHOKA SUPPORT NETWORK

350 MEMBERS EXCLUSIVE ENGAGEMENT

22 COUNTRIES INNOVATIVE LEADERS

5 CONTINENTS GLOBAL NETWORK

Annual ASN Global Summit, Paris 2014

Themed "ASN Without Borders," this year's ASN Global Summit focused on how to best grow local ASN networks, leveraging the impact of members, Ashoka Fellows and Ashoka. It also focused on bringing together ASN, Fellows, and Ashoka staff to discuss how to better integrate ASN members and Ashoka Fellows into the full spectrum of Ashoka's work and how everyone can best collaborate to realize an Everyone A Changemaker world.

"Seeing this group of business leaders, of people from around the world, that come here and start the conversation by saying 'what can I can bring to the table to make your business more successul' is just an incredible experience.

- Sascha Haselmayer, Ashoka Fellow, Denmark

"Being in a professional context, given the chance to discuss the truly great challenges of Europe, and helped to re-focus and create elasticity in the vision when coming back to Sweden was extremely valuable. Breaking down walls between ideas and skills from different countries, and meeting those people who can inspire new ideas is the source of nutrition for many of us.

- Sofia Appelgren, Ashoka Fellow, Sweden

ASHOKA SCANDINAVIA OUTREACH & DEVELOPMENT

OUTREACH
RAISING AWARENESS - HIGHLIGHTS

2013

FALL

September: FERD Magazine
New Ashoka Fellows

October: METRO
Vår Historia är full av hjältar

November 13th
Maja Frankel & Ashoka Fellow, S. Haselmayer speak at the Antonia Ax:son Johnson Foundation

November 21st
Maja Frankel speaks at the Danish Entrepreneur Awards in Denmark

WINTER

December: Utrop
TV2-Komikere Håndplukket av Globalt Nettverk

January: Sans Magazine, Issue No.1
Framtiden Ligger i Händerna på Sociala Entreprenörer

February: Mötesplatsen Social Innovation
Ashoka Young Changemaker Camp 2014

February 28th
Nathalie A. Mantel speaks at the SoPro Conference in Trondheim

SPRING

March: The Guardian
Scandimania: 'Stipsters', Digital Innovation and Now, Social Business

March: Mötesplatsen Social Innovation
Next Steps in Launching Ashoka Changemaker Schools in Scandinavia

April: Virgin.com
Can Playtime Change the World?

April: Aktuellt, SVT
Interview with Director, Maja Frankel

May: Bistandsaktuellt
Globale Nettverk Gir Sosial Endring

March 24th
Rebecca Altman speaks at Startup Day at Stockholm Universlty

April 11th
Henry De Sio, Ashoka Global Chair for Frame Change, speaks at The Global Child Forum

May 14th
Yatin Sethi hosts a workshop at the Partnership for Change Conference in Oslo

May 15th
Rebecca Altman speaks at the EU Social Business Forum in Lund, featuring Mohammed Yunus

May 22nd
Nathalie A. Mantel speaks at the launch breakfast for Join Our Core 2014 at ImpactHUB Stockholm

SUMMER

June: Norrköpings Folkblad
Får Ta Ut Sina Idéer i Världen

June: Mynewsdesk
Ashoka och Ungdomar.se Vill Få Unga att Bry Sig

June 13th
Bill Drayton, CEO & Founder of Ashoka speaks on Leadership at The Performance Theatre in Oslo

2014

OUTREACH
LEADING CONVERSATIONS

2013

FALL

November 13th
Breakfast Session with Ashoka Fellow, Sascha Haselmayer at The ImpactHUB Stockholm

October 14th-15th
Fellow Days & Ashoka Fellow Induction Ceremony at Södra Teatern in Stockholm

October 15th
Roundtables with Ashoka Fellows, ASN members, and thought leaders to discuss social challenges and the need for social innovation in the region

WINTER

December 17th
Holiday Mingle featuring Ashoka Fellow, Dennis Lennartsson at Summit in Stockholm

February 14th
Summit on Education for Change at Ekskäret Island

SPRING

March 11th
Spring Mingle featuring Ashoka Fellow, Johan Wendt at Summit in Stockholm

March 11th
Spring Mingle featuring Ashoka Fellow Johan Wendt at Summit in Stockholm

May 22nd
Mingle with US Ashoka Fellow, Aaron Hurst

SUMMER

June 12th - 14th
Christina Lidén represents Ashoka Scandinavia at the Annual ASN Global Summit in Paris

2014

ASHOKA SCANDINAVIA FINANCIAL REPORT 2013-2014

Ashoka Scandinavia's fiscal year runs from September 1st through August 31st of each year.

	2013	2014
OPERATING INCOME		
DONATIONS	3 316 469	4 595 787
OTHER OPERATING INCOMES	325 428	62 907
TOTAL	**3 641 897**	**4 658 694**
OPERATING EXPENSES		
PERSONNEL COSTS	- 1 766 792	-2 654 947
OTHER EXTERNAL COSTS	- 1 480 123	-1 470 617
OTHER OPERATING EXPENSES	-12	0
TOTAL	**- 3 246 927**	**- 4 125 564**
RESULT FROM FINANCIAL ITEMS		
OTHER INCOMES	2129	17 611
INTEREST EXPENSE	-50	0
TOTAL	**2 079**	**17 611**
RESULT AFTER FINANCIAL ITEMS	397 049	550 741
NET PROFIT/LOSS FOR THE YEAR	**397 049**	**550 741**

ASHOKA SCANDINAVIA FINANCIAL REPORT 2013-2014

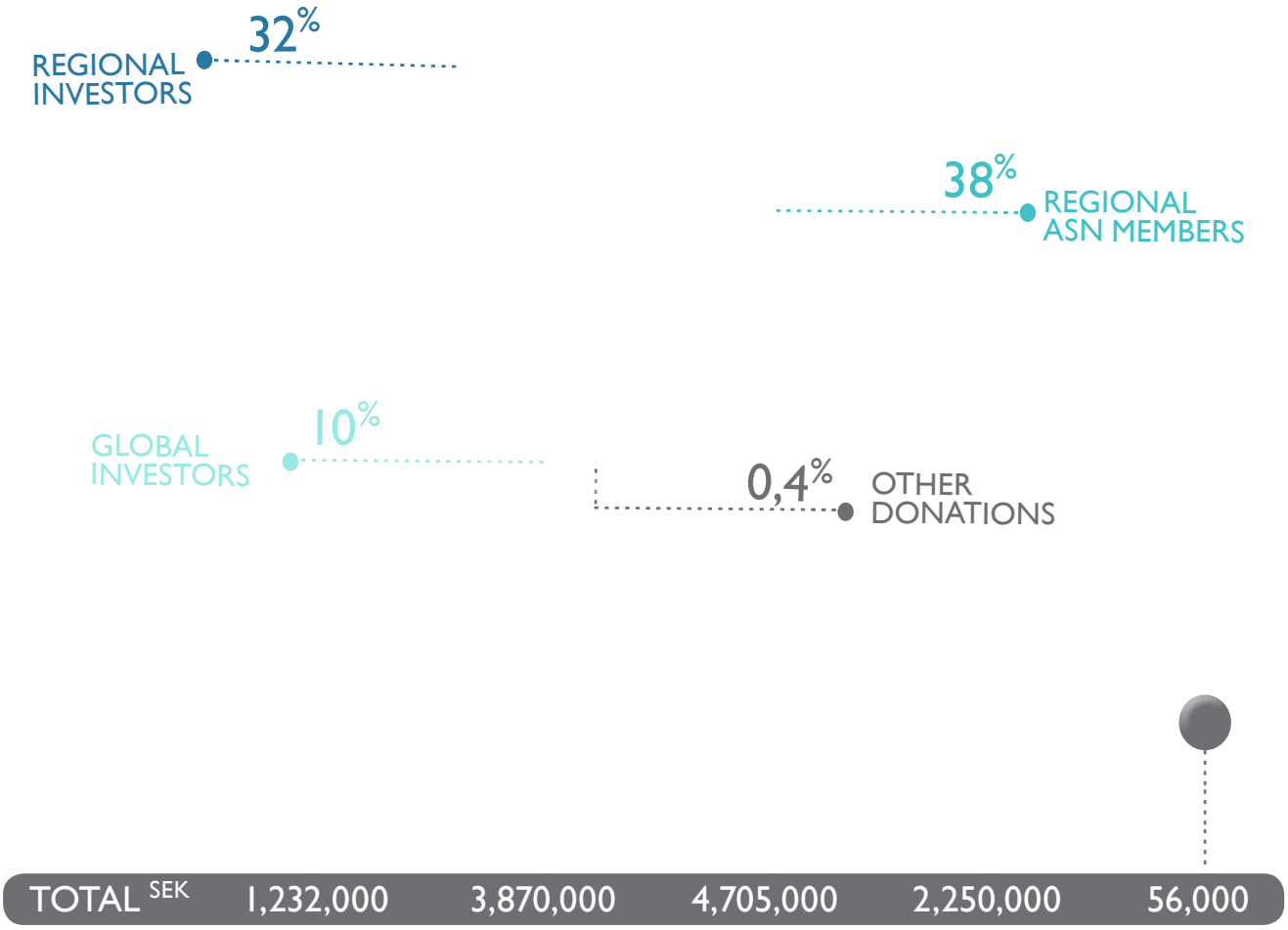
BALANCE SHEET SEK	2013	2014
CURRENT ASSETS		
CURRENT RECEIVABLES		
OTHER RECEIVABLES	19 176	11 513
CASH & BANK BALANCES	2 422 057	2 838 180
TOTAL CURRENT ASSETS		
TOTAL ASSETS	**2 441 233**	**2 860 184**
EQUITY & LIABILITIES		
	603 249	
ACCUMULATED PROFIT / LOSS	603 249	1 000 298
PROFIT / LOSS FOR THE YEAR	397 049	550 741
TOTAL EQUITY	1 000 298	1 551 039
CURRENT LIABILITIES		
OTHER LIABILITIES		
ACCRUED EXPENSES & DEFERRED INCOME	765 896	192 594
TOTAL CURRENT LIABILITIES	1 440 935	1 309 145
TOTAL EQUITY & LIABILITIES	**2 441 233**	**2 860 184**

ASHOKA SCANDINAVIA FUNDRAISING REPORT 2012-2014

2,250,000 SEK
RAISED IN STIPENDS
SINCE 2012

9,863,000 SEK
FUNDS RAISED
SINCE 2012

7,000,000 SEK
RAISED IN PRO BONO
SINCE 2012



ASHOKA SCANDINAVIA BOARDS

ASHOKA SCANDINAVIA BOARD

- Arnaud Mourot, Director Ashoka France
- Jesper Schönbeck, Partner at Vinge Sweden
- Konstanze Frischen, Global leadership team
- Lucy Perkins, Global leadership team
- Roger Harrison, Ashoka global board

ADVISORY BOARDS

NORWAY

- Harald Norvik, ASN
- Ingrid Stange, ASN
- Jarle Erik Sandvik, ASN
- Odd Christopher Hansen, ASN

SWEDEN

- Fredrik Strömholm, ASN
- Gustav Bard, ASN
- Jesper Schönbeck, Partner Vinge
- Kurt Jofs, ASN
- Ulla-Britt Fräjdin-Hellqvist, Board-professional

VENTURE BOARDS

Ashoka Scandinavia has Venture Boards in Sweden, Norway and Denmark that are designed to contribute to Ashoka's nominator network and Fellow Selection.

NORWAY

- Andrew Preston
- Knut Sogner
- Margrethe Valler
- Naima Zakaria
- Siri Nodland
- Thomas Berman

SWEDEN

- Janna Hellerup Ulvselius
- Johan Oljeqvist
- Karin Bruce
- Ola Nilsson
- Pär Wiktorsson
- Rebecca Allen Lamptey
- Rebecka Carlsson
- Ylva Maria Strander

ADVISORY BOARD COMMUNICATIONS

- Anna Laurin
- Jan Ferlin
- Kai Sundström
- Karin Ernerot
- Karin Ottosson

ASHOKA SCANDINAVIA TEAM

At the end of the 2014 fiscal year, Ashoka Scandinavia has four full time employees and one part time employee. In June of 2014, the office hired a co-Director, based in Stockholm, and a Communications Manager & Mobilizer, based in Oslo, Norway.

Director
Maja Frankel

Co-Director
Åsa Burman

Office Manager
Christina Lidén

Communications Manager
& Norway Mobilizer
Helga O. Toender

Venture &
Fellowship Manager
Rebecca Altman

Project Coordinator
Nathalie A. Mantel

Communications
Despina Tsalavouti

Trainee
Yatin Sethi

ASHOKA SCANDINAVIA INVESTORS

Investors co-create and launch new programs with Ashoka, finance new initiatives, and enable us to select and support new Ashoka Fellows and Changemakers.

Accenture is a management consulting, technology services and outsourcing company helping clients become high-performance businesses and governments.

Ben&Jerry's From a renovated gas station in Burlington, Vermont, to far-off places with names we sometimes mispronounce, the journey that began in 1978 with 2 guys and the ice cream business they built is as legendary as the ice cream is euphoric.

The Boehringer Ingelheim is a family-owned company committed to researching, developing, manufacturing and marketing novel medications of high therapeutic value for human and veterinary medicine.

Ekskäret is a foundation, a conference center and an island in the Stockholm archipelago for personal growth and social change.

Ferd is a family-owned Norwegian industrial and financial group that is an active and long-term owner of strong companies with international potential and carries out financial activities through investments in a broad range of asset classes.

Hugo Stenbecks Stiftelse supports social entrepreneurs that improve the situation of children in Sweden.

Af Jochnic Foundation contributes to the greater good by supporting projects that focus on children, youth, education and world health. The foundations priority lies with projects that help people to self-help and give assistance to a self-start.

The Lego Foundation aim to empower and equip children to create a better future for themselves and their societies by ensuring the value of play is understood, embraced and acted upon.

MR.CONNI JONSSON

ASHOKA SCANDINAVIA STRATEGIC PARTNERS

Ashoka has strategic partnerships with leading companies within the areas of communication, finance, legal and strategy, that provide pro bono support to Ashoka Fellows and Ashoka Scandinavia.

Deloitte.

McKinsey&Company

GEEL—MUYDEN KIESE

RODOLFO.

IMPACT HUB Stockholm

VINGE

KROMANN REUMERT

wes WOMEN EXECUTIVE SEARCH

THANK YOU

Throughout the year many individuals and organizations have supported our work, mission and vision. Their contributions are valued and we thank them for their time, expertise, skills, and enthusiasm.

Britt Orstadius
Coompanion
David Asplund
Jan Ferlin
Jesper Schönbeck
Johanna Wikblom Lenné
Knut Stahle
Magnus Tyreman
Martin Nilsson
Michael Brohm
Mikael Finer
Milana Schoeller & Dr. Watson
Peter Weiderman
Rebecca A. Lamptey
SACO
Summit Conference & Events
Ungdomar.se
Ulla Britt Fräjdin Hellqvist
Urban OM
Wikborg Rein
YouGov

ASHOKA SCANDINAVIA HOW TO GET INVOLVED

Ashoka works towards our vision of an Everyone A Changemaker World in collaboration with individuals, companies, organizations, and foundations. These supporters work with us as investors, strategic partners or individually.

Ashoka Scandinavia's partners share our vision and values, and support Ashoka Fellows and Ashoka initiatives that promote social innovation and changemaking in Scandinavia.

INVEST IN ASHOKA

Investors are companies and organizations that work closely with Ashoka to support current, or co-create new initiatives with us. Investors also enable us to select and support new Ashoka Fellows.

BE A STRATEGIC PARTNER

Ashoka's strategic partners work with us to increase our and our fellows' social impact. Partners are forward thinking and leading companies working in the areas of communications, finance, strategy and legal, to name a few.

JOIN THE ASHOKA SUPPORT NETWORK (ASN)

Ashoka Support Network is a global community of 350+ accomplished professionals. They share our understanding of entrepreneurship as a driving force for economic and social development. ASN members invest in Ashoka, and serve as advisors to Ashoka and Ashoka Fellows.

WOULD YOU LIKE TO LEARN MORE?

We always welcome new partnerships. If you are interested in learning more about how you or your company can get involved in changemaking in Scandinavia, please reach out to:

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