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2020

**Ashoka UK & Ireland  
in a snapshot**



## From outliers to leaders to everyone

We find ourselves writing these words in unprecedented times. The global Coronavirus pandemic, the Black Lives Matter protests as well other movements like the Friday for the Future marches that mobilised millions of young people this year are all an outcry and symptom of social and environmental injustice. This has been deeply rooted in society for too long.

These movements have taught us that government alone is not enough. Neither are single individuals. To achieve collective impact between government, individuals and businesses, civic society has stepped up. Today, we are at a crossroads and time will tell whether civic society will surface as stronger or weaker. Our role is to strengthen it and to ensure that the values which have prevailed against the backdrop of our global challenges will last - and actively shape our society.

Ashoka has spent 40 years supporting social entrepreneurs who have been using the tools of innovation and entrepreneurship to fix broken social and environmental systems. Originally outliers, these leading innovators have emerged between the cracks of the traditional institutions of government, NGOs and businesses, and have become inspiring agents for change.

Whilst Ashoka has been supporting its Fellows over the last four decades, we have also seen a profound transformation in the dynamics of the world around them. Change began to accelerate. What used to take centuries now takes decades, and what used to take decades now

takes years. Trying to fix broken systems involves new challenges to embrace these complex and ever-changing dynamics. For all the great work of social entrepreneurs, we cannot rely on them alone to create the scale of solutions now needed. Indeed, to achieve the necessary scale, we need everyone to step up and become changemakers. This is how Ashoka defines its strategy as we enter this new world - Everyone a Changemaker.

It is ambitious in its scale and audacious in its vision. We are aiming to achieve no less than a societal mindset shift. While Ashoka as a global community has successfully mainstreamed the idea of social entrepreneurship, our next quest is to mainstream the practice of changemaking to build bridges across society. In particular, building on our extensive experience with social entrepreneurs and young people, we are now working to trigger fundamental changes in the educational experience of young people. This is to ensure that changemaking becomes an integral part of their development and they feel empowered to drive positive change in society.

Join us in celebrating the UK and Ireland's leading changemakers, our Ashoka Fellows, and in inspiring and enabling a society in which everyone is a changemaker.

**Nikki Gravning & Elena Gibson,**  
Country Co-Directors  
Ashoka UK & Ireland

# Who we are

Ashoka's vision is to **build a world where Everyone is a Changemaker**. A world where we can equip more and more individuals with the skills and motivation to solve social and environmental problems. This vision comes from Ashoka's experience in pioneering the field of social entrepreneurship - and through finding, selecting, and supporting the world's leading social innovators, or Ashoka Fellows.

A changemaker is anyone who identifies a social problem, develops a creative solution to address it, mobilises others, and creates opportunities for the good of all. At Ashoka, we believe the mindsets, skills and behaviours required to be a changemaker are empathy to allow better collaboration, co-creative teamwork where everyone feels empowered, creative problem-solving and new leadership where solutions are advanced for the good of all. Taken together, we call these changemaking skills.

## Our impact:

**93%** of Fellows have influenced public policy

**90%** of Fellows have seen their work replicated by outside groups

**97%** of Fellows report their idea focuses on societal mindset and cultural change  
*(Ashoka's The UnLonely Planet, 2018)*

  
Ashoka was **founded**  
by Bill Drayton

Ashoka UK & Ireland supports  
**80 Fellows**  
to scale their impact

**332**  
NORTH AMERICA

**603**  
EUROPE

**119**  
MIDDLE EAST & NORTH AFRICA

**1052**  
ASIA

**1045**  
SOUTH AMERICA

**472**  
AFRICA

**5th**  
most impactful NGO  
in the world (Global  
NGO Advisor 2018)

**#2**  
most innovative  
and impactful  
social enterprise  
(Forbes, 2019)

Nearly  
**3,700**  
Ashoka Fellows have been  
elected globally since 1981.



# What we do

Ashoka UK & Ireland has worked for over 15 years to support outstanding social innovators with transformative solutions to social issues. Ashoka UK & Ireland focuses on the following areas:



Searching for, selecting, and supporting the world's leading social entrepreneurs



Enabling society to embrace social innovation and changemaking



Empowering all young people to become changemakers

“Imagine what the world would look like if leaders from all sectors used their skills, resources, and networks to affect significant and positive social change.



What we do Searching for, selecting, and supporting the world's leading social entrepreneurs

Fellows undergo a rigorous selection process to become an Ashoka Fellow, and once elected, get access to tailored support over their lifetimes and access to a global community of inspiring peers and changemakers.

## The Fellowship

Upon election, we invite Fellows into a life-long Fellowship and a global community of peers. While they receive financial support in form of an unrestricted, needs-assessed stipend, the main value of the Fellowship lies in the support Fellows access throughout their entrepreneurial journeys, from access to pro-bono legal advice, coaching and leadership development. Ashoka offers both structured courses and trainings, such as online webinars on systems change and social finance, as well as ad hoc and personal support. While the Ashoka team navigate and channel our Fellows' needs and opportunities, it is our community that expands and adds most of the value we can provide.

## The community

Ashoka UK & Ireland is building a close-knit community of like-minded people, all of whom we appreciate as changemakers. It comprises of Ashoka Fellows, our team and members of the Ashoka Support Network and other close friends. We define the purpose of our community as to 'nurture the changemaker within one another and mobilise the community's power for a better tomorrow'. This purpose has become the design principle that leads what we do and inspires a self-propelling community of changemakers who build on each other's strengths and become more than the sum of its parts.

## FELLOW SELECTION PROCESS

6-12 MONTHS

1

Nomination

2

First Opinion Interview

3

Second Opinion Interview

4

Selection Panel

5

Ashoka Board Review

6

Fellow Election

### CRITERIA

#### A New Idea

Candidates have a new solution or approach to a social problem, which changes the pattern in a field.

#### Creativity

Successful social entrepreneurs are problem solvers who translate visions into reality.

#### Entrepreneurial Quality

Candidates are willing to grapple relentlessly with many practical challenges.

#### Social Impact of the Idea

The candidate's idea has to be new and cause people working in the field to adopt it and turn it into the new norm.

#### Ethical Fibre

Social entrepreneurs have to be trusted across different stakeholder groups to inspire major structural changes to society.

### SUPPORT

- Global Community & Movement
- Network Access
- Visibility
- Transformative Skills
- Investment & Resources



## Ashoka Support Network

Our Fellows also get access to our Ashoka Support Network (ASN), which is a global community of committed leaders who share, support, and advocate for Ashoka's values and vision, whilst unleashing their own potential as changemakers. ASN members provide Ashoka with financial support while lending Fellows their time and expertise. They join to give back to, learn from and co-create with our community of changemakers. With 400 members worldwide, and 35 in the UK and Ireland, we have built a powerful network that amplifies our and our Fellows' work.

**“ What is the legacy that I want to leave behind? Ashoka is a wake-up call. I have learned that there are, actually, many opportunities to step into radical systemic change, to up my game, help shape better global policies and participate in shifting the dynamics of social inequalities, both in the social and in the business sectors.**

**Fabienne Serfaty,**  
Strategy Consultant and Impact Investor, ASN member



## Our newest Fellows

We are extremely proud to have elected five new Fellows in the last 18 months. They are tackling big cross-cutting issues including social mobility, climate change, tax justice, social inclusion, mental health and community cohesion.

### Jennifer Lexmond

With *EasyPeasy*, Jen is building a more socially mobile society by inspiring families with young children to learn through play. The model's digital platform brings together parents - and those in their support network - to discover, create, play, and share learning games, generating more quality interactions for young children that stimulate their development. As such, Jen is working to ensure that parents are recognised and supported in their role as architects of social mobility during their children's pre-school years.



Jen's digital platform uses mobile phones and video as channels to reach parents wherever they are with engaging and simple ideas for play modelled by real families. An *EasyPeasy* game might send parent and child on an 'Imaginary Safari' as a way to support bonding and attunement, invite them to practice collaboration and concentration whilst making music from pots and pans in 'Band Practice', or explore emotions and how to manage them through taking 'Selfies'. Although parents access *EasyPeasy* through an app, *EasyPeasy* games are played in the real world and as such do not contribute to children's screen time. Access for those from disadvantaged backgrounds is subsidised, which has enabled more than 30,000 families across the UK to play with *EasyPeasy* for free.

To find out more about Jen's election you can read her full profile [here](#) and visit the *EasyPeasy* website [here](#).



### Sue Riddlestone

For the past quarter century, Sue Riddlestone has been a leader in the sustainability movement, pushing the national and global agenda on advancing more sustainable production and consumption. Sue's early career saw her launch multiple successful sustainable businesses, including *Bioregional*, and the UK's renowned eco-community, *BedZED*. Building on that experience, *Bioregional* created the One Planet Living framework - a set of guidelines that became a key influence in the creation of the UN's Sustainable Development Goals. Today the framework is promulgated and supported by a global *Bioregional* Network of organisations and projects that inspire individuals, institutions and governments to reduce their footprint and create happier, healthier and more sustainable communities.

Building on her successful efforts in lobbying for the Sustainable Development Goals, Sue's focus has now shifted to working with others to get them implemented. Sue is currently leading strategically on *Bioregional*'s work to scale the use of the One Planet Living framework through training, a digital platform, and an international 'One Planet Cities' project bringing together councils, organisations, businesses, schools and community groups in Canada, Denmark, South Africa and the UK. The project is creating an international network of knowledge-sharing designed to accelerate sustainable city planning and best practice.

Her unique ability to build prominent global and cross-sector partnerships is instrumental in how Sue works.

To find out more about Sue's election you can read her full profile [here](#) and visit the *Bioregional* website [here](#).



### John Christensen

John Christensen founded the **Tax Justice Network** (TJN) in 2003 to increase transparency and accountability in one of our most fundamental structures: the global tax system. His commitment to tackling tax avoidance for more than 20 years has empowered journalists to expand popular understanding of the issue and compelled both governments and regulatory organisations to change the rules by which international finance operates. As a result of John's work, greater transparency in transactions and reporting has become a new global standard- saving potentially billions of dollars from being channeled illegitimately into private hands when they could otherwise go to strengthening societies.

John's strategy includes several tactics such as training investigative journalists, publishing research on tax injustice and its contribution to the global wealth divide, and weaving international dialogue between regulatory bodies, government officials and tax justice activists. His work informed the founding of **Tax Inspectors Without Borders**, a body managed jointly by the OECD (Organization for Economic Cooperation and Development) and UNDP (United Nations Development Programme). Another milestone was the OECD's adoption of **TJN's** tax-avoidance metrics to inform its own tax audit policies.

To find out more about John's election you can read his full profile [here](#) and visit the **Tax Justice Network** website [here](#).



### Immy Kaur

Immy has spent more than five years designing and developing a new kind of town hall through Impact Hub Birmingham and now **CIVIC SQUARE**. It was inspired by the need for new institutional infrastructure during times of great transition and understanding what that meant in a social and civic sense. An example was Andrew Carnegie's public libraries, and the democratisation of learning and access to learning infrastructure at the community and neighbourhood level, that they promoted in late 1800s America. Even though this had problematic intentions, the central idea was that times of massive transition and change require massive institutional responses. Now Immy, her team, partners, and communities, have developed a blueprint for urban renewal that truly puts people first. She believes that today we need our social and civic institutions to take us through an equally massive period of transition.

The **CIVIC SQUARE** model recognises three things. Firstly, the importance land and the power it holds. Secondly, that equitable models can create truly sustainable communities. And thirdly, how often land is used to extract value- the benefits of which rarely reach those who actually live on it. This value is, in reality, often created by the public and common goods around it. **CIVIC SQUARE** places neighbourhoods at the core of partnerships with municipal authorities and private developers. By doing this, Immy helps to ensure that the land uplift brought by publicly funded gentrification and speculation is reinvested and circulates locally.

To find out more about Immy's election you can read her full profile [here](#) and visit the **CIVIC SQUARE** website [here](#).



### Bob Barij

Through **Foundation for Change**, Bob is addressing the revolving door culture that exists in services supporting individuals who have experienced significant disadvantage and inequality. By supporting people to create more accurate understandings of their life experiences and the root causes of their behaviours, he is working to create more sustainable routes out of treatment and into society. Bob co-founded **Foundation for Change (FfC)** in 2014 with long-term colleague Liz Naylor, having worked for a national UK treatment provider for ten years supporting individuals with histories of substance misuse. During this time, Bob co-created a highly successful and unique approach to address a significant gap in treatment services: the lack of sustainable routes out of treatment and into society.

Bridging this gap, **FfC** offer courses incorporating their approach that range from six weeks to six months. At the heart of Bob's work is the belief that people need to accurately understand their pasts and the root causes of their behaviours to move forwards in their lives. Furthermore, he believes it is crucial that people understand the inter-relationship between individual experience and the broader socio-political and economic structures that perpetuate inequality. The **FfC** approach is a pioneering system of learning through which participants gain deep personal insight whilst simultaneously learning about the world they live in. Bob believes this approach has the potential to transform rehabilitation programmes across the social care sector.

To find out more about Bob's election you can read his full profile [here](#) and visit the **Foundation for Change** website [here](#).





## What we do Enabling society to embrace social innovation and changemaking

### Leveraging the collective wisdom of our community

In the last 40 years, we have not only built the world's largest community of leading social entrepreneurs but also continued to contribute to and pioneer the field of social entrepreneurship. At the heart of this effort has always been the commitment to maintain systems change as the central goal of social entrepreneurship.

#### Funding systems change: the key to a more impactful social entrepreneurship sector

In the past year, we have focused on how funders can partner effectively with social entrepreneurs pursuing systems change. We have been exploring how the approach needed for funding systems change differs from traditional grantmaking or investment.

Social entrepreneurs frequently report that their most impactful work – the work that is most focused on system change – is generally also the least funded. This mismatch presents a massive challenge to the whole sector and at the same time an opportunity for funders to multiply the impact of their funding by adopting a system change approach.

In support of this evolution, we released two unique reports, elevated the voice of practitioners, partnered with funders and intermediaries, co-created ecosystem initiatives, and regularly shared our insights in webinars, workshops, courses, and other learning formats – for example in a full day training with *Big Society Capital* last summer.

#### Embracing Complexity: Towards a shared understanding of funding systems change

Ashoka invited key global ecosystem partners *Catalyst 2030*, *Co-Impact*, *Echoing Green*, *McKinsey*, *Schwab Foundation*, *Skoll Foundation* and *Systemiq* to collaborate on a report that shows the sector's widespread agreement on how to support systems change effectively. The result is '[Embracing Complexity: towards a shared understanding of funding system change](#)', launched by the partners at the 2020 World Economic Forum in Davos. The report proposes five key principles along which funders can adapt and re-think their current way of funding. The findings are based on a comprehensive review of existing literature and input of over 200 social entrepreneurs, funders, and intermediaries.



#### Seven Steps for Funding System Change: A comprehensive guide for funders, by social entrepreneurs

While we observe a welcome trend of increasing attention to systems change among funders, the voice of social entrepreneurs themselves is often not represented at the table. The conversation therefore misses out on the experience of those working at the frontlines of system change. In response, we set out to help shift the perspective of social entrepreneurs into the centre of attention and encourage funders to co-create their processes with them. We synthesised their recommendations in the comprehensive and practical guide "[Seven Steps for Funding System Change](#)" with the support of *The National Lottery Community Fund*.



#### Co-creating Catalyst 2030 to accelerate global collaboration towards systems change and the SDGs

With the support of Ashoka, *Echoing Green*, *the Schwab Foundation* and the *Skoll Foundation*, leading social entrepreneurs from around the world came together to co-create *Catalyst 2030*, a global movement of now over 250 system change leaders coordinating action on the SDGs and supporting the social change ecosystem to be more effective in enabling systems change.

Among numerous collaborations and working group activities, *Catalyst 2030* launched the [Catalysing Change Campaign](#) to showcase how social innovators are responding to COVID-19, to co-create policy recommendations for the UN High-level Political Forum on Sustainable Development, and initiate dialogue with policy makers, funders and leaders across sectors. Many of those active in *Catalyst 2030* and the campaign are Ashoka Fellows.

#### Co-Launching the Elders Council, a global network of elder social entrepreneurs

[Elders Council for Social Entrepreneurs](#) is a growing global network of social entrepreneurs over the age of 55 supporting each other and sharing their cumulative experience with social entrepreneurs of all ages. The initiative is co-led by UK Fellows Chris Underhill, Andrea Coleman and Mel Young and supported by the [Ashoka Europe Fellowship](#) in partnership with the *Schwab Foundation* for Social Entrepreneurship.

“The process of funding is as important as the funding itself. It's not just about more resources for systems change but about how existing funding is provided.”





## What we do Enabling society to embrace social innovation and changemaking

### Partnering with organisations to accelerate change

At Ashoka, we work with businesses, foundations, and individuals to design innovative partnerships to accelerate changemaking, both within and outside of our organisations. As a global centre for many multi-national organisations, Ashoka UK & Ireland is well placed to support social entrepreneurs who can have a global impact. We are also proud to develop stronger bridges between corporations and social innovators, such as by delivering Changemaker Challenges.



#### Supporting Climate Leaders: HSBC Climate Change Globalizer

In 2019 Ashoka and HSBC partnered up to support and scale the impact of social entrepreneurs working to tackle climate change through Ashoka's Globalizer programme. The "Supporting Climate Leaders" 6-month accelerator programme focused on helping 12 selected Fellows working on diverse climate change issues and solutions. The Fellows were matched with business executives and consultants from a range of organisations who helped them develop systems change strategies to take their ideas to scale.

The programme culminated in a 3-day online Summit. Fellows presented their work and refined their strategies with high-level business executives, citizen sector leaders and sustainability experts. Immediately following this, 78% of Fellows stated that their overall strategies shifted to a systems change approach.

“ Our Climate Globalizer connected amazing ideas to the skills and experience of our HSBC colleagues around the world who acted as mentors. We were all inspired by the opportunity to support the innovators in their mission, and learn more about how social entrepreneurs drive positive action.

Susanna Wilson, Global Head of Sustainable Networks & Entrepreneurship, HSBC



#### HSBC Future Skills Innovation Challenge

Ashoka partnered with HSBC to unearth innovations globally, around the area of Future Skills, specifically financial capability and employability. This challenge is part of a broader partnership between Ashoka and HSBC exploring how changemaking skills and Ashoka's network can be used to create systemic impact.

Through an extensive process and judging panel, we whittled down 250 applications to **12 winners**, who were selected to receive a cash prize of up to USD \$25,000, tailored mentoring and the [Ashoka Europe Fellowship Online Systems Change course](#). We are really proud to announce the winners of the Innovation Challenge, who work across the world to support vulnerable groups such as refugees in Greece and domestic workers in Mexico, and equip them with skills for the future.

“ It has been inspiring to partner with Ashoka to develop and deliver the HSBC Future Skills Innovation Challenge. When we started the journey, I don't think any of my team or I foresaw just how innovative the winning projects would be. We are looking forward to supporting the winners through mentoring and can't wait to see what else their projects will achieve.

Alison Coates, Global Head of Future Skills, HSBC

#### ☆ Case study of one of our 12 HSBC Future Skills Challenge Winners



**Coalfield Development** - Coalfield's innovative model starts new social enterprises in coal communities, then uses them to employ and empower people experiencing generational poverty. Every week, employees do 33 hours of paid work, 6 hours of higher education, and 3 hours of personal development. These enterprises create new jobs and opportunities in sectors more sustainable than the fossil-fuel jobs currently dominating many rural areas.

“ Being a Winner of the Future Skills Challenge is not only an honour... It is an opportunity to raise our profile around the globe and strategise with other changemakers on big topics like scale and impact. We are so excited!

Brandon Dennison, CEO, Coalfield Development and Ashoka Fellow



“ We are delighted to be learning from and supporting the important work of Ashoka. Never has the world needed this brilliant group of people more.

Jason Stockwood, Co-Founder and Partner, 53° Capital

### Co-creating better actions on the Sustainable Development Goals in Birmingham

We worked with *Bioregional*, an organisation founded by Senior Ashoka Fellow, Sue Riddlestone, and *HSBC UK* to identify opportunities to drive action on the Sustainable Development Goals in Birmingham. To do this, we convened Birmingham’s Social Impact leaders to identify what needs to be done for Birmingham to meet the 2030 Sustainable Development Goal targets. The inspiring work identified Social Impact Leaders and social entrepreneurs in Birmingham, including Immy Kaur, who we are extremely proud to welcome into the Ashoka Fellowship.

### Training employees with Rothschild & Co

There is increasing demand from workers that their employers demonstrate a higher purpose than just profit. According to a *Deloitte study*, 90% of millennials want to use their skills for good, while more than 50% would take a pay cut to find work that matches their values. Furthermore, 53% would work harder if they felt their organisation was making a difference. With this in mind, Ashoka has worked with *Rothschild & Co* to provide training for their employees about how to increase their social impact.

### Working with 53 Capital to support systems-changing solutions

*53° Capital* is a progressive venture capital company investing in technology start-ups across Europe. Headed up by two entrepreneurs who believe in a better way to do business and a shared passion for social change, Ashoka and *53° Capital* are strategically aligned to support system-changing solutions for the good of all. With the generous donation of *53° Capital*, we have been able to search, select and support an Ashoka Fellow in the UK and continue to explore ways to collaborate to drive positive system change in the UK and beyond.

We thank all of our strategic partners and supporters for supporting us in a variety of ways:



Perdurance Philanthropy  
Conde Family Foundation  
Lucille Foundation  
AlphaSights



What we do Empowering all young people to become Changemakers

At Ashoka, we believe that every young person must become a changemaker - in order to thrive in the present and shape the future. For many, our world is now rapidly giving way to a life which is increasingly uncertain and complex. In many places, we are moving from the ideal of ‘one-leader-at a time’ to ‘everyone must lead’. And this starts with young people.

### Building a co-lead community to inspire changemaking among young people

Our mission is to trigger a shift in mindsets across the learning ecosystem so that the experience of education empowers every young person to be a changemaker. Our approach to achieving this is to find, connect and organise social innovators, government, foundations, thought leaders and young people themselves that are already pioneering the field of changemaking. And then, to organise these communities to lead initiatives which eventually tip ecosystems toward a future in which every young person is becoming a changemaker.

One such example is our partnership with *The Edge Foundation*, an independent education charity dedicated to shaping the future of education in the UK, who believe a coherent, unified and holistic education system can support social equity and enable all young people to fulfil their potential.



We worked with YouGov Plc in May 2020 to survey 1,500 parents and over 500 teachers across the country. This found an overwhelming appetite for changemaker education:

**71%**

of all parents across the UK want education to enable their children to be changemakers.

**80%**

of teachers surveyed want their teaching to focus on enabling children to be changemakers

\* Polling results are taken from YouGov and Edge, Parents and COVID-19 and Teachers and COVID-19 (fieldwork was undertaken 15th-19th May 2020). Total sample size for the teacher survey was 502 teachers. Total sample size for the parent survey was 4,671 adults, of which 1,050 were parents with children under the age of 18. The survey was carried out online. The Parents Survey figures have been weighted and are representative of all UK Parents with children under 18.

“ I now weave the Everyone a Changemaker vision into many things that we do at the Edge Foundation – from speeches and articles to discussions with schools. I found that there is an 80% overlap in our strategic ambition which enables me to catalyse our shared vision.

Olly Newton, Executive Director of the Edge Foundation.





### Partnering with Ashoka Changemaker Schools to drive positive change

Counting more than 300 schools globally to date, the Ashoka Changemaker Schools network aligns around a shared vision: to empower children and young people to be socially minded leaders, with the connection to purpose that enables them to effectively solve problems and drive positive change.

In the UK we have established a network of **15 Ashoka Changemaker Schools** who prove that re-imagining education is possible in every context: primary; secondary; free; religious; state-schools. These schools have played a key role in redefining success, tackling inequalities and influencing education policy.

We work closely with Changeleaders across these Ashoka Changemaker Schools in order to make systemic change on how young people grow up and are educated in the UK. Our actions focus on:

- Fostering cross-school exchanges and creating opportunities for working together to create a sense of community and shared changemaking identity.
- Engaging children and young people in the conversations about personal and social change and how this can be achieved through education, such as through virtual summits. For example, we co-designed with our Changeleaders community, nine teachers and forty students aged seven to seventeen in a virtual summit.
- Nurturing collaborations between Ashoka Fellows and other members of our Ashoka Community and the Changemaker Schools.

# Ashoka in Europe and around the world



### Changemakers United - How we responded to the Covid-19 crisis

The **Ashoka Europe Fellowship Programme** has co-created the **Changemakers United** initiative alongside partners to map, support and connect social entrepreneurs around Europe who have developed solutions to address the challenges of the Covid-19 crisis.

More than 1,000 people joined Ashoka in the Changemakers United Online Summit, which introduced the Fellows across Europe taking part in Changemakers United. This involved a fantastic discussion with Nobel Peace Laureate and Ashoka Fellow Kailash Satyarthi. We are extremely proud that Ashoka UK & Ireland Fellows Jen Lexmond, Krystian Fikert and Mike Feerick are participating in the Changemakers United programme, with some of our ASN members also offering support as lead mentors.



### European Changemakers Summit

Ashoka hosted its second **European Changemaker Summit** in Barcelona with over 350 Fellows, partners, supporters, and staff from all parts of Europe. The summit kicked-off with a grand opening ceremony in the Teatre Tívoli presenting the cohort of new Fellows, followed by two intense days and ample sessions covering a wide range of topics from the Ashoka community. The power of collective action and shared experience know how cannot be understated with one community member expressing *"I am now convinced that in the Ashoka context at least, Europe is authentic and alive"*.



### Emerging Insights Report 2019

The Emerging Insights report looked at both the urgency of issues the Fellows around the world are working on and at the tangible and replicable solutions they have developed. In analysing the work of 78 Fellows elected over a 12-month period, the report looked for patterns in their visions for social change and their strategies and tools to achieve them. These patterns spanned across areas which are pertinent to societies around the world - from environment and climate change to healthcare, and from education to labour and migration. [You can read the report here.](#)

### The Social Enterprise Support Fund



The Ashoka UK & Ireland have joined a collective effort with UnLtd, Big Issue Invest, Resonance and the School for Social Entrepreneurs (SSE) and others to deliver £18.7m in grants to social enterprises in England during COVID-19, donated by the National Community Lottery Fund. The fund is aimed at social enterprises supporting people at high health risk from COVID-19, and those supporting people facing increased social and economic challenges in society.

# How to support and partner with Ashoka

Our foreword spoke about the shifting role of changemakers, from outliers, to leaders, to everyone. At our core we have our Fellowship of leading social entrepreneurs, but today they are joined by a diverse community of individuals and organisations on their journeys to driving social impact. **Join us and amplify your role as a changemaker.**



## Ways to get involved

### A) Join the ASN

By joining the Ashoka Support Network (ASN), you are invited to embark on a transformative journey. Collectively, being part of the ASN means you can be part of a community dedicated to creating a world where everyone is a changemaker. Individually, it gives you the chance to reflect on how you want to make a difference in the world and support others to drive positive change.



### Being an ASN involves:

- Joining a global community of the most innovative social entrepreneurs and committed changemakers
- Contributing to solving the world's most pressing problems with your time, resources and network.
- Joining our in collective efforts to ensure that changemaking becomes a core measure of success amongst young people.
- Gaining access to unique and tailored learning opportunities, from social innovation, systems change and impact investing to collaborative leadership and personal development.

“ Being a changemaker means not only having an open mind, but being able to work with others to achieve something that is unexpected.

### B) Nominate a Fellow

We rely on nominations from partners, community members and the public. If you want to nominate someone – or yourself- to become an Ashoka Fellow [visit our website](#). We are looking for a founder of an organisation or movement with a systems change ambition and entrepreneurial mindset, seeking to bring about large scale societal or environmental change.

### C) Become a strategic or pro bono partner

#### Strategic Partner

- Our partners have become powerful **supporters of our Fellows**. Our corporate and foundation partners help support the search and selection of new Fellows working on issues pertinent to their organisation and work with Fellows to accelerate and spread their impact.
- Our **learning and development programmes** are helping corporates embed a culture of changemaking at every level of their organisation. These equip partners with the tools to face accelerated change, build thriving ecosystems, and actively play a role in solving the problems of people and planet.
- We would like to work with our partners to **inspire changemaking** in a number of other ways, from electing leading Ashoka Young changemakers to creating opportunities for changemakers to collaborate in a particular sector or local community.

#### Pro-bono partner

- We're also interested in working with you as a pro-bono partner to leverage our different ambitions and achieve shared social impact. Please join this valued group of partners to begin contributing your organisation's unique skills:
- We are actively seeking pro bono partners to support UK and Ireland Fellows in the areas of strategy, marketing, communications, graphic design, financial management and technology.
- #### Support our Changemaker Education work
- As we build a community around empowering all young people to be changemakers, we're looking to engage with leaders across the private, government and social sector to share ideas and achieve collective impact.



If you're interested in collaborating with us, please get in touch at [infouk@ashoka.org](mailto:infouk@ashoka.org).

## Meet our UK & Ireland Fellows

### Civic Society & Inclusion



**John Christensen** *Elected in 2020*  
**Tax Justice Network**

Tackling tax avoidance for more than 20 years and compelling both governments and regulatory organisations to change the rules by which international finance operates.



**Immy Kaur** *Elected in 2020*  
**CIVIC SQUARE**

Developing a blueprint for urban renewal that puts people first, enabling the transition to a new kind of civic neighbourhood infrastructure.



**Pam Warhurst** *Elected in 2018*  
**Incredible Edible**

Building more resilient communities in deprived areas using the language of food to lower barriers to community action.



**Sarah Corbett** *Elected in 2018*  
**Craftivist Collective**

Transforming the way people think about, engage with, and most importantly do activism. Sarah helps people to redirect their influence and energy into social movements, getting people engaged on topics they can help to change.



**Sanderson Jones** *Elected in 2017*  
**Sunday Assembly**

Developing a new form of congregation by fostering community integration and personal wellbeing to harness the human need for inclusive local gatherings that are powered by communities and drive empathy.



**Tom Ravenscroft** *Elected in 2017*  
**Skills Builder Partnership**

Working with businesses, teachers, students, and schools to create incentives and opportunities for the development of changemaker skills to be taught alongside literacy and numeracy.



**Paul Sinton-Hewitt** *Elected in 2016*  
**parkrun**

Breaking down barriers to physical activity while simultaneously encouraging community cohesion, parkrun empowers and equips volunteers to organise free weekly 5k runs.



**John Bird** *Elected in 2015*  
**The Big Issue**

Pioneering the idea of 'a hand up rather than a handout', John empowers homeless people to improve wellbeing, reduce social isolation and build resilience across communities by selling a high-quality magazine.



**Mel Young** *Elected in 2014*  
**Homeless World Cup | The New Ism**

Leveraging a global football competition to inspire homeless people to change their own lives and to transform how homeless people are viewed. Mel has also launched The New Ism, a forum for discussion and debate on creating a new economic system.



**Jane Davis** *Elected in 2013*  
**The Reader**

Redefining the role that reading aloud can play in improving mental health, community, and wellbeing through bringing small groups together to read books and poems.



**Karen Mattison** *Elected in 2011*  
**Timewise Jobs**

Providing a marketplace for candidates to find flexible work and offering consulting to some of the UK's leading businesses to redesign jobs. Karen campaigns for a better, fairer jobs market for all.



**Mary Nally** *Elected in 2009*  
**Third Age**

Building structures to keep older people engaged in their communities and active contributors to society by bridging gaps between generations and disparate populations, placing older people as advocates for other isolated populations.



**Faisal Rahman** *Elected in 2008*  
**Fair Finance**

Easing access to financial services for the most disadvantaged by ensuring access to products and services fit for low-income individuals.

### Technology



**Rufus Pollock** *Elected in 2013*  
**Open Knowledge**

Enabling access to key information and providing the tools and training to teach the public how to turn that data into knowledge.



**Ken Banks** *Elected in 2011*  
**Kiwanja**

Devoted to the application of mobile technology for positive social and environmental change in the developed and developing world. Ken has closed Kiwanja and continues to use digital tools to further social purpose through his work at Yoti.



**Mike Feerick** *Elected in 2010*  
**Alison**

Leading one of the world's largest free learning platforms for education and skills training. Alison makes it possible for anyone, to study anything, anywhere, at any time, for free online, at any subject level.



**Tom Steinberg** *Elected in 2009*  
**mySociety**

Using digital tools to remove barriers to civic participation in politics and making democracy meaningful, accessible and effective in addressing citizens' needs.

### Children & Young People



**Jen Lexmond** *Elected in 2019*  
**EasyPeasy**

Building a more socially mobile society by inspiring parents and children everywhere to learn through play.



**Carlene Firmin** *Elected in 2018*  
**Contextual Safeguarding Network**

Pursuing a radical transformation in how policymakers, institutions, and the public think about protecting young people and introducing a model of 'Contextual Safeguarding' which looks at the conditions in which abuse occurs.



**Vernon Ringland** *Elected in 2018*  
**Youth Bank International**

Developing a participatory approach to promote young people as decision makers in their communities by allowing them to become team philanthropists for initiatives started by other young people.



**Jacqueline Williamson** *Elected in 2016*  
**Kinship-care**

Supporting children who cannot be cared by their own parents to live safely and securely within their families and communities.



**Michael Sani** *Elected in 2015*  
**Bite The Ballot | Play Verto**

Bridging the gap between politics and youth by engaging young citizens through workshops and interactive educational games. Mike has now closed Bite the Ballot and continues to empower young people through play and technology with Play Verto.

### Human Rights



**Fredrik Galtung** *Elected in 2015*  
**Integrity Action | TrueFootprint**

Redefining anti-corruption and building institutions that promote openness and are responsive to their citizens' needs through Integrity Action. Fredrik has also founded TrueFootprint which uses verifiable, comparable and industry-specific outcome data to assess sustainability investments.



**Dame Esther Rantzen** *Elected in 2015*  
**ChildLine**

Pioneered the world's first free and confidential 24/7 child helpline. Empowering children to voice abuse Esther has changed public debate as well as policy on child protection.



**Kelly Davies** *Elected in 2015*  
**Vi-Ability**

Engaging unemployed local youth to re-energise run-down sports clubs and turn them into sustainable community hubs.



**Ruth Ibegbuna** *Elected in 2014*  
**RECLAIM | Roots Programme**

Helping young people from working class backgrounds to lead the change they want to see in their local community. Ruth is now also working on bridging the divides between people from vastly different backgrounds through the Roots Programme.



**James Whelton** *Elected in 2012*  
**CoderDojo**

Leading a global movement of free, volunteer-led, community-based programming clubs for young people. At the age of 20, James became the youngest Ashoka Fellow.



**Lily Lapenna** *Elected in 2010*  
**MyBnk**

Delivering financial education whilst also running high-energy workshops on bank ethics and enterprise-building. MyBnk is run by young people for young people.



**Oren Yakobovich** *Elected in 2014*  
**Verdere Est Credere | Kamara**

Equipping oppressed communities in hard-to-access areas with technology and training to effectively expose human rights violations. Oren has also launched Kamara which provides holistic and intelligent risk management for human rights organisations and their investors.



**James Bevan** *Elected in 2014*  
**Conflict Armament Research**

Tracking the international trade routes of illicit weapons by collecting first-hand data on small arms and ammunition.



**Mairead Healy** *Elected in 2014*  
**Future Voices Ireland**

Working in the public sector and for NGOs in the social justice and public interest law sector. Founded Future Voices, an award-winning youth human rights organisation, empowering the most at-risk young people to transform their lives.

## Health & Wellbeing



**Bob Bharij** Elected in 2020  
**Foundation for Change**

Supporting individuals who have experienced significant disadvantage and inequality, such as those with histories of substance abuse. By supporting people to create more accurate understandings of their life experiences and the root causes of their behaviours, he is working to create more sustainable routes out of treatment and into society.



**Andrew Bastawrous** Elected in 2018  
**Peek Vision**

Transforming global eye care delivery systems through smartphone technology to radically increase access to eye care in some of the most challenging places in the world via screening, diagnosis and treatment.



**Mark Swift** Elected in 2017  
**Wellbeing Enterprises**

Creating a social movement for health that mobilises and empowers communities to take control over their own health and wellbeing, promoting non-clinical prescriptions within the community.



**Marc Koska** Elected in 2017  
**Safepoint Trust | Apiject**

Created the world's first auto-disable syringe now adopted in WHO policies and is currently spreading the use of a new syringe employing a blister technology that enables patients to self-medicate.



**John Kearney** Elected in 2015  
**Irish Community Rapid Response**

Delivering pre-hospital care to people in serious life-threatening emergencies through volunteer medical professionals across Ireland.



**Simon Berry** Elected in 2015  
**ColaLife**

Inspired by Coca Cola's access to last mile markets, Simon catalysed the private market to play a role in healthcare, distributing lifesaving diarrhoea treatments to hospitals as well as corner shops.



**Andrea Coleman** Elected in 2014  
**Riders for Health | Two Wheels for Life**

Managing motorcycles and motorised vehicles and providing training to build local capacity for highly skilled technicians to service vehicles that are used to deliver healthcare in sub-Saharan Africa.



**Charlie Howard** Elected in 2013  
**MAC-UK**

Providing "Streetherapy" to young gang members by taking mental health work out of the clinic and onto the streets to make it accessible to excluded young people.



**Mohammad Al-Ubaydli** Elected in 2012  
**Patients Know Best**

Empowering patients to take control of their own medical records through an online platform enabling them to access and share the information.



**Chris Underhill** Elected in 2012  
**BasicNeeds**

Enabling people with mental illness in developing countries to live and work successfully by allowing them to earn a living after they have received community-based treatment.



**Krystian Fikert** Elected in 2011  
**MyMind**

Providing affordable and accessible mental health services face to face to communities in Ireland and online, to offer people the best chance of getting back to positive frames of mind sooner and with lasting results.



**Nick Sireau** Elected in 2010  
**SolarAid | AKU Society | Findacure | Orchard**

Having initially set up SolarAid providing solar lights to remote regions of the world, Nick is now raising awareness and driving research into curing fundamental diseases with AKU Society and Findacure as well as driving cutting edge medical research for the treatment of mental health disorders through Orchard.



**Steve Collins** Elected in 2009  
**Valid nutrition**

Changing the architecture of nutritional treatment by bringing treatment out to afflicted people rather than afflicted people to the treatment, using a decentralized care model and orchestrating the spread of a range of Ready to Use Foods.



**Tara Cunningham** Elected in 2007  
**Release**

Making the delivery of speech and language therapy accessible to caregivers by mobilising citizens as therapists to promote an inexpensive, fast and effective way to overcome our global need for professional therapists.



**Caroline Casey** Elected in 2006  
**BINC | The Valuable 500**

An award-winning social entrepreneur and disability activist, Caroline leads The Valuable 500, an ambitious campaign to get 500 businesses to commit to putting disability inclusion on their leadership agendas.

## Criminal Justice



**Alexander McLean** Elected in 2014  
**Justice Defenders**

Working to restore dignity and hope in prisons across Kenya and Uganda by giving prisoners and prison staff access to education and health opportunities.



**Shauneen Lambe** Elected in 2012  
**Just For Kids Law**

Reframing the way in which the UK criminal justice system interacts with children by moving away from their stigmatisation towards positive intervention.



**Annys Darkwa** Elected in 2011  
**Vision Housing | Rhondda Hub for Veterans**

Making housing accessible for ex-offenders by building links with private sector landlords to help them secure housing and reintegrate into society.



**Mark Johnson** Elected in 2011  
**User Voice**

Developing practical strategies to offer offenders and imprisoned addicts a voice in the design of the criminal justice system to meaningfully impact the services affecting them.



**Junior Smart** Elected in 2009  
**St Giles Trust (SOS Project)**

Launched a tailor-made mentoring programme led by ex-offenders who work with prisoners both before and after their release to lower the reoffending rate.

## Environment & Sustainability



**Sue Riddlestone** Elected in 2019  
**Bioregional**

Supporting the national and global agenda on advancing more sustainable production and consumption and creating the One Planet Living framework to make it easier for people to live sustainable lives.



**Patrick Holden** Elected in 2016  
**Sustainable Food Trust**

Catalysing and creating methodologies that incentivise everyone - from farmers to food retailers to be part of the solution towards sustainable food systems.



**Tristram Stuart** Elected in 2015  
**Feedback | Toast Ale**

Campaigning at every level of the food system by engaging stakeholders in the value chain to change society's attitude towards wasting food.



**James Thornton** Elected in 2013  
**ClientEarth**

Developed Europe's first public interest environmental law organisation and now operating globally to use litigation and research to solve issues relating to climate change and protecting the environment.



**Neil McCabe** Elected in 2013  
**The Green Plan**

Utilizing the institution of the fire station as an entry point to bring sustainability into communities around Dublin and across Ireland to provide a local, national and international example for green transition.



**Brendan Dunford** Elected in 2010  
**Burren Programme | Farming for Nature**

Improving the relationship between farming and nature, through a number of initiatives to reward, acknowledge and support farmers who want to protect Irish natural heritage.



**Rob Hopkins** Elected in 2009  
**Transition Network**

Aiming to reduce CO2 emissions and dependence on oil by training and inspiring communities to take action to live in a more sustainable world.



**Michael Kelly** Elected in 2009  
**Grow It Yourself**

Helping citizens, chefs and corporations to take simple, every-day actions around food in line with the Sustainable Development Goals.



**Alasdair Harris** Elected in 2008  
**Blue Ventures**

Developing transformative approaches for ocean conservation and sustaining locally run Marine Protected Areas which benefit the economies of local communities.

And we've also proudly elected **Bob Paterson, Camila Batmanghelidjh, David Egan and Emma-Jane Cross.**