

WISE 2020 HIGHLIGHTS

This year, we have ...

- Released She Can, a booklet detailing the transformative impact of 18 women Fellows in our global network.
- Held our online WISE Up Series introducing the wider innovation ecosystem to WISE and its core concepts, with over 860 registered attendees.
- Expanded our online ChangemakHERS Platform to over 300 active users.
- Held 10 Building Solutions Huddles through the platform.
- Held a session about WISE at the Ashoka Changemaker Summit with over 270 attendees.
- Held our first global WISE panel, where we elected 8 women Fellows representing 7 countries into our global network.
- Launched our WorldWISE storytelling initiative where we aim to tell over 200 stories of women innovators in our network.

WISE GLOBAL PANEL



The WISE team, in collaboration with Next Now and Global Venture, brought 8 leading women entrepreneurs from seven countries from the global South through the fellowship



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WISE GLOBAL PANEL

In August, 2020, Ashoka Arab World held **the first global panel in Ashoka's history** to elect leading women entrepreneurs from across the world into Ashoka's network.

Core to the WISE framework is the belief that women everywhere are enacting deeply impactful movements for social change that shift mindsets and patterns of behavior, change laws and policies, and upend existing social systems.

We call this kind of work scaling up and scaling deep, and women social entrepreneurs have proven time and time again to lead these impactful projects. Unfortunately, women make up a minority of social innovators in general, and 38% of Ashoka's network.

Through WISE, we aim to increase the number of women social entrepreneurs Ashoka identifies and supports.

Additionally, the COVID-19 crisis and funding restrictions have led to a decrease in Fellow candidacy worldwide, so we took this moment as an opportunity to hold a WISE global panel in collaboration with the Global Venture team and Next Now to support local offices' nominations in August 2020.

These collaborative efforts not only boosted our Venture results in the current period, but also enabled us to form a global Team of Teams around WISE and women's initiatives at Ashoka - strengthening our fundraising capabilities and proving Ashoka's truly global reach and impact.

By electing more women into our Fellowship program through this global panel, we hope to inspire future efforts to elect more women innovators into the Ashoka network and strengthen the innovation pipeline for women.



FARAH EL SAYYED

JORDAN SAKEENA NGO ORPHAN RIGHTS

In a clan-centric region lacking empathy for children born out of wedlock and orphans once they turn age 18, Farah El Sayyed is uprooting systemic discrimination against young people deprived of family ties, while empowering them to smoothly transition and fully integrate into society.

MARYAM MONTAGUE

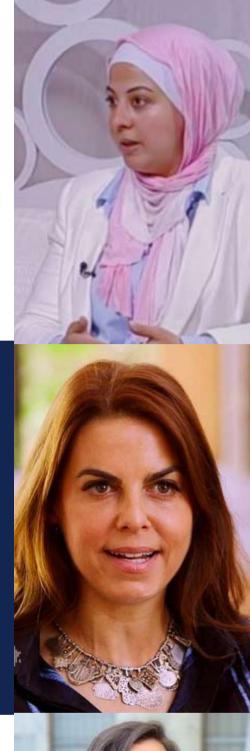
MOROCCO
PROJECT SOAR
GIRLS' RIGHTS

Realizing that the women's movement in Morocco needs a new generation of leaders, Maryam is creating a new cadre of teen girls capable of overcoming the socio-cultural inequalities that have hindered rural Moroccan women from being their own catalysts.



LEBANON
ABAAD MENA
GENDER-BASED VIOLENCE

Ghida Al Anani is cultivating state responsibility to combat gender-based violence, while debunking taboos around sexual violence through policy changes, capacity building, and the deconstruction of patriarchal cultural legacies.





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JINA TALJ

LEBANON
DIARIES OF THE OCEAN
MARINE BIODIVERSITY

Jina Talj is conserving marine biodiversity by mobilizing multiple stakeholders to take more regenerative and sustainable actions to become stewards of the ocean.

JESSICA SHEFFIELD

COSTA RICA
GUARDIANES DE LA NATURALEZA
ENVIRONMENT

Jessica is transforming environmental education in Costa Rica by providing a free platform for teachers with the necessary tools and strategies to easily implement educational material in the classroom. Through a collective impact approach with the private, social, academic, and governmental sector, she is creating environmental agents of change in children and their communities.

KEITHLEEN CAROO

ST. LUCIA
HELEN'S DAUGHTERS
AGRICULTURE & INCLUSION

Keithlin Caroo is transforming the agricultural sector for rural female farmers by building acceptance for them though advocacy work and by lobbying for the reduction of the high food-importation bill in the Caribbean. Through a community-supported agriculture model, Keithlin is providing capacity-building skills and direct market linkages with the local food retail industry while helping women find sustainable sources of income and increase local production.



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CECILIA RODRIGUEZ

CHILE **FUNDACIÓN ME MUEVO HEALTHCARE**

Cecilia Rodriguez is working to eliminate the asymmetric information that exists between the patient and the public healthcare system. She believes that if we can successfully place the patient at the center of the model for treatments. we will accomplish a substantive change for individual healthcare.

DIENA HARYANA

INDONESIA SEJIWA BULLYING

Diena Harvana is working through her organization SEJIWA to end violence and bullying against children in Indonesia. She is putting violence against children on the political agenda and creating environments children can thrive in. At the core of her approach is the idea that successful parenting is the solution to shaping nurtured and empathetic children who will become resilient leaders, parents, and teachers.





"Scaling deep is what we believe most women do. When women take on a challenge and care about a cause, it's about changing perceptions, behaviors, the way people think, and mindsets. When you do this, that's scaling deep.

- Iman Bibars, WISE Director

PAGE 6 WISE GLOBAL PANEL

WISE UP SERIES

Between July 13 - 15, Ashoka Arab World held WISE Up, an online series aimed at sparking discussions at the ecosystem level around how we can better **invest in**, **advance**, **and learn from impact models that scale deep**. WISE Up was powered by Ashoka's global Women's Initiative for Social Entrepreneurship (WISE).

3 days

25+ countries

28 speakers







860+ attendees

17 Outreach Partners





Speakers included Ashoka Fellows such as **Sue Riddlestone (UK),** Founder of Bioregional - responsible for influencing the United Nations' Sustainable Development Goals - and **Mariana Baños (Mexico)**, Founder of Pro Ayuda a la Mujer and Fundación Origen.

Speakers also included experts such as **Teresa Chahine (US)**, Inaugural Sheila and Ron '92 B.A. Marcelo Lecturer in Social Entrepreneurship at Yale University, and Natalie Rekstad (US), Founder and CEO, Black Fox Philanthropy, as well as innovation ecosystem leaders such as **Cheryl Dorsey (US)**, President of Echoing Green, and philanthropists like **Miren Bengoa (France)**, Executive Director of the Chanel Foundation.

SERIES RESULTS

In an effort to shift the franchise-focused, scaling-out-oriented narrative of success in the ecosystem, Ashoka Arab World's WISE Up series gathered women Ashoka Fellows and social leaders from across the globe, offering a platform for them to share their stories of impact and describe how they define success. WISE Up organized five virtual discussions over the course of three days:

Success Redefined: How to Scale Deep
Leading WISEly: Young Changemakers Shaping the World
Dismantling Systemic Racism on a Global Level: The Way Forward
South-led Stories of Impact
Toward a WISEr World: Redefining Impact Post-COVID-19



[Success is] changing someone's mind - someone who is angry and totally in despair to be someone who wants to change things and who knows she can change things, especially as a girl. It's so powerful; it's something that fills your soul.

- Greta Ríos, Ashoka Fellow, Mexico Founder, Ollin

At WISE Up, distinguished speakers described groundbreaking models of social change that revolve around building community trust and buy-in through holistic approaches to impact and emphasized the significance and power of scaling deep in order to then be able to scale up - influence laws and policies - and even scale out - spanning wide regions and accruing large revenues.

They underlined how scaling deep can prompt transformative systems-change across a myriad of social sectors, sharing stories of scaling deep approaches to tackling girls' school retention rates in Liberia, leading movements for racial justice and equity in the US and Brazil, elevating civic participation in Mexico, and building a global framework for sustainable living.

WISE UP LEARNINGS

The global pandemic offers us a unique opportunity to reevaluate the definition of success that has guided the social innovation ecosystem until now. At WISE Up, leaders in the sector came together to share their insights into how to expand mainstream definitions of success.

Below are some learnings:

- Collaborating with communities is essential to changing mindsets and patterns of behavior.
- Scaling deep models are often accessible and open-source.
- Community buy-in is key for changing mindsets and patterns of behavior.
- Proximity to the issues you are addressing matters.
- To make change within the ecosystem, we must decrease restrictions to funding and give innovators more flexibility in implementing their programming intuitively.
- We need to create metrics that better reflect how mindsets and norms are affected
- The media has a critical role to play in changing current definitions of success

At our follow-up Roundtable event in February 2021, we will delve into actionable steps the ecosystem can take to change current definitions of success. Participants will have the opportunity to discuss how we can bring about these changes and make pledges to change the way they define and measure success to advance women social entrepreneurs.

Photos From the Series





As a community member, you have a certain voice. So you an influence a certain number of people, right? When you have a voice, you have the power to make a change.

> - Sanjana Dixit, Ashoka Young Changemaker, India; Founder of RutaChakra





WISE and WISE Up Partners







































Let's Get WISEr.

For more info on WISE and how to get involved in the movement, contact us:

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