



**ASHOKA**  
EVERYONE A CHANGEMAKER™

# JOIN THE COLLECTIVE IMPACT JOURNEY!

IMPACT REPORT 2022 ASHOKA ROMANIA





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# 1981

## Changemaker

In the spring of 1981, Ashoka was born as the world's first and largest network of social entrepreneurs. Present now in over 90 countries, with over 3800 Ashoka Fellows, Ashoka ranks 2nd on the list of 2019's top five most innovative and impactful social enterprises, according to Forbes. The work began with building and spreading the concept of „social entrepreneurship.“ Each Ashoka Fellow is a role model. And each of the Fellows spreads their new ideas, recruiting local change makers and helping them contribute and succeed.

One of Ashoka's superpowers is that, in each key field, it has hundreds of Fellows whose entirely independent entrepreneurial creations are highly synergistic. Ashoka thus creates a network effect of collaboration. The Ashoka Movement: Everyone a Changemaker catalyses a global community leading this movement. We now live in a world where everything is changing, requiring everyone to contribute to and adapt to change to become a changemaker. In our world, where change and interconnectedness are accelerating, your power and that of each of us to influence change become increasingly important.

Ashoka identifies models of action distilled from Fellows work: types of solutions, strategies, thematic areas, and more - which often point to areas conducive to major social change. These perspectives from our Fellowship guide Ashoka's activities and investments toward strategic initiatives that enable every citizen to become a force for change. At the same time, because we haven't all committed yet to building a society where every person becomes a changemaker, a giver, the world is increasingly paralyzed by anger and division.

The first step is to recognize the problem. This requires all of us to put on new glasses, to view the world through a new framework. Ashoka's central purpose, its main objective since its inception four decades ago, has been and still is to create this very paradigm shift.

In this report, we introduce those who are already shifting the paradigm in Romania. They are Ashoka Fellows, each an innovator and a role model in their area of impact.

Then, we invite you to read about Ashoka Romania's most important initiatives in 2022, focused on social impact (and its measurement) and cross-sector collaboration. We understand the urgency of breaking down barriers between the business, social, and public sectors by introducing new ways of collaboration.

To start everythin, here are the Ashoka Fellows Romania:

**Paul Radu** is developing a global network of investigative journalists, scientists, programmers, and civic hackers.

**Dorica Dan** is revolutionizing the field of care for patients with rare diseases, moving from a rigid system to a collaborative approach.

**Florin Stoican** is catalysing a citizen-led movement to create a functional system for Romania's protected areas.

**Elena Calistru** uses research and data-based advocacy tools to build a citizens' movement that strengthens civic participation in public life.

**Ioana Bauer** identifies, mobilizes, and enables unusual social actors to create a resilient social network of empowered citizens to stop modern slavery and human trafficking.

**Carmen Gheorghe** empowers Roma women to become change agents from the grassroots up and uses their perspectives to reshape the legal and social framework.

**Eugen Vaida** uses monuments to build a social movement that revives an authentic rural identity and brings people back to their roots.

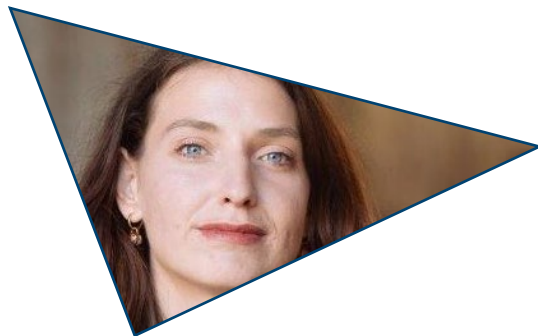
**Iarina Taban** identifies the deep vulnerabilities of the system and shifts the mindset about how society should care for vulnerable children.



“

**Bill Drayton**, Founder and CEO of Ashoka:

We are in a stage of history where if you're not a changemaker, your livelihood, your satisfaction, your ability to contribute in any sphere of life are in free fall. And as a result, societies around the world are divided, full of anger, and therefore unable to solve their problems. If you don't allow people the ability and power to give—which is a fundamental right—where are they in life? This power of giving is tied to livelihood, which is a much more accurate way to look at the field of social entrepreneurship than just the concept of jobs. The biggest gift is to give others the ability to give. And that's what every team member in a rapidly changing world, where all are connected, needs. There's no ambiguity about this—giving brings health, happiness, and longevity. And in all the great philosophical traditions, you can't practice love and respect in action if you don't have the skills of giving.



“

**Ana Murray**, Country Director Ashoka România

Ashoka aims to contribute to the creation of a society where every individual is a change maker, capable of creatively taking action to solve social problems. We strongly believe that through collaboration, empathy, and working in flexible teams, we can accelerate the systemic changes in society that we need to reduce inequalities, and that social entrepreneurship is the fastest path to significant systemic change.



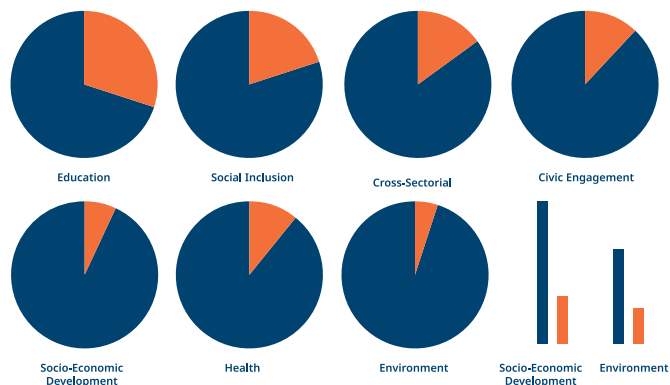
## Social Innovators Map 2022

Over 700 social entrepreneurs changing Romania are featured on the Social Innovators Map created by Ashoka Romania. We launched this map as a recognition of all the change-makers in Romania for their continuous effort in achieving social impact and pursuing systemic changes for the benefit of all.

For the study, using the «snowball methodology,» it started with an initial number of 52 nodes (46 confirmed respondent nodes), individuals recommended by Ashoka Romania, aiming for a balanced distribution across fields of activity, gender, and geographical regions.

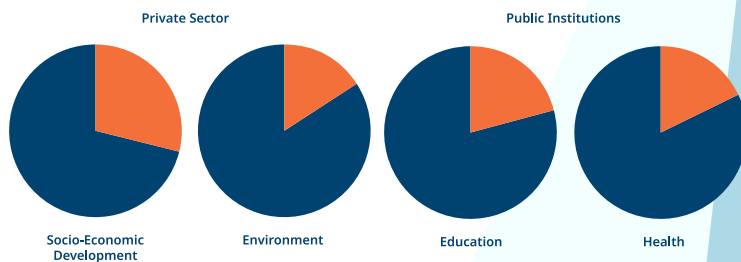
### Activity Sectors:

In the main activity sector that these social innovators belong to, 30% mention the Education sector, 20% Social Inclusion, 15% Cross-Sectoral, 12% Civic Engagement, 7% Socio-economic Development, 11% Health, and 5% Environment. Significantly more men are active in the Socio-economic Development sector (12% compared to 4% women) and the Environment sector (8% compared to 3%).



### Organization Types:

Looking at the types of organizations associated with the before mentioned fields, we observe that the NGO sector dominates, but there are also some differences in terms of Socio-economic Development and Environment, where 29% and 16% of innovators respectively work in the private sector. Additionally, Education (21%) and Health (18%) sectors seem to retain a larger number of innovators working within public institutions.



### Gender

Socio-economic Development and Environment are domains where over 60% of male innovators work, while the other domains are dominated by women.

### Obstacles/Challenges

Main obstacles in achieving impact:

- » Access to funding (68%)
- » Cultural/attitudinal obstacles (63%)
- » Legislative obstacles (60%)

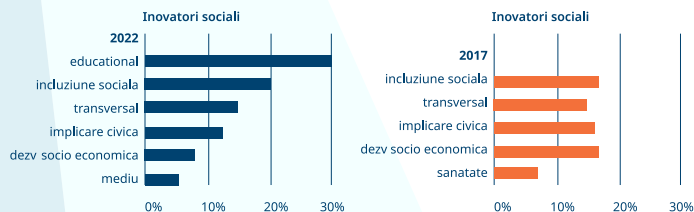
## Challenges in relationships:

- » Power dynamics and funding structure
- » Relationships with public authorities
- » Intergenerational challenges
- » Collaboration between «tribes» and cross-sector collaboration still underdeveloped

Significantly more challenges were mentioned by those active in the health field: legislative obstacles (73% compared to the average of 60%), state involvement (72% compared to the average of 55%), educational obstacles (51% compared to the average of 34%), and access to professional know-how (40% compared to 24%).

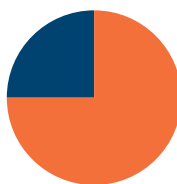
## 2022 vs 2017

In 2022, there is a significantly higher proportion of women on the list of change agents (63% in contrast to 36% men) compared to 2017 when the gender distribution was more balanced, consisting of 53% men and 47% women.

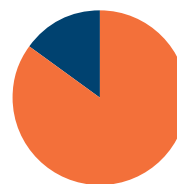


## Network

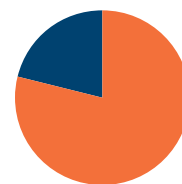
In general, there is a significant exogamy observed across all activity domains of innovators, meaning that collaborations between individuals active in different fields exist. It's true that depending on how the domains have been defined, some are inherently more horizontal than others (for example, Cross-sectoral, Socio-economic Development, Education). Among the domains with a higher proportion of references to different domains are Socio-economic Development (85%), Civic Engagement (75%), and Cross-sectoral (79%).



Civic Engagement

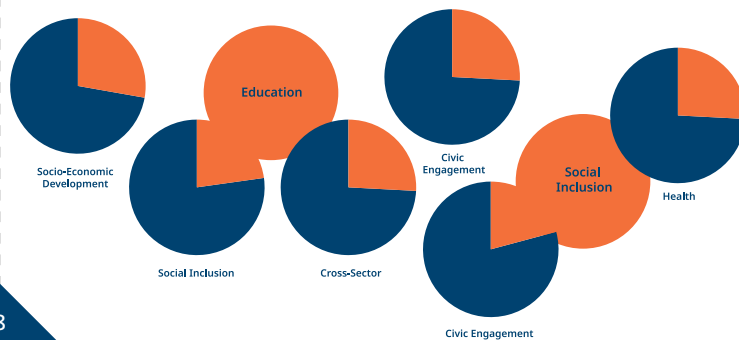


Socio-Economic Development



Cross-Sectoral

Analyzing the formed connections in detail, stronger connections between certain domains can be observed. Most of these connections involve the Education domain (for Social Inclusion - 23%, Socio-economic Development - 28%, Civic Engagement - 26%, Cross-sectoral - 26%). However, there are also closer relationships between Civic Engagement and Social Inclusion (21%), and Health and Social Inclusion (26%).





The research also resulted in a ranking of social innovators and their supporters, bringing together over 25 of the most well-known names in social entrepreneurship.

Among them are Diana Certan (Concordia Humanitarian Organization), Raluca Negulescu-Balaci (UiPath Foundation), Luca Ciubotaru (Rădăuțiul Civic), Dorica Dan (Prader Willi Association and Ashoka Fellow), Angela Achiței („Alături de Voi” Romania Foundation), Vlad Dumitrescu (FDSC), Mihai Lupu (Educab), and Elena Calistru (Funky Citizens and Ashoka Fellow).

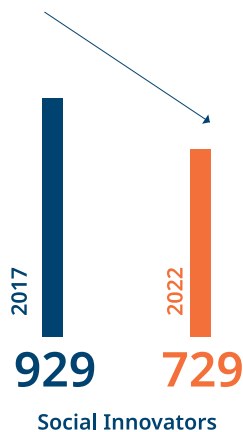
## Reflections and Open Questions

The number of social innovators in 2022 has decreased compared to the previous Ashoka study in 2017: 929 social innovators in 2017 compared to 729 in 2022.

What needs to happen to have a stronger and sustainable local civil society?

How do we ensure generational transition in the Romanian civil society?

How can civil society be better perceived in society?



“

The Social Innovators Map of Romania is a tool that everyone should have at hand when talking about the civil sector or about the people who are making a difference in Romania. The current mapping once again demonstrates how well connected we are to all initiatives in the country, and how the good is reflected especially in key development areas, such as education or social inclusion, where we still have a lot to catch up.

**Ana Murray**, Country Director Ashoka România.



“

For me the civil society in all its forms is that professional <<at home>> - the place from which you don't want to leave. The place where the power and the practice of dialogue still survive. About the Ashoka mapping? We might be tempted to count the points on the map. I believe that the lines that connect us are more important.

**Zoltan Bereczki**, SYNERB

# Harta inovatorilor sociali ASHOKA 2022

**779** inovatori  
**1013** nominalizări

## Ponderea inovatorilor după domeniul principal de activitate



## Dimensiunea nodurilor din rețea

ilustrează numărul de nominalizări primite de fiecare dintre inovatorii sociali

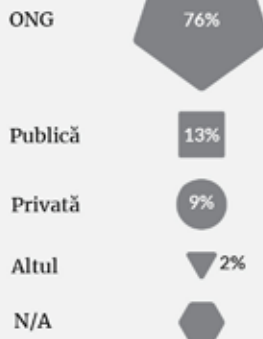


## Gradul de centralitate în cadrul rețelei

În funcție de numărul de conexiuni dintre fiecare inovator acestea sunt poziționate mai aproape sau mai departe de centrul diagramei, ilustrând importanța în cadrul ecosistemului.



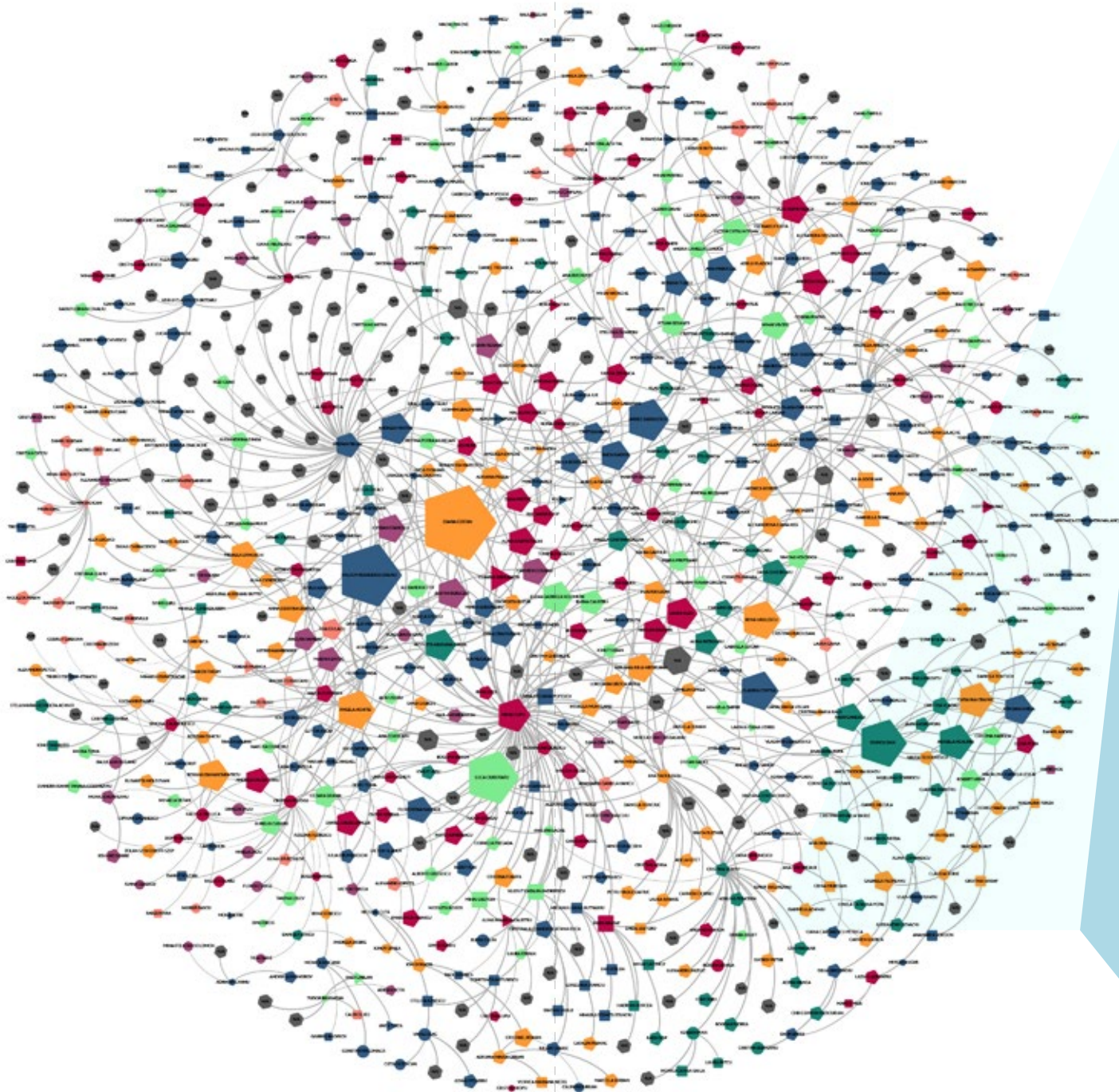
## Ponderea inovatorilor după tipul organizației în care activează



## Conexiunile dintre inovatorii sociali

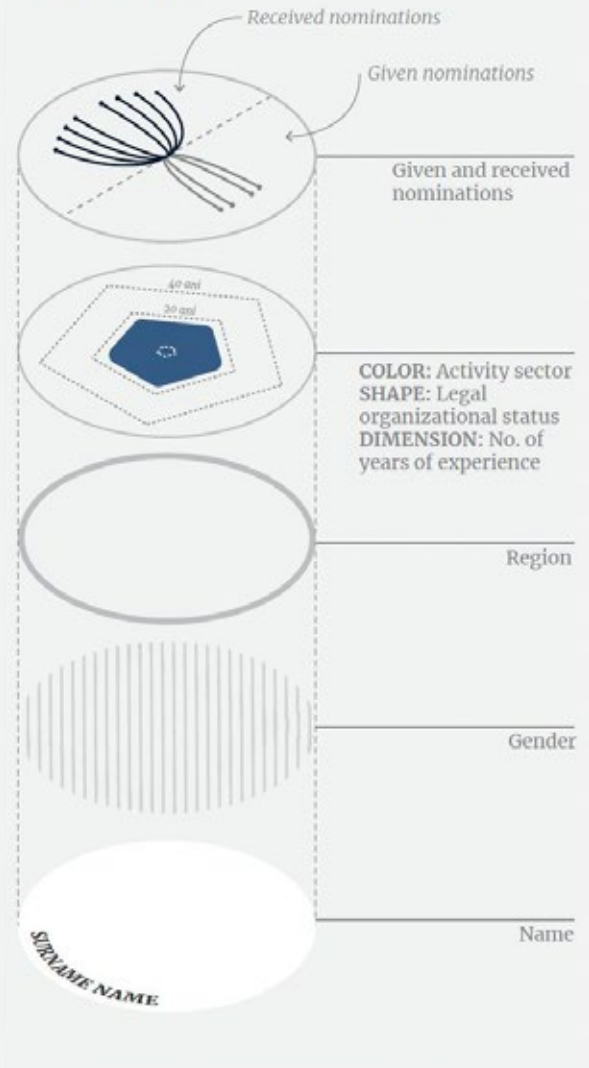
Linii ce unesc nodurile ilustrează fiecare dintre nominalizările realizate de către persoanele interviuate





# Top social innovators by type of organization

How to read the avatars?



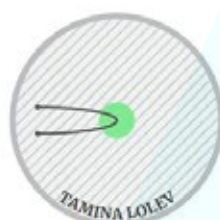
## ONG



## Public



## Private



## Other



A creative experiment was conducted by mixing responses from change makers, part of the social innovators' map study. It resulted in a civil society persona, which we invite you to discover:

### **What is your connection to civil society? What were your first contacts?**

It began during my student years in student organizations, and then I joined an organization that was planning events. This was around 2006-2009, when Facebook wasn't a big thing, and organizations in the city needed spaces to connect, and the organization I was part of provided this opportunity.

### **What was the reason that pushed you to have a deep involvement in this field? How has your motivation changed over time?**

After reviewing my professional journey, I realized that at the beginning, I acted a lot out of pain, anger, and the need to manage something that seemed unmanageable. Now I realize that extraordinary things are not done out of anger, but out of passion. My vision changed during a conference abroad, where I met an extraordinary person who asked me a thought-provoking professional question: «What makes us think that only through violent movements can things be arranged differently? Why couldn't we create change by rocking the world and loving more?» This question calmed my inner warrior. My decision now is to do things from a place of joy and with significant future impact. So, anger at

the beginning, love now. What I have understood more is that a law doesn't change something, but a critical mass that accepts change can fundamentally alter things. «Serving with joy for a greater impact.»

The main difference between motivation from anger and from joy is the focus on people and curiosity, on what comes naturally and can be cultivated.

### **In what year did you have your first job in this field? What was the general state of society back then?**

2013. Back then, there seemed to be more peace and stability, whereas now there is much more agitation and disorder on a superficial level. But if you look deeper, things are completely opposite. That stability was a slow death, and the current unrest came with many gifts: we are beginning to wake up and ask the right questions. Now it seems like a struggle between two worlds: an agonizing one in its last throes that occasionally succeeds, and the other is the power of civil society, whose involvement is more consistent and professional. A great deal of know-how has been developed in the civil society sector with very good intentions.

## **But now? What is the general state from what you've deduced from discussions with various people and participation in events by various organizations?**

Now it seems like we've become more specialized, sophisticated, we've tried to collaborate more, failed, seen that we also have egos, that we are human too. It's no longer "nice and easy", but we've grown and entered the mainstream.

## **What do you see as the gender distribution in Romanian civil society? What do you think the reason is?**

Predominantly a female sector statistically, certainly. However, there are many organizations with male leadership, even though many individuals in organizations are generally women. Because we live in a patriarchal, discriminatory, and misogynistic world. If there are non-binary people, they are more in the human rights area – feminism, queer.

## **From what you've observed, in which region of the country is there a higher concentration of civil society action? And the lowest? What might be an explanation?**

There's more involvement in the central part of the country – Transylvania, Cluj, in the northwest, Bistrița-Năsăud, and a bit in Moldova (Iași, Vaslui), but it's very weak in the south and Oltenia. I've talked to people there, and volunteering for them has to come with personal benefit, and if they see that it's not there's no

involvement. There's less involvement in the south and southeast. I believe this comes from culture and values and is related to people in the region.

## **In your opinion, what roles do individuals you consider change agents in civil society most often fulfill in the ecosystem?**

We show solidarity with any discussion/protests on topics such as physical abuse of women, feminist initiatives, Roma rights.

We have a conscious process of collaborating with other organizations that we identify with, because we want to share stories and be open to helping each other with services, information, information dissemination. We believe that there is a need for as many organizations as possible to address the LGBTQIA+ community because there are many aspects to cover, and the aspects that need support are very diverse.

We have always said that gender education is not just our responsibility, of LGBTQIA+ organizations, but of all organizations that have an interest in education or other areas where the approach can be intersectional.

## **From your experience, how do you find that the general population relates to civic involvement? Have you observed changes in this regard in recent years?**

In recent years, I've seen parents and people getting involved in making playgrounds better, citizens taking back their parks (note: civic movement protesting an illegal construction

permit in a park). These things weren't seen much before. It was also felt when the war broke out in Ukraine; we had a boost of people who understood that they are needed, and I feel that we haven't been able to capitalize on how beautifully we mobilized together because a political discourse was missing. There's still building to do, but I see, for example, a growing understanding for people without homes, people know more about the emergency hotline for homeless people, there are many volunteers here and in the area of institutionalized children.

There are people who are looking for places to volunteer to transmit this idea to children. And in the environment, a structure is beginning to be built.

### **What are the main obstacles you encounter in your work?**

For a long time, I feel that the sector suffered from the «savior syndrome» – you can't help someone else if you don't help yourself. There aren't many organizations that go into the mindset change area. There's a change in mindset from one generation to another, but the discrepancies are large and growing.

I feel that my efforts over the years have not been in vain, but I don't know if maybe I could have done better, and this is because impact in civic involvement is difficult to quantify.

The rigidity of collective mentality, pioneering work which is inherently difficult.

The unpredictability of funding mechanisms (application and reporting) and the individuals who represent the grant giver one you will work

with. They change quite often, and there's always a need to build a new working relationship with that person.

Also, in terms of funding, it seems unfair that an organization with little human and financial resources, which requests a small amount and is experiencing its first funding ever, should be subjected to exactly the same rigor as an organization that already has a solid experience with that funder.

### **But about the opportunities you identify in your work, what can you say? And how have these changed over time?**

I find that there are a tremendous number of opportunities today. There's a lot of know-how, you have inspiration, you have things to do. These crises have helped us by shaking up the «this is how things are done» mentality, by showing that work can be done from home, for example. Digitalization can help a lot in the area of inequality, but at the same time, it can also exacerbate inequality if not used carefully.

I see a much greater appetite for collaboration. Organizations are no longer cannibalizing each other for funds. Another good thing is that we are paying more attention to data, to measuring impact.



## Where do the main financial sources come from in your work?

EU funds, grants, POSDRU, long-term strategic partners, smaller companies that come and collaborate on specific projects. We have several sources.

## From your experience, what can you tell us about the relationship between the state and civil society? How do you think collaboration could be improved?

From my experience, in the morning I had a meeting with the minister, and then in the afternoon, I was at protests. Essentially, it's a dual relationship - we say what we want, we're heard, but nothing happens. There's a need for civil society to be included in more public-private partnerships, to be included in consultations, at least the beneficiaries.

## Masterclass Impact Academy for Civil Society Gala Winners

Since 2021 we have aimed to support social entrepreneurs by initiating a partnership with the Civil Society Gala, a project by The Institute, that promotes and rewards the activities of the associative sector in Romania. As a strategic partner of the project, we introduced the Social Impact Awards to the competition. A special jury composed of members of the Ashoka Romania community evaluated the top projects in each competition section and awarded the Social Impact Prize based on relevance, results, sustainability, impact level, and potential criteria.

The competition winners then underwent an Impact Academy Masterclass provided by Ashoka Romania colleagues – an online module with the mission of amplifying the existing skills of participants as representatives of civil society. Together, we aimed to transition from hero-preneurship to collective action, seeking solutions for the root causes of social problems rather than just addressing their symptoms, starting from how we view and measure impact.

The four sessions of the masterclass aimed to achieve: clear definition of problems and especially their root causes that participants are addressing; analysis of the system in which the problem exists, the desired systemic change, and how the system transforms; ways to achieve the desired/proposed systemic change; definition of social impact and the importance of measuring it; identification of examples, methods, and practices of collaboration across sectors.

Winners of the 2022 Civil Society Gala, Social Impact Awards:

**Casa Bună Association**, for the **Online Lessons at Casa Bună** project in Ilfov

**Q-Arts Association**, for the **Abandoned Museum**. Digital and Participatory Forum Museum project in Bucharest

**Zi de Bine Association**, for the **Place of Wellbeing** project in Bucharest

**Cavalerii Turnului Înclinat din Ruși Association**, for the **Knights' House – Youth Center** in Ruși Village project in Sibiu

**Zi de Bine Association**, for the **TeenLine** project in Bucharest

**Alternative Methods of Social Integration Association**, for the **See You App** project in Bucharest

**M.A.M.E. Association**, for the **Steluțelor Center – Support and Psycho-Social-Medical Recovery Center for Seriously Ill Children** in Bucharest

**The Social Incubator Association**, for the **IM WORKING AGAIN** project in Bucharest

Special Innovation Prize:

**Zi de Bine Association**, for the **Place of Wellbeing** project in Bucharest



# IMPACT ACADEMY 2022

DEDICAT CÂȘTIGĂTORILOR EDIȚIEI 20  
GALA SOCIETĂȚII CIVILE

## Ashoka Residency – Ashoka is YOU!

In Ashoka Romania, a world where Everyone is a Changemaker means anyone can be Ashoka. With this vision in mind, we created the Ashoka Residency Program, a 3-month experience aimed at any change creator in Romania who is curious to embark on a journey that explores the Ashoka universe in a way that supports them in leveraging our ecosystem in their own activities. The program is especially targeted at individuals working in the civil society sector, but welcomes anyone from the public or private sector who is eager to join.

It's a facilitated experience where participants will explore the living encyclopedia of people, solutions, ideas, and topics that is Ashoka. All participants have gone through a personalized experience based on their areas of interest and have been guided in navigating the Ashoka world through individual and collective coaching sessions. The lessons gained in the residency program will undoubtedly add value to the future impact of their mission.

The goal of this program is to take Ashoka to the next level – an open-source collaboration framework that will help us open up to those who are making changes in the ecosystem and allow a larger group of people to access our resources and opportunities more independently of our local team.

Here are some testimonials from those who have participated in the program:



**Ioan Chirilă**, promoter of innovation for sustainability, volunteer European Climate Pact Ambassador:

“I believe empathy and identifying with the needs of others is the most important ingredient when designing and developing social solutions.”



**Andreea Secara**, founder of AITIS & Susține Binele:

“Positive change can happen as long as people understand that change starts with them and cannot be imposed.”



**Alexandru Lișman**, storyteller Filantro:

“I seek to create change through well-structured frameworks. Hiperconnectivity is my game!”

## „In Search of Good” – Inspiration for Students

At the initiative of journalist and university teacher Eugen Istodor, Ashoka Romania contributed to an optional course for students at the Faculty of Letters, Communication and Public Relations Department, titled „In Search of Good.”

For a semester, students had meetings with some of the most important NGO representatives in Romania, providing them with the opportunity to discuss initiatives that bring about good in the community directly from the people behind them.

They interacted directly with the guests and learned about the stories that motivated them to reach their current positions. They also had the opportunity to talk and debate about the environment, journalism, social cohesion, cultural initiatives that promote synergy between different sectors, and much more.



**Florin Stoican**, Ashoka Fellow and founder of Văcărești Natural Park and Buila-Vânturarița National Park:

“We are ultimately a small speck in the long evolution of life and we as a species have a problem in relation to what is happening to the nature around us. So we have to rethink our role and purpose in this world within the larger living world.”



**Iarina Taban**, Ashoka Fellow and President of Ajungem MARI Association:

“Ajungem MARI is an educational program for institutionalized children and young people from disadvantaged backgrounds. It started 7 and a half years ago in Bucharest with zero funds and a handful of volunteers and, with the help of extraordinary local volunteer coordinators, expanded to 25 counties in a year and a half. Since then, we have been supporting 2,500 children through the constant involvement of a fantastic team of over 1,400 volunteers.”



**Paul Radu**, Ashoka Fellow, Co founder OCCRP:

“But what we are actually doing is trying to identify the harm that we can investigate, publish, so that it can no longer cause the same damage it did until then. For example, we calculate our impact in terms of money recovered from corrupt companies and organized crime groups, and so far, we have reached over ten billion dollars recovered by various governments and institutions.”



**Andreea Iager-Tako**, Cultural Center Plai:

„What I believe is important is to create a framework in which the diversity of interpretation works, so that everyone feels they can belong to a group and at the same time contribute value.”

## Impact Academy 2022 - Romania's First Integrated Human Rights Hub

Leaders cannot work alone. The civil society sector constantly needs improvements, and for that, collective impact is necessary. To understand the root causes of social problems and then analyze what needs to be done, Ashoka Romania launched the 2022 session of the Impact Academy for organizations working in the field of human rights. The program is integrated within the context of the project «Increasing Cross-Sector Collaboration for Systemic Impact in the Human Rights Sector,» and was realized in partnership with ECPI - the Euroregional Center for Public Initiatives, with financial support from the Active Citizens Fund Romania (a program funded by Iceland, Liechtenstein, and Norway through the EEA Grants 2014-2021).

The 40 selected participants were part of a training and networking program with international expert networks, creating Romania's first Integrated Human Rights Hub. Encouraging collaboration is vital to us, both between different organizations and between organizations and actors from the private or public sector, as human rights issues are often intersectional. Therefore, the ultimate goal is to understand that challenges related to human rights must be solved through complex solutions, resulting from collaboration processes between organizations and sectors.

The project included guiding civil society leaders through theoretical approaches, practical strategies, customized tools, and indicators

through the Impact Academy mentoring program. The learning experience initially consisted of online sessions delivered by international experts from the Ashoka network.

The program included mentorship and assistance in the strategic construction of human rights organizations, within a culture based on transparent communication, mutual support, learning, and responsibility. The program was structured in four stages, each with two sessions.

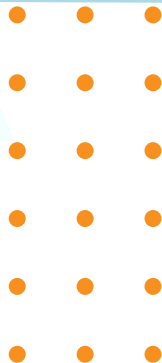
Next steps in the program included personalized mentoring with Ashoka Fellows, a well-being retreat built according to the Ashoka methodology, and safe group spaces facilitated by a coach.

## Participant Testimonials:

“ Co-creation processes involve a lot of communication – sincere communication and active listening. These processes require time, but I believe they also involve understanding the group with all its needs and expectations.

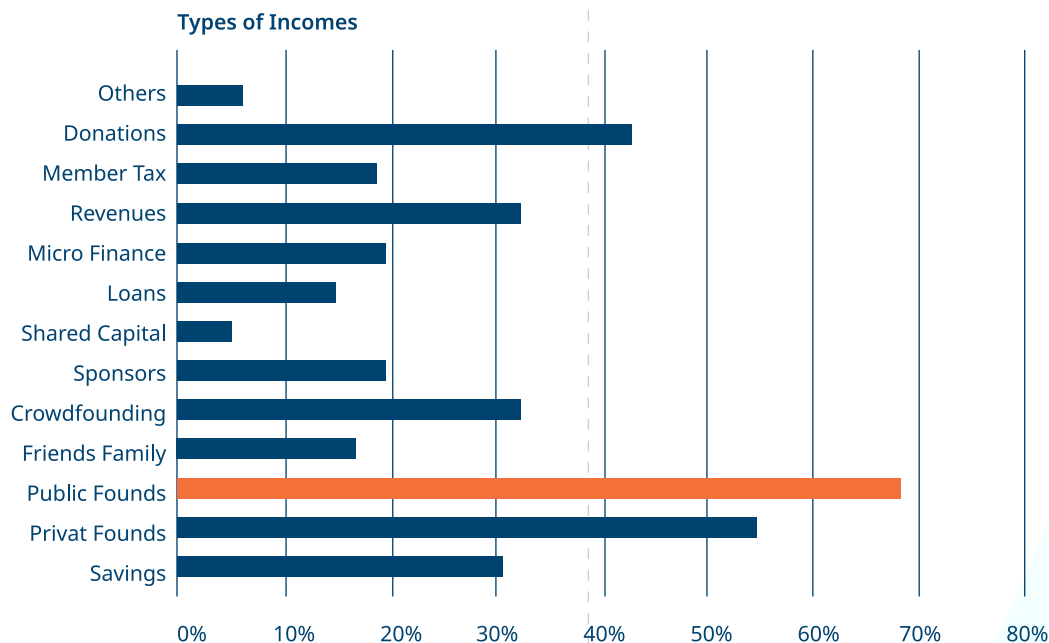
“ I think this session has provided me with many valuable conclusions. Firstly, that depending on the context and situation, the type of leadership can be adjusted to respond to the problem that needs to be solved. Secondly, trust and inspiration must come along with experience and good organization.

“ How important it is to create change strategies! You need to know all aspects of the issues and identify them correctly. Then, you need to realize what the impact of actions is and how the system changes.





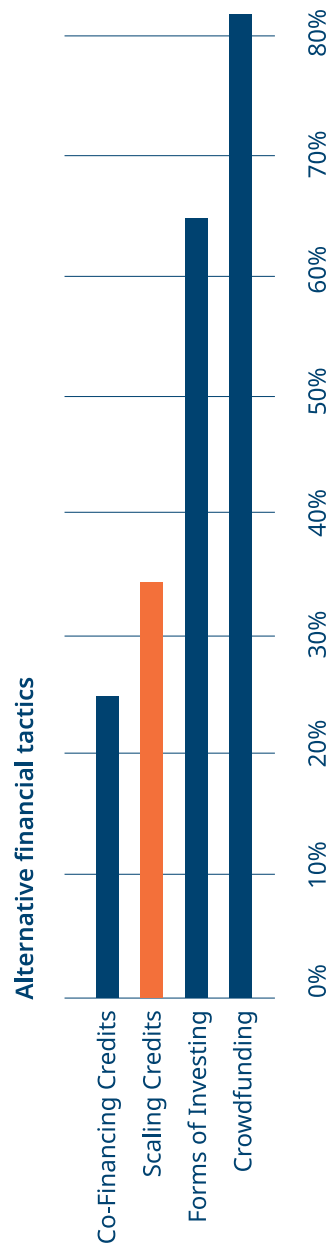
## Social Finance Market in Romania – What Resources Do Social Entrepreneurs Access?



Ashoka Romania, along with Fonduri-Structurale.ro and 2Tokens, launched the Social Finance Market in Romania report, an analysis of the social financing market that tracks the maturity level of the sector from the perspective of social entrepreneurs or change creators, as well as from the perspective of funders and support organizations. The report shows the sector's level of development regarding the opportunities that impact-oriented entrepreneurs have access to, whether financial or non-financial, as well as highlighting the barriers that still prevent us from accelerating systemic changes at the societal level.

## Conclusions:

1. The support ecosystem for social entrepreneurs and civil society is still in its early stages.
2. Civil society predominantly operates by accessing non-repayable grants, which, while necessary, develop an unsustainable dependency in the operational and initiative models of social entrepreneurs. Grants often do not build organizational capacity and often provide restrictive funds determined over a short period of time.
3. Social entrepreneurs in Romania are interested in alternative financing methods. For example, 83% of respondents in the study would use instruments such as crowdfunding, and 68% would consider various forms of investment. Loans are becoming a more attractive option for civil society, with 34% of them identifying an opportunity to use this line of funding for scaling or co-financing (25%).
4. Tensions exist in the relationships between funders and social entrepreneurs, but also the fact that there is often an inconsistency towards long-term partnerships that aim for systemic change and sustainable impact. These tensions often arise from a lack of collaboration on a chosen strategic objective, an imbalance in the power relationship, or a lack of common understanding of what impact represents and how it's measured.





“

Accompanying Ashoka from their first step in Romania, we have witnessed how the power of their network of leading social entrepreneurs, backed by the strong local leadership and highly skilled professional team have placed Ashoka Romania quite rapidly among the key organizations in the country. Using a diversity of analysis and collaboration tools, they manage to bring the business and civic sectors at the same table, thus building a solid support ecosystem for social innovation

**Roxana Vitan,**

President Romanian-American Foundation



**ROMANIAN - AMERICAN  
FOUNDATION**

*A gift from the American people*

# Radio Ashoka, News in Brief:

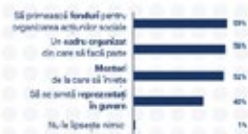
► The most recent Ashoka Romania barometer, conducted by IZI data, regarding the attitudes and perceptions of Romanians about the role of changemakers in society signals that 1 in 2 young people say they would need mentors to learn about social entrepreneurship. Moreover, young people are the ones who believe most in non-profit associations as agents of social change. 56% of young people aged between 15 and 24 say they need an organized NGO framework to get involved in volunteer actions or other forms of civic engagement.



## 1 din 2 tineri ar avea nevoie de mentori de la care să învețe despre antreprenoriatul social

### Antreprenoriat social & implicarea - o perspectivă

De ce au nevoie tinerii pentru a se implica în acțiuni în folosul comunității / societății?



Antreprenoriatul social - o știți ce este?

47% dintre respondenți declară că erau deja cunoscători ai antreprenoriatului social, 43% în rândul persoanelor cu vârstă cuprinsă între 45 și 54 de ani și semnificativ mai puțin, 30%, în rândul celor cu vârstă cuprinsă între 15 și 24 de ani.

Mai mult, generarea locurilor de muncă este cel mai des asociat cu obiectivele antreprenoriatului social de jumătate dintre respondenți și în semnificativ mai mare măsură în rândul celor mai tineri.



### Abilități utile pentru agenții de schimbări

Lucrul în echipă este pe primul loc, menționat de peste jumătate de respondenți. Organizarea personală este pe locul doi, mai importantă în rândul celor până în 24 de ani. Cel mai puțin sunt mai inclinați și spre antreprenoriat, generarea emoțiilor și gândirea critică, față de securitate.

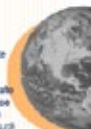
### Factori care contribuie la atitudinea de creator al schimbării

#### Educația primită în școală



#### ONG-urile

ONG-urile sunt considerate factorii ce contribuie la atitudinea de agent al schimbării de peste jumătate dintre cei ce au vârsta cuprinsă între 15 și 24 de ani, iar în sursele mai mici măsură de persoanele peste 55 de ani, care menționează mai des decât celelalte grupe de vârstă educația primită în școală.



#### Autoeducația

Dacă și autoeducația este pe primul loc în rândul factorilor, înțelesul de vârstă, când vine vorba despre celălalt factor, lucrurile se schimbă, după cum urmează:

#### Prieteni și cunoștințele

Prieteni și cunoștințele ajung de la locul 7 la nivel de total egalitari cu 56% în creștere față de luna august a anului trecut.

#### Influența persoanelor admirate

Influența persoanelor admirate crește în rândul interogaților egalitari față de luna august, 51% considerându-i un factor important.



### Cine influențează/ conectează și facilitează colaborarea într-o comunitate?

#### Medici



#### Profesorii



#### Persoane publice din mediul online



#### Șeful de la muncă



Totodată, când vine vorba despre șefii de clasă din rândul elevilor, Gen-Z oferă un procent semnificativ mai mic (53%) decât cel obținut la nivel de total egalitari (61%).



► This year, we hosted in Romania two important visits from two Ashoka Fellows who are leading an innovative shift in the environmental field: Maciej Podyma, a biologist from Poland, and Ignace Schops, an environmental activist from Belgium. Both participated in public events discussing the protection of biodiversity through innovative solutions and ways of collaborating and synergizing with local authorities. Maciej Podyma persuaded authorities in several Polish cities to replace lawns with wildflower meadows. Ignace Schops is the founder of Belgium's first national park, Hoge Kempen, which was established by the local community's desire rather than authorities, and he facilitated dialogues between locals, authorities, and businesspeople.

► This year, we received two important visits from two Ashoka Fellows who are leaving an innovative change mark in the environmental field in Romania: Maciej Podyma, a biologist from Poland, and Ignace Schops, an environmental activist from Belgium. Both participated in public events discussing the protection of biodiversity through innovative solutions and ways of collaborating and synergizing with local authorities. Maciej Podyma persuaded authorities in several Polish cities to replace lawns with wildflower meadows. Ignace Schops is the founder of Belgium's first national park, Hoge Kempen, which was established by the local community's desire rather than authorities, and he facilitated dialogues between locals, authorities, and businesspeople.

► Florin Stoican, Ashoka Fellow, received a visit from the Ashoka Netherlands consortium,

Commonland, and the Presencing Institute as part of the Bioregional Weaving Labs (BWL) Collective project. BWL represents an entire ecosystem of entrepreneurs specialized in environmental issues, designing and implementing nature-based solutions, and facilitators creating conditions for nature-based solutions to become more widely used.

► Ashoka Connect/Reconnect: We have started a series of monthly events where the purpose of the meetings is to connect/reconnect with social entrepreneurs and actors from civil society, thus allowing us to genuinely connect with each other. Connect Reconnect was designed to offer civil society a glimpse into the core of what each of us bases our activities on: authentic, real human connection with lots of goodwill.

► [fonduri-structurale.ro](http://fonduri-structurale.ro) is developing the National Competence Center for Social Innovation, an initiative that complements the SOFIA program - Social Finance Alliance for Romania, of which Ashoka Romania is a part. Through the programs, Romania will have European best practice models in using financial instruments for social entrepreneurs and investment readiness programs for social-purpose organizations.

## Ashoka Financials

In the past six years Ashoka Romania has been in a continuous process to strategize and assess how to balance the local characteristics and needs of the Romanian social entrepreneurship ecosystem with the strategy and value propositions that Ashoka engages with as international level. Thus, these 5 years represented a time for us to plug in different approaches to the local ecosystem, having these clear outcomes in mind, that we continue to thrive for together with our partners and other organizations that support social entrepreneurs and changemakers:

- ▶ Social entrepreneurship and Ashoka Fellows as the most accelerated way to produce systemic sustainable change for the good of all
- ▶ The social entrepreneur identity is elevated and shaped through our Fellows and media partners – More people identify as social entrepreneurs and role models for social entrepreneurship gain more visibility
- ▶ Collaboration for collective impact is the norm, not a lacking mechanism in the ecosystem
- ▶ Changemaking as the most accelerated way to reduce social inequalities, with a focus on children and youth for an everyone a changemaker world

**350.000**

Spending 2023 (expected)

**400.000**

Revenues 2023 (expected)

**370.000**

Spending 2022

**300.000**

Revenues 2022

**392.000**

Spending 2021

**408.000**

Revenues 2021

## Our Partners

### Acknowledgements

**Our immense gratitude goes to everyone we have collaborate with, from partners to volunteers to Ashoka Fellows, to Ashoka colleagues from all over the world and to everyone who brought their expertise and their hearts into the work that we are doing. We look forward to more opportunities that will bring people, networks and ideas together.**

### Founding Partner:

Romanian-American Foundation



### Partners and collaborators:

The Institute, Civil Society Gala  
Faculty of Letters, University of Bucharest  
Federation of Non-Governmental Organizations  
for Development (FOND)  
Foundation for Civil Society Development  
(FDSC) (\* within the project Enhancing cross-sectoral  
collaboration for systemic impact in the human rights sector)

Social Inovation Solutions

Fonduri-Structurale.ro

Rațiu & Partners

IZI Data

Alexandru Tiberiu Nica

Ana Cristache

Alexandra Cantor

Vlad Dumitrescu

Cristina Bălă

Codrin Epuraș

Monica Alexandru

Nicoleta Marin

Adriana Popa

Amărieuței Lăcrimioara Dana

Roxana Tănăsachi

Andre Rădulescu

Irina Bujor

Monica Belițoiu  
Alina Moldovan  
Cosmin Pojoranu  
Șerban Suciu  
Ruxandra Mocanu  
Florin Badita  
Angela Galeța  
Nicoleta Neacșu  
Dragoș-Petru Belduganu  
Luminița Ioana Vlaicu  
Lexi Caraman  
Mihaela Steliana Munteanu  
Ovidiu Ana  
Pătrășcoiu Roberto  
Marian Ignat  
Angela Nistor  
Diana Berceanu  
Andreea Viorica Roman  
Eugen Istodor  
Andrei Pogonaru  
Irina Corobcenco  
Andreea Iager-Tako  
Mara Micheu  
Constantin Alexandru Manda  
Luciana Adriana Zaharia

Petru Cioată  
Anca Elena Chirilă Gheorghică  
Ioana Florea  
Florin Ghindă  
Constantin-Iulian Tănașcu  
Cristina Buja  
Laura Iosub  
Corina Murafa  
Ciubotaru Gabriel  
Andreea Băltărețu  
Madalina Neagu  
Anemari-Helen Nițu  
Cristina Bălan  
Tomina Vodarici  
Koreck Maria  
Simona Ernu  
Fundatia Friends for Friends  
Ruxandra Burcescu  
Acaraliței Eugenia Maria  
Maria Dolores Neagoe  
Nicoleta Cerasela Predescu  
Andresoi Carmen Elena  
Jeremy Ducker  
Valentina Andrada Popa  
Stela Serghiuță



Teodora Damoc

Cristina Filimon

Eugen Pleșa

Roxana Tănăsachi

Raluca Drob

Zoltán Szüvérdfi-Szép

Ovidiu Mărginean

Linda Willy

Eugen Cucu

Luca Solesin

Mîndruț Oana

Mădălin-Constantin Ianuș

Călina Mircea

Oana Vasiliu

Lorena Garcia Duran

Mara Steiu

Marta Popescu

Florin Nasture

Eliza Drob

Daniela Pavlovici

Armando Laborde

Gerke Witteveen

Mirela Ștețco

Cătălin Dinu

Diana Ghinda

Ioana Axinte

Andrei Coșuleanu

Alexandra Cristea

Adina Manea

Alex Meszaros

Dan Patzelt

Maria Rădan Papisima

Ovidiu Condurache

Mădălina Dimache

Andreea Filip

Radu Moțoc

Mark Hajdu

Maria Matei

Angela Boghiu

Alexandra Vornicu

Valentin Mureșan

Marta-Iozefina Bencze

Nicoleta Trifan

Irina Onea (Cojoc)

Mihnea Anțiță

Sandra Ghițescu

Ana Maria Ciobașu

Cătălina Frâncu

Aldessa Georgiana Lincan

Silvia Luican





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IMPACT JOURNEY!**

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