



# Ashoka 101

an introduction to ashoka's global community of changemakers



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# Ashoka



# Ashoka is the largest network of social innovators in the world.

The world's most pressing problems are complex and interconnected, each one compounding the other until they seem impossible to solve. Solutions must be interconnected as well.

With over 3,500 Ashoka Fellows from 93 countries, Ashoka is the largest professional network of social innovators in the world.

Through its global community of changemakers, Ashoka is helping accelerate social change across causes, disciplines, sectors, and borders.

# Ashoka's global community of changemakers.



Our global community is present in Africa, Asia, Europe, Latin America, the Middle East, and North America.



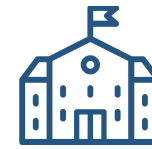
Over 3500  
Ashoka Fellows  
from 93  
countries



350 Ashoka  
Support  
Network  
members from  
22 countries



146  
Changemaker  
Partners in  
197 countries



259  
Changemaker  
Schools and  
37 Changemaker  
Campuses

# Ashoka pioneered the field of social entrepreneurship in the 1980s.

Ashoka's CEO and founder, Bill Drayton, coined the term "social entrepreneur" in 1972 to describe high-impact problem-solvers who are solving the systemic forces that cause and worsen social problems.

Founded in 1980, Ashoka has since created a network that identifies and supports leading social entrepreneurs around the world.

By the late 1990s, after having elected over a thousand Ashoka Fellows, Ashoka has helped establish the field of social entrepreneurship across different sectors and institutions.

# Ashoka is helping build a changemaker world.

In 2005, Ashoka expanded its focus from the global fellowship to the larger vision of an "Everyone A Changemaker™" world.

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

The collective insights drawn from Ashoka Fellows helped Ashoka identify the new framework for living and working together in this radically changing world.

The new framework consists of empathy, teamwork, new leadership, and changemaking.

# Ashoka is helping build a changemaker world.

**EMPATHY** is crucial in a world where rules can't keep pace with the speed and complexity of change. Empathy-based ethics is fast becoming the cornerstone for our everyday dealings.

**TEAMWORK** relies on everyone having the capacity to work in fluid, open team of teams to see and seize the ever-changing opportunities in this new strategic landscape.

**NEW LEADERSHIP** requires that every player on the team be an initiator. Each person must see the big picture and advance solutions that contribute to positive outcomes.

**CHANGEMAKING** is the capacity to freely and effectively innovate for the good of all.

# The Impact Spectrum

## Direct Service

Innovations that provide populations in need with goods and services

*An NGO that provides a coastal community with fishing rods*

## Scaled Direct Service

Models that unlock efficiency and impact through well-managed logistics of an intervention

*A social enterprise that makes and sells low-cost fishing nets*

## ASHOKA FELLOWS

## Systemic Change

A new model that is addressing the root cause of a problem. Involves policy change; widespread adoption of specific methodology by leading organizations; and new behaviors within specific markets

*A social entrepreneur helps fishermen communities set up protection areas to promote marine sustainability*

## ASHOKA

## Framework Change

People see and understand the world differently, affecting individual mindsets at large scale and changing behaviors across society as a whole

*Reach a point where it is the norm for consumers to demand products from a sustainable fishing industry*

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Ashoka's ability to see the future that is here is an extraordinary power. It flows from its grasp of history and its ability to see the patterns in the big impact innovations of its thousands of leading social entrepreneurs across the planet.



**Dr. Muhammad Yunus**  
Chairman, Grameen Bank  
2006 Nobel Peace Prize Winner  
Ashoka Global Academy Member

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Ashoka and the field of social entrepreneurship it built are giving millions the power of knowing they can change their worlds. Nothing undercuts corruption more effectively or more permanently.



**Peter Eigen**  
Founder, Transparency International  
Ashoka Fellow (Germany)

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Ashoka, which patiently, persistently pioneered the field of social entrepreneurship for decades, remains at its cutting edge. It has unleashed an unprecedented new force for good.



**Sir Fazle Abed**

Founder and Chairperson, BRAC  
Ashoka Fellow (Bangladesh)

.....

Most important about what Ashoka is doing is that they make people believe that change is possible. That belief can go viral.



**Anne Wojcicki**

CEO & Co-founder, 23andMe  
Co-founder, Brin Wojcicki Foundation

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# Ashoka Fellowship



# Ashoka Fellows are practical visionaries.

Motivated by public gain, Ashoka Fellows are exceptional social innovators who are dedicated to creating solutions that are more effective, efficient, sustainable, and equitable.

Around the world, Ashoka gauges nominees through the global selection process which consists of: extensive research; a series of interviews; local and international evaluations; and advice from key experts in related fields. This way Ashoka is able to assess whether a candidate's proposed idea has potential for systemic change.

# Ashoka's 5-point criteria for leading social innovators.



## New Idea

A new solution or approach to a social problem



## Social Impact

Potential to trigger nationwide impact



## Creativity

Resourceful in managing challenges and opportunities



## Ethical Fiber

Deeply and firmly rooted in a commitment to serve others



## Entrepreneurial Quality

Dedicated to seeing their vision become reality

# Ashoka Fellows are entitled to a lifetime membership.



## Peer-to-peer Community

- Connection with over 3,500 Fellows
- Formal and informal mentorship
- Opportunity to scale globally



## Transformative Skills

- Access to workshop and accelerator programs
- Access to probono partners



## Network

- Advisory support from Ashoka
- Connection with partners, business leaders, and global corporations



## Time & Investment

- Eligibility for financial support: a 3-year needs-based stipend
- Connection with funding partners



## Visibility

- Nominations to awards and competitions
- Connection with media partners
- Thought leadership opportunities

# Ashoka Fellows in the Philippines!



Providing Psychosocial Support to Children in Hospitals

## **Girlie Garcia-Lorenzo**

Executive Director & Co-founder, Kythe Foundation, Inc.  
President, Philippine Association of Patient Organizations (PAPO)  
*Ashoka Fellow since 2013*



Building Systems for Water Governance

## **Kevin Lee**

Executive Director & Co-founder, A Single Drop for Safe Water  
Coordinator, Humanitarian Response Consortium (HRC)  
*Ashoka Fellow since 2014*



Empowering Overseas Filipino Workers

## **Cristina Liamzon**

Co-Founder,  
Leadership and Social Entrepreneurship Program (LSE)  
*Ashoka Fellow since 2014*

# Ashoka Fellows in the Philippines!



Promoting Child and Maternal Nutrition

## Ines Fernandez

Director and Founder,  
Arugaan  
*Ashoka Fellow since 2014*



Building a Disability-Inclusive Society

## JP Maunes

CEO & Co-founder, Philippine Accessible Disability Services, Inc. (PADS)  
Manager, PADS Adaptive Dragon Boat Racing Team  
*Ashoka Fellow since 2014*



Creating Inclusive Communities in Southeast Asia

## Laurindo Garcia

CEO & Founder,  
The B-Change Group  
*Ashoka Fellow since 2015*

# Ashoka Fellows in the Philippines!



Revolutionizing Last-Mile Education

## Zhihan Lee

CEO & Founder,  
Bagosphere  
*Ashoka Fellow since 2017*



Building Lasting Peace

## Bai Rohaniza Mateo Sumndad-Usman

Founding President & Executive Director,  
Teach Peace Build Peace  
*Ashoka Fellow since 2017*



Empowering Women and Girls

## Amina Evangelista Swanepoel

Founding Executive Director,  
Roots of Health  
*Ashoka Fellow Since 2017*

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At a time when people paid little attention to my ideas, Ashoka spent hours listening. It was one of the most introspective and forward-thinking processes I had ever experienced.



**Ratnaboli Ray**  
Founder, NAAJMI  
Ashoka Fellow (India)

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Democracy begins with citizens taking the initiative on public problems. Ashoka Fellows are exactly the people pushing forward this frontier—both with their work and as role models for hundreds of others.



**The Honorable Guido Calabresi**  
Former Dean of Yale Law School

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I welcome the new Ashoka Fellows in this family. I believe in the unlimited potential in each one of you. Each one of you is a leader. Each one of you is a changemaker.



**Kailash Satyarthi**

Founder, *Bachpan Bachao Andolan*  
Ashoka Fellow (India)  
2014 Nobel Peace Prize Winner

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One of the most important things about Ashoka is the idea of a community, bringing people together.



**Jimmy Wales**

Founder, Wikipedia  
Ashoka Fellow (USA)

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It's heartening as we continue to find and support more Ashoka Fellows. It validates my faith in our people, that we are innovators, problem-solvers, and changemakers. There is hope.



**Dr. Tony La Viña**  
Board Member  
Ashoka Philippines

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The Ashoka Fellowship is a sanctuary for me. Coming together with my co-Ashoka Fellows gives me a boost to move forward and not give up.



**Girlie Garcia-Lorenzo**  
Executive Director & Co-founder,  
Kythe Foundation, Inc.  
Ashoka Fellow (Philippines)

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# Ashoka Philippines



# Our History

In 2007, Ashoka started helping institutions develop social entrepreneurship programs in the Philippines.

Officially launched in 2013, Ashoka has since elected 9 Ashoka Fellows from all over the country.

As the search for high-impact social innovators continues, Ashoka is helping nurture the changemaker ecosystem in the Philippines through creative coalitions, knowledge sharing, and open collaboration.



# Our Goals

This 2018, Ashoka Philippines is looking to elect 5 Filipino Ashoka Fellows working in relevant fields such as Education, Health, Climate Change & Environment, Peace-Building, and Agriculture.

Ashoka Philippines is aiming to launch Ashoka's Youth Years program in the country, a program focused primarily on Changemaker Education—equipping young Filipinos with the skills necessary to thrive in a future of rapid change.



# Our Programs

## All-Fellows Meeting

Cultivating a community of practice for leading social innovators is essential to changemaking.

Every year, through the *All-Fellows Meeting*, Ashoka Fellows are gathered and encouraged to connect, mentor, and learn from one another. Shared open spaces let them see problems and solutions from different perspectives. Future collaborations also allow them to grow and deepen impact.



# Our Programs

## Reimagining Education

Around the world, Ashoka is finding ways to encourage education systems to nurture changemaker skills among our youth.

In 2017, Ashoka Philippines started conversations with key education players on tackling the challenge of educating for an unknown future.

(IN PHOTOS: *Reimagining Education* in partnership with the Asian Institute of Management Stephen Zuellig Graduate School of Development Management; and *Creating Changemaker Schools* with ChangemakerXChange in partnership with Habi Education Lab.)



# Our Programs

## Ashoka Future Forum

Ashoka is leading discussions about the new framework for organizations and individuals in a rapidly changing world.

In 2017, Ashoka Philippines hosted its first-ever *Ashoka Future Forum* entitled *The New Game* with Hon. Henry De Sio, Jr., Ashoka's Global Chair on Framework Change.

(IN PHOTOS: *The New Game* fireside chat with Minette Navarrete of Kickstart Ventures, Hon. Henry De Sio Jr., and Rico Gonzalez of Ashoka Philippines and xchange; Keynote speech entitled *Changemaker Effect* at the National Social Entrepreneurship Conference 2017.)



# Our Programs

## Global Innovators Series

We invite Ashoka Fellows from around the world to visit the Philippines so that they can share their transformative models with local leaders and partners.

(IN PHOTOS: American Ashoka Fellow Elizabeth Hausler Strand, founder of *Build Change*; Spanish Ashoka Fellow Jordi Martí, founder of *Dry Blood Spot Screening*.)



# Our Programs

## CommonGround

*CommonGround* events are curated shared spaces for innovative thinkers across sectors to collaborate and develop better solutions.

(IN PHOTOS: *Youth Space* at the ADB Asian Youth Forum 2016; Ashoka Fellow Kevin Lee facilitating a group at the *Making Sense of Collaboration* with Japan Foundation, Manila.)



# Our Programs



Ashoka was Globe Telecom's implementing partner for the first-ever *Globe Future Makers*: a nationwide social innovation program for Philippine-based initiatives that are using technology to help solve social problems.

Together with Singtel, Optus, and Kickstart Ventures, the Top 5 received mentorship, network & market access, technology support, and regional visibility.



# Our Programs



CHANGEMAKERXCHANGE

The *ChangemakerXChange* is a global collaboration platform co-created by Ashoka and the Robert Bosch Stiftung for the world's most promising young social innovators.

Ashoka hosted the first-ever summit in the Philippines for founders and co-founders under 30 years old from countries in Asia and Europe. As members of this global community, the 23 participants can now connect and collaborate with over 350 changemakers around the world.

To date, Ashoka Philippines is helping build a stronger CXC community in Asia.



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Changemakers inspire even more changemakers. You can inspire change from wherever and however you are.



**Terri Jayme-Mora**  
Country Manager  
Ashoka Philippines

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In a world where everyone will suffer through the consequences of change, the common good can only truly be achieved when we all collectively actively change.



**Rico Gonzalez**  
Chairperson of the Board  
Ashoka Philippines

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# Frequently Asked Questions



# Frequently Asked Questions

## What is an Ashoka Fellow?

Ashoka Fellows are the definitive changemakers. Our Fellows are individuals whose vision and creativity are motivated by public gain. As practical visionaries, they develop a new approach to a social problem, fully intent in creating solutions that are more effective, efficient, sustainable, and equitable than current solutions. These exceptional social innovators dedicate their lives to driving positive social change.

## How does one become an Ashoka Fellow?

Around the world, Ashoka gauges each candidate's fit through a global selection process. Through extensive research, a series of interviews, and advice from key experts in related fields, Ashoka is able to assess whether a candidate's proposed idea has the potential for systemic change. This means the proposed social innovation must offer an alternative approach with the potential of addressing the root cause of the problem. Prospective impact must also be scalable to at least the national level. Ashoka's process also screens for projected rate of success by taking a closer look at the social innovators themselves. Candidates must be highly adaptive, resourceful, practical, and ethical for their proposed social innovations to work.

# Frequently Asked Questions

## How come there are known personalities in the social sector who are not Ashoka Fellows?

There are many possible reasons for this. Here are two (2) possibilities:

1. Sometimes it's a matter of timing. Ashoka may find social innovators who are at the earliest stages of their work. Ashoka may later nominate them to the Fellowship once their work begins to tackle systems-change at scale. Ashoka may also encounter social innovators at later, more mature, stages of their work. Often, this means they might have less need for support. In both cases, Ashoka may still engage them through the network.

2. Sometimes it's about fit. Perhaps the social innovation is taking a form that is different from what Ashoka is looking for.

Ashoka is about a greater community than just the Global Fellowship. One does not need to be an Ashoka Fellow to belong to the network or take part in changemaking. It is about understanding our roles and how best we can work together toward positive social change.

# Frequently Asked Questions

## Once elected, what are Ashoka Fellows required to do?

When elected into the Global Fellowship, Ashoka Fellows are connected to Ashoka's global network where they can find community and support for life. Ashoka's role is simply to help them grow and deepen impact. The Fellow need only focus and continue with their systems-changing work.

## Is Ashoka a grant-giving body?

No, Ashoka is not a grant-giving body. However, Ashoka Fellows are eligible for a three-year, needs-based living stipend to help them focus on their social innovation. Economic constraints can decelerate the rate of change by distracting the social innovator from solving the problem. Ashoka helps ease this through the stipend. Still, many Ashoka Fellows choose to opt out of the stipend. The main benefit of the Global Fellowship is the lifetime membership to a professional network.

# Frequently Asked Questions

## Does Ashoka invest in social businesses or social enterprises?

No, Ashoka does not invest in projects. Ashoka invests in people. The programs of Ashoka are geared towards providing personal and professional support to help accelerate the rate of change.

## Where does Ashoka's funding come from?

Ashoka is a donor-funded organization. Donations are from individual major donors and partner organizations from around the world.

Our donors and partners share in Ashoka's understanding that social innovators are the primary engine for economic and social development. This global community of leaders invest in changemaking through the [Ashoka Support Network](#) or by becoming Changemaker Partners.

# Frequently Asked Questions

## What is the current focus of Ashoka in the Philippines?

Launched in 2013, Ashoka Philippines aims to create a more robust culture of changemaking across all sectors in the country. To date, there are nine (9) Ashoka Fellows in the Philippines. Ashoka is searching for social innovators in crucial areas such as education, health, climate change & environment, peace-building, and agriculture. Ashoka Philippines is also beginning to build partnerships with schools and universities.

## How else can people engage Ashoka?

**VOLUNTEER.** Our volunteers establish partnerships, organize events, mount campaigns, and take charge in our search for the next Ashoka Fellow.

**PARTNER.** Changemaker Partners are organizations that help accelerate the growth of innovative solutions through their expertise and support.

**INVEST.** Members of the Ashoka Support Network are individual leaders from different fields who share and invest in Ashoka's vision.

**NOMINATE.** If you know anyone with an innovative solution to a social problem, nominate them to the Fellowship.

# Frequently Asked Questions

## Where did Ashoka get its name?

Ashoka is named after Emperor Ashoka of India. Emperor Ashoka was the ruler of the Maurya Empire from the 3rd Century BCE. He renounced violence and became one of history's most tolerant, global minded, and creative leaders, pioneering innovations in economic development and social welfare. Ashoka is also inspired by the Sanskrit word meaning "active absence of sorrow."

## What is Ashoka's logo?

The Ashoka logo is an oak tree. The oak tree is a tough, spreading tree, resistant to drought, and sets down deep roots. Because of its shade, the oak tree often became a meeting place in villages. It is also reminiscent of the proverb: "from little acorns do great trees grow."

# Frequently Asked Questions

## Who is the founder of Ashoka?

William "Bill" Drayton is the founder and current chairperson of Ashoka: Innovators for the Public. Bill pioneered the field of social entrepreneurship, coining the term "social entrepreneur" in 1972. A graduate of Harvard, Oxford, and Yale Universities, Bill started out as an active student leader. Before founding Ashoka in 1980, he developed his ideas across many fields. Bill worked as an Assistant Administrator at the US Environmental Protection Agency (EPA), a management consultant with McKinsey & Co, served briefly in the White House, and taught both law and management at Stanford Law School and Harvard's Kennedy School of Government. Internationally lauded as a visionary, Bill Drayton is considered as one of the world's leading thinkers on social change.

There is no way the problems  
can continue to outrun the solutions  
when everyone is a changemaker.



**Bill Drayton**  
CEO & Founder, Ashoka





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 [@ashokaph](https://www.instagram.com/ashokaph)

 [Ashoka Philippines Channel](https://www.youtube.com/AshokaPhilippinesChannel)

