

Connect to the largest network for system-changing social innovation in Europe, spreading across civil society, business and philanthropy

EUROPEAN CHANGEMAKER SUMMIT

25th, 26th & 27th

November 2019

Barcelona

Organized by:



Supported by:

Google



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ASHOKA IS THE LARGEST NETWORK OF SOCIAL ENTREPRENEURS IN THE WORLD WITH **3,500 FELLOWS** DRIVING SYSTEMIC CHANGES FOR SOCIAL PROGRESS IN 90 COUNTRIES.

MORE THAN 550 OF THESE LEADING SOCIAL ENTREPRENEURS OPERATE FROM EUROPE WHERE **ASHOKA IS ACTIVE IN 25 COUNTRIES** TO SUPPORT THEM.

THE **EUROPEAN CHANGEMAKER SUMMIT** IS ASHOKA'S LARGEST EUROPEAN GATHERING.

IT **CONNECTS** ITS VAST COMMUNITY OF SOCIAL ENTREPRENEURS AND LEADERS FROM BUSINESS AND PHILANTHROPY TO **CELEBRATE** INSPIRING EXAMPLES AND TO **LEARN** AND **COLLABORATE** ON STRATEGIES FOR SOCIAL CHANGE.



**“ASHOKA IS A LIVING ENCYCLOPEDIA
OF SOCIAL INNOVATION IN EVERY FIELD
AROUND THE WORLD”**

**JIMMY WALES,
FOUNDER OF WIKIPEDIA,
ASHOKA FELLOW**



WHY EUROPE

With its diversity and its resources, Europe is **a powerhouse of innovation**. Deeply integrated, its goods, services and people can move freely.

But not so for social innovation, which rarely spreads and transforms systems across borders. To change this, we need a **pan-European community and alliance** for system-changing social innovations.

Ashoka is deeply rooted in 25 European countries with strong local networks across all sectors, from civil society to **business, venture capital and philanthropy**.

The European Changemaker Summit **brings together these local networks** to develop a truly pan-European force for social change.

WHY ASHOKA

There are countless ideas to do good in the world. But few of them go beyond symptoms and have the real **potential to change systems**. And even fewer of them are in the hands of an entrepreneur.

Ashoka focuses entirely on social entrepreneurs with system-changing ideas. We believe these “**Ashoka Fellows**” to be the most powerful force for good.

In Europe, we already support a community of more than 550 Ashoka Fellows from all fields. The community grows by 50 members every year.

They offer **a unique European perspective on how to tackle the hardest social challenges** of our continent.



WHY BARCELONA

What the city offers:

- Rich social innovation ecosystem
- Talent and economic activity
- Advanced educational and cultural institutions
- Great urban mobility

What we bring:

- Position Barcelona as the capital of social innovation for a year
- Connect the local social innovation ecosystem with the European one
- 50 solutions to social issues in different areas



THE SUMMIT



CONNECT

Connect with the key drivers of social innovation ecosystems in Europe: outstanding social entrepreneurs, companies, investors, foundations and public actors.

CELEBRATE

Celebrate 50 new Ashoka Fellows from 20 countries with system-changing solutions to social issues across Europe.

LEARN

Discover new European trends on social innovation, deepen expertise on pan-European approaches to social change and define proven methodologies to scale social innovation.

COLLABORATE

Generate pan-European alliances for system-changing social innovation between social entrepreneurs, business, venture capital and philanthropy.

THE NUMBERS

The first European Changemaker Summit 2018 was our start. Now we plan to go bigger!



BERLIN 2018

BARCELONA 2019

	BERLIN 2018	BARCELONA 2019
Participants	240	1500
Ashoka Social Entrepreneurs	36	50
European Countries Represented	16	20
Private Speakers' Dinners	0	10
Days	02	03
Summit Partners	07	15
Celebration Ceremony	0	01

THE ATTENDEES



SOCIAL ENTREPRENEURS

50 newly elected Ashoka Fellows from across Europe working on fields including education, environment, gender, migrations or employment

SOCIAL INVESTORS

Members of the **Ashoka Support Network**, a global community of successful business leaders from a variety of fields who see entrepreneurship as the primary engine for economic and social development

COMPANIES & FOUNDATIONS

Organizations who are investing in social innovation as their strategy to generate positive impact at a national or regional level

THOUGHT LEADERS

Representatives from academia and organizations deepening in the concept of systems change

THE DRAFT AGENDA SUMMARY

PUBLIC / FREE	(*) To Be confirmed
PRIVATE / TICKETED	
INDEPENDENT / FREE	

TIME	MONDAY NOV 25th: CONNECT & CELEBRATE	TUESDAY NOV 26th: LEARN	WEDNESDAY NOV 27th: COLLABORATE
9:00	ARRIVALS	REGISTRATION	REGISTRATION
9:30		KEYNOTES	KEYNOTES + PANEL
10:00			
10:30			
11:00		UNDERSTANDING FELLOWS APPROACHES: ASHOKA FELLOWS WORKSHOPS	COLLABORATING FOR SYSTEMS CHANGE: EUROPEAN FELLOWSHIP WORKSHOPS
11:30			
12:00	INDEPENDENT ECMS EVENTS	LUNCH	LUNCH
12:30		PANEL	CLOSING
13:00			
13:30		UNDERSTANDING THE SYSTEMS: SYSTEMS CHANGE EXPERTS WORKSHOPS	DEPARTURES
14:00			
14:30		CLOSING	
15:00			
15:30		PRIVATE SPEAKER'S DINNERS	
16:00			
16:30		WELCOME PARTY	
17:00			
17:30			
18:00			
18:30			
19:00			
19:30			
20:00			
20:30			
21:00			
21:30			
22:00			

THE THEMES FOR PANELS AND WORKSHOPS

Work in progress:



**Inclusion &
reducing
inequality**

**Climate
change & the
environment**

**Economic
development &
changes in the
labour market**

**Civic
participation &
strengthening
democracy**

**Data &
technology**

Healthcare

!?
*In progress until we
finish the Ashoka
Fellows selection
process*

!?
*In progress until we
finish the Ashoka
Fellows selection
process*

!?
*In progress until we
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!?
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process*

THE POTENTIAL SPEAKERS: FELLOWS



**VICTORIA
TORTOSA**

La Exclusiva (Spain)
redesigns the rural
distribution services to stop
rural exodus.



**MICHAEL
SANI**

Bite the Ballot (UK)
increases youth social
participation and political
engagement by using the
power of media and
campaigns.



**THORKIL
SONNE**

Specialisterne (Denmark)
harnesses the talent of people
with autism for employment
in the IT sector.



**FRANK
HOFFMANN**

Discovering Hands (Germany)
trains blind women to become
certified breast cancer
diagnosticians.



**EDIT
SCHLAFFER**

Women Without Borders (Austria)
engages mothers as
ambassadors for
deradicalization within their
families and communities.



**SAÏD
HAMMOUCHE**

Mozaik RH (France)
established a recruitment
agency specialized in
promoting diversity to
transform the image of
disadvantaged communities.

**DARIO
RICCOBONO**

Addio Pizzo (Italy)
established a mafia-free
tourism agency to bring a new
market of consumers to drive
a mafia-free economy in
Sicily.



**TÜLIN
AKIN**

Tabit (Turkey)
is building an IT platform for
Turkey's family farms to fully
participate in the economy
and society.

THE LOCATIONS

The summit will be held in two venues in Barcelona:

- Workshops (300 px): Design Museum of Barcelona



- Open Ceremony (1500 px): Teatre Tívoli



YOU AT THE SUMMIT

Use the opportunity to:

- **Create impact:** Contribute to cross-sector collaboration and scaling across Europe
- **Form partnerships:** Meet potential partners to co-create alliances or CSR programs.
- **Improve your branding:** Position yourself as a thought leader in social change.
- **Foster PR:** Get high external visibility through Ashoka's media partners.
- **Meet talent:** Use the Summit as a leadership training for your employees.



YOU AT THE SUMMIT

	CO-HOST 100K	CORE PARTNER 50K	PARTNER 30K
Co-Host of the entire European Changemaker Summit	✓		
Welcome address at the opening ceremony	✓		
Co-Branding for a panel or workshop	✓		
Expert role on a panel or workshop	✓	✓	
Company stand on summit	✓	✓	
Invitation to private Speakers' Dinners	✓	✓	✓
Level of visibility on video, website & printed materials	✓	✓	✓
Number of free Summit tickets *	10	05	03

SUMMIT PARTNERS

The Google logo, featuring the word "Google" in its signature multi-colored font (blue, red, yellow, green, blue, red).The BCD logo, consisting of the letters "BCD" in a bold, red, halftone-style font.

Barcelona Centre de Disseny

	 Barcelona Centre de Disseny		

PRICING SYSTEM

REGULAR 700 €	SUSTAINABLE 350 €	REDUCED 250 €	FREE 0 €
	Applicable if you are: <ul style="list-style-type: none">• Traveling without using a plane. No, we will not check.	Applicable if you are: <ul style="list-style-type: none">• Ashoka Support Network member• Ashoka Partner• NGO, academic or public sector	Applicable if you are: <ul style="list-style-type: none">• Ashoka Fellow• Summit Partner
You are a star! You are making it possible for two social entrepreneurs to come to the event for free. ECMS couldn't happen without your help	You rock! You are making it possible for one social entrepreneur to come to the event for free and reducing the carbon impact of the summit	Thanks! You are making it possible for one social entrepreneur to come to the event for free	

APPENDIX

ASHOKA IN EUROPE

18

PREVIOUS ASHOKA EVENTS IN EUROPE

19

Direct service

More direct service

Systems Change

ASHOKA IN EUROPE

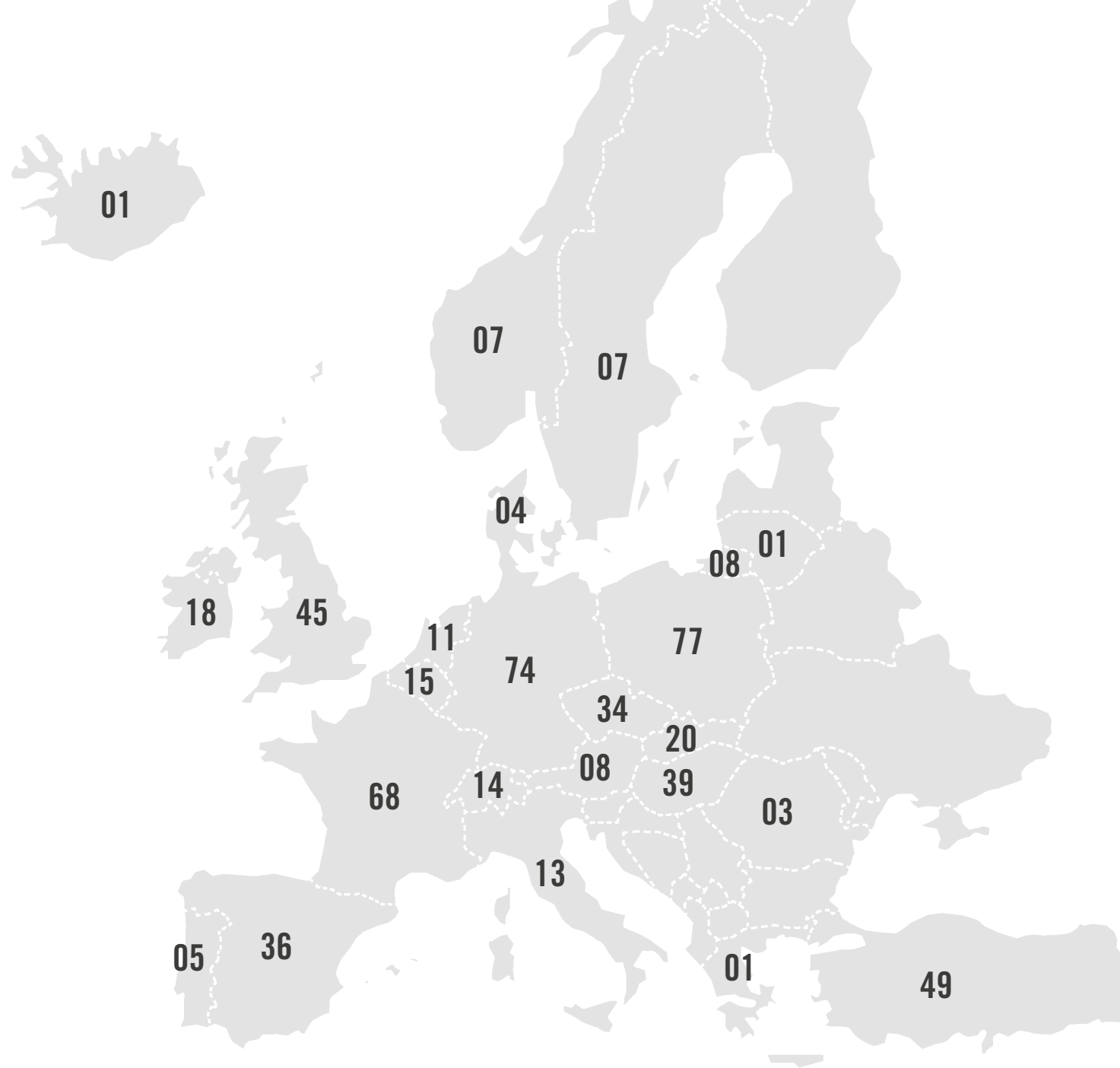
558 FELLOWS
IN 25 COUNTRIES

Ashoka, founded in 1980, is the world's leading network of social entrepreneurs. Our founder Bill Drayton coined the term "social entrepreneurship". According to NGO Advisor, Ashoka is the **5th most influential NGO in the world.**

Every year, we spot the 150 leading entrepreneurs world-wide – 50 of them in Europe – with the best system-changing ideas to address social problems. We elect them as Ashoka Fellows into our global network that now supports 3,500 social entrepreneurs in 85 countries.

The Ashoka Fellowship provides:

- **financial support** for the entrepreneur,
- **professional support** with a large range of pro-bono partners,
- and **access to a global network of peers** and experts who support growth into new regions and accelerate the Fellows' impact on society.



VIDEOS OF PREVIOUS ASHOKA EVENTS IN EUROPE

European Changemaker Summit 2018 Berlin, Germany

“We are so hard to ignore when we are better together”

Caroline Casey



<https://www.youtube.com/watch?v=23d6QcDtin0>

Ashoka Support Network Forum 2018 Barcelona, Spain

“I don’t think I’ll be able to find the people I meet these last two days in the same room ever again”

Pablo Santaefemia



<https://youtu.be/QM0WiFN6pDk>

Changemaker Education Summit 2018 Lyon, France

“We got here 250 of the most advanced education systems changers”

Ross Hall



<https://www.youtube.com/watch?v=eMzMVPpZ59o>

Changemaker Education Summit 2017 Killarney, Ireland

“...when you put all those changes together you can change a system”

Gabriela Arenas



<https://www.youtube.com/watch?v=yVoONUhJP3E>