



ASHOKA

ASHOKA AFRICA

2019 IMPACT REPORT

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About Ashoka



About Ashoka Globally

Ashoka is a non-profit organization founded in 1981 by Bill Drayton who coined the term “social entrepreneur”. This is the first global network of leading social entrepreneurs, whom we call Ashoka Fellows.

The world is defined by change and requires a new mindset.

ASHOKA ENVISIONS A WORLD IN WHICH EVERYONE IS A CHANGEMAKER:

a world where all citizens are powerful and contribute to change in positive ways.

[WATCH THE EACH VIDEO HERE](#)



*Source: NGO Advisors 2018

Ashoka was ranked #2 in **FORBES 2019 TOP 5 MOST INNOVATIVE AND IMPACTFUL SOCIAL ENTERPRISES**

[READ THE FULL ARTICLE HERE](#)

About Ashoka In Africa

Ashoka started in Africa in the early nineties to support rigorously vetted social innovators who are addressing the most critical social and environmental problems on the continent.

We believe in the power of collaboration to bring about positive change at large scale in communities throughout Africa.



 <p>30 years of experience in Africa</p>	 <p>Presence in 23 Sub-Saharan Africa countries</p>	 <p>4 regional offices</p>
 <p>420 Ashoka Fellows and 1000 young leaders</p>		 <p>Invested over USD 22 million directly to social entrepreneurs</p>

CHRONOLOGY

- 1981** Bill Drayton founded Ashoka that started in India.
- 1990** Ashoka started in Nigeria, South Africa and Zimbabwe.
- 1992** Ashoka started in Sahel, from Dakar.
- 2001** Uganda & Kenya - Operating in East Africa since 2001.
- 2019** Launch of Ashoka Africa Hub in Lagos, Nigeria.

Overview

EVERYONE A CHANGEMAKER PILLARS

Supporting
Leading social
entrepreneurs

Ensuring that every
young person develops
changemakers skills

Building the
ecosystem of social
innovation in Africa



8 New Fellows



420 Ashoka Fellows
1000 Young Changemakers



175 Fellows directly engaged
140 Young Changemakers directly supported



\$6,510,000

Mobilized beyond Ashoka's direct budget

The Ashoka Community Footprint In Africa

Ashoka Fellows work across sectors. What unites them is bringing the power and creativity of entrepreneurship to solve social and environmental problems.

AREAS OF WORK:

| Economic Development 28% | Civic Participation 18% |
Education 16% | Human rights 16% | Health 15%
| Environment 8% |



Over **20 million** people directly received services from Fellows in Africa



74% of Fellows have achieved legislative change or influenced government policies



90% of Fellows ideas have been replicated by other groups or institution



90% of Fellows are still working towards their original vision: a sign of passion and resilience.

Source: Global Fellow Impact survey



Venture



Venture



Every year Ashoka selects new Fellows with the same rigorous process everywhere in the world. This process is based on 5 criteria and 5 steps and looks both at the person and his/her model.

CRITERIA:

- New Idea (social innovation) with the potential to change the patterns in a field
- Social Impact with the potential to scale and change systems
- Entrepreneurial skills: a world-class entrepreneur
- Creativity in the approach towards vision setting and problem solving
- Ethical Fiber: highest ethical standards

STEPS: A 6 TO 8 MONTH PROCESS



Venture

In 2019, 7 leading social entrepreneurs were elected to the Ashoka Fellowship in Africa.



Neo Hutiri

Pelebox - South Africa



Muzalema Mwanza

Motherhood Alliance - Zambia



Femi Kayode

Vetsark - Nigeria



Isaya Yunge

Soma App - Tanzania



Nneka Mobisson

Mdoc - Nigeria



Ngus Morcho

Yako Medical Africa - Nigeria

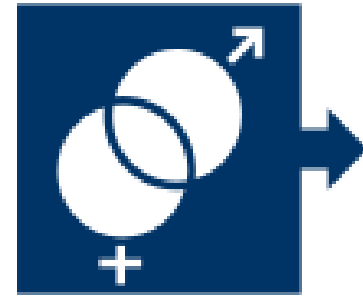


Peter Awin

Cowtribe - Ghana

Priority Topics In Sub-Saharan Africa

GENDER



- 40% of Ashoka Fellows in Africa are women.
- On average, male Ashoka Fellows in Africa are active in 4.3 countries, women Fellows are active in only 2.5 countries. Women social entrepreneurs scale differently.
- In Africa, 74% of women are more likely to be employed in lower-paying, informal jobs.

ACCESS TO HEALTHCARE



- 5 million Africans living with HIV including 2.9 million children.
- More than 30% of African children suffer from growth disorders.
- More than 90% of the estimated 300–500 million malaria cases that occur worldwide every year are in Africans.

EDUCATION & YOUTH EMPLOYEMENT



- 60% of the entire continent is aged below 25, making it the youngest continent in the world.
- 31.2% (approximately 258 million) children and youth are out of school.
- Almost 60% are between the ages of 15 and 17.

CLIMATE & AGRICULTURE



- 4 African countries rank among the 10 countries most affected worldwide by climatic events.
- 2/3 of world refugees are climatic refugees.
- The African continent is home to 25% of the world's agricultural land, yet it produces just 10% of the world's food. Africa's growth lies with smallholder farmers.

How We Support Ashoka Fellows



A UNIQUE BLEND OF FINANCIAL SUPPORT TO THE ENTREPRENEUR AND LIFELONG SUPPORT THROUGH THE NETWORK:

- Ashoka's recognition and label
- A 3-year unrestricted stipend to the entrepreneur
- Support from a range of pro bono, business and philanthropic partners
- Access to specific programs such as Security program, Globalizer, social finance accelerators and thematic initiatives
- Engaging conversations on emerging trends, effective levers for change, new leadership, etc.

Fellowship



Highlighted Fellowship Initiatives In 2019

ANGLOPHONE WEST AFRICA

The Africa Diamond hub was launched in Lagos, Nigeria gathering 60 Fellows and 150 participants from the social, corporate and private sector. 10 media representatives were also present.

SAHEL

Officially launched the Innovative Cooperative for Optimum Nutrition (ICON) in Burkina Faso with the support of CTA: a cooperation created by 16 Fellows working in agriculture and nutrition in West Africa to enable synergies, economies of scale and increased influence. ICON is serving as a blueprint to seed smart collaborative models in other fields of work. A pilot program on Nutrition School Kit in Sapele Nigeria was launched.

EAST AFRICA

Engaged a total of 30 Fellows as thought leaders and speakers in a series of high-level events. These events included the Annual African Conference on Social Entrepreneurship (AACOSE), the Africa Responsible as well as the Business Forum, and Transforming Employability for Social Change in East Africa (TESCEA).

SOUTHERN AFRICA

Relaunched an active Fellowship program in collaboration with HP Foundation through a monthly newsletter and a series of 3 gatherings with 68 Fellows and key players on financial sustainability, personal sustainability, systems-change & impact growth.



Highlighted Fellowship Initiatives In 2019



GLOBALIZER PROGRAM ON POVERTY ALLEVIATION AND RURAL DEVELOPMENT

Globalizer is an Ashoka program designed to help social entrepreneurs reflect on and build the strategies they need to transform systems and to generate widespread impact, in other words growing their impact rather than their organization. As part of SEA-Change, an initiative supported by SDC, 12 Ashoka Fellows working on poverty alleviation participated, supported by senior mentors and Strategic Thought Partners from the region. The program culminated in a Summit hosted in Nairobi in February with an acceleration panel and an ecosystem-building event.

- **100%** report that the Globalizer advisory experience helped in building a robust scaling strategy
- **75%** have achieved full clarity and articulation of their system change strategy

SOCIAL INVESTMENT ACCELERATORS ON POVERTY ALLEVIATION AND CLIMATE CHANGE

The Social Investment Accelerators guide Fellows along the path of raising social finance and equips them with the necessary tools to unlock different types of funding in order to scale their solution. A total of 18 Fellows and social entrepreneurs participated in those investment readiness programs supported by SDC, Nestle and iPropeller as part of the SEA_Change and ACCESS programs. USD 6.25 million has already been raised in new funding as a result of the programs.

Ashoka's African Social
Investment Accelerator

Highlighted Fellowship Initiatives in 2019



by Ashoka and
Boehringer Ingelheim



MAKING MORE HEALTH ACCELERATOR

The MMH Co-Creation Accelerator (MMHA), was developed by Ashoka and Boehringer Ingelheim to scale the work of social entrepreneurs increasing access to human and animal health in Africa.

The MMHA combines Ashoka's expertise in social entrepreneurship with Boehringer Ingelheim's business acumen and knowledge of the healthcare industry. It includes hands-on strategic support from Boehringer Ingelheim executives via the Executives in Residence (EiR) program as well as links to external investors.

7 Social Entrepreneurs from Kenya, Ghana and Nigeria were selected

\$800,000 Direct funding to Social entrepreneurs for pilots and scale up

\$6 million Additional funding indirectly raised via investors/funders

63,000 People directly impacted via Accelerator pilots

Highlighted Fellowship Initiatives In 2019



Education

AFRICAN UNION COMMISSION - EDUCATION DIVISION AND ASHOKA AFRICA TRANSFORMING EDUCATION COLLABORATION

This collaboration with the Education Division of the African Union Commission mobilized 77 Ashoka Fellows in the education space and 10 Education Innovation Expo winners for a series of conversations on the best way forward to reach the goals of Continental Education Strategy for Africa (CESA) towards Agenda 2063. Among the top 10 Winners of the AUC-Education Innovation Expo was Susanna Farr, Ashoka Fellow from South Africa (GOLD).



Youth Years



YOUTH YEARS

Ashoka Youth Years' programs and strategies ensure that today's young people—and the ecosystem that supports them—are ready and equipped to lead and thrive in a rapidly-changing world. Ashoka has developed **4 drivers, tools to foster changemaking** and engage schools/educators, youth, universities, parents, and companies:

YOUR KIDS

Lifelong-learning [initiative](#) that brings Changemaking literacy to the realm of the home, through conversations and concrete tools promoting Changemaking among their children and themselves. 2 workshops were hosted with the Riara University and the Amani Institute “Impact in a Changing World” Summit in Kenya.

LEAD YOUNG

A [storytelling campaign](#) that taps onto and promotes the strength of powerful stories celebrating youth and Changemaking initiatives.

Find out how [Elly Savatia](#) is mobilizing young changemakers through the SDGs in Kenya and Nigeria.

ASHOKA YOUNG CHANGEMAKERS

Rigorously selected [young Changemakers](#) between 12-20 years old who have gone from idea to action to improve our society, now eager to contribute to the Changemaking movement.

PEER-2-PEER ALLIES

A digital hotspot to raise awareness, promote and support the Changemaking- vein among youth. Promotes communities, good practices, mentoring and peer-to-peer connections.

Youth Years In Africa In 2019

ASHOKA YOUNG CHANGEMAKERS

In 2019, Ashoka launched the Young Changemakers program in Africa and has identified 23 high potential candidates. Each regional office initiated a search and selection process for potential Ashoka Young Changemaker candidates. Southern Africa selected 5 candidates, East Africa selected 8, Sahel selected 4, and Anglophone West Africa selected 11

YOUNG CHANGEMAKERS BOOTCAMPS

94 emerging social innovators participated in Ashoka-led Changemakers Bootcamps – an in person, 2-4 day convening to empower social innovators with changemaker leadership skills and a system-change approach. The East Africa and Sahel bootcamps were hosted with the support of AMEX.

In addition, 20 young changemakers from the bootcamp program in Sahel were selected to present their innovations to +50 key players in the entrepreneurial ecosystem in Dakar on November 7th, 2019. 10 projects out of the 20 were selected by a jury composed of Ashoka Fellows, Ashoka staff, experts and partners from Sahel - and were awarded a total of USD 100,000 from USADF as well as an invitation to a further USADF accelerator. Anglophone West Africa also engaged 49 young change leaders in a round table discussion.



Youth Years Special Initiatives



SOUTHERN AFRICA

Hosted a reunion with the 9 South Africa Changemaker Schools followed by a Change Ed event with 50 key players in the Education Space for a hackathon on Transforming Education at the Impact Hub in Johannesburg.

SAHEL

Initiated co-creation in Education via 2 workshops engaging Fellows, young Changemakers, as well as formal and informal actors of the education ecosystem.

EAST AFRICA

- Hosted 4 Ecosystem events to activate and align Ashoka's network on the 4 drivers.
- Supported students' [Changemaker Journey](#) engagement for 4 Universities.
- Partnered with Tangaza and Riara University in two hackathon events.
- Over 100 students and lecturers designed models that promote empathy, leadership, teamwork, critical thinking and problem solving.

Ecosystem- Building Events



Ecosystem-building Events



IMPACT!AFRICA SUMMIT, NAIROBI, DECEMBER 4-6

Impact!Africa Social Entrepreneurship Summit is a partnership between Ashoka and the British Council aiming at accelerating innovative solutions for Africa's most challenging issues. The summit inspires, supports, and connects leading social entrepreneurs and key ecosystem players across countries, organizations and sectors such as policy, social investment, business and media.

The second edition of the Summit took place in Nairobi in December 2019 with **341** participants representing **30** countries. and **72** speakers. This two-day gathering focused on Collaborative Finance for Social Innovation, looking at the sub themes of Future of Financing and the Framework for Social Innovation in Africa.

[WATCH THE 2019 VIDEO](#)

Ecosystem-building Events

GLOBALIZER SUMMIT, NAIROBI, FEBRUARY 21

The SEA-Change Ashoka Globalizer Summit in Nairobi 2019 was the culminating point of an extensive Advisory Process for a selected group of Fellows working on poverty alleviation and economic inclusion in Africa. The Globalizer Program is an initiative that supports social entrepreneurs to spread their impact more broadly by helping them strengthen and deepen their vision for systemic change.



PITCH EVENT, JOHANNESBURG, APRIL 11

A Pitch Event hosted in April 2019 in Johannesburg for the Ashoka Investment Accelerator which gathered **12** disruptive social entrepreneurs shortlisted from more than **100** applicants across the continent and **140** impact investors, diverse supporting organizations, and leaders in the African ecosystem. The social entrepreneurs pitched for a cumulative total of approximately **USD 10 million**. In return, they plan to provide billions in impact return to African communities: from increased crop yields, to reduced school absenteeism, to solar-powered irrigation to new jobs for informal traders.

Knowledge Products



Knowledge Products



5 SOCIAL & BUSINESS CO-CREATION CASES

This report features 5 Ashoka Fellows in Africa who have engaged in mutually beneficial partnerships with companies, working hand in hand to scale their impact, redefining business models and leadership through shared value creation and collaboration. The report includes a presentation of the co-creation models as well as insights and practical recommendations about cross sector partnerships.



MAPPING OF NUTRITION PROJECTS

Ashoka Africa conducted a global mapping of nutrition project to help Danone Communities build a stronger pipeline of possible investments in the field, also providing insights from the social entrepreneurs about the type of funding needed to grow their impact.

Strategic Communications



ashokafrica • Follow

ashokafrica The search is ON! Starting 9th March Ashoka Africa and @tracetvafrica would like to shine a light on young people under the age of 35, across Africa, who are taking the lead to transform the lives of others and make a lasting difference in their communities. Simply, share your story with us on our pages (twitter, Instagram and LinkedIn included) and tag your friends who are leading young to share their stories as well. You can also share your story - africachangemakers@ashoka.org. Then each week, one inspiring story will be featured across all our platforms. Lets be social and inspire young

75 likes

MARCH 4

Add a comment...



ashokafrica • Follow

ashokafrica Our first #Ichangemaker is @mmabzzy from <http://Botswana>. She is the founding Editor of the *Afrolutionist*, a blog that stimulates dialogue on holistic, inclusive African development through a human rights lens. She is a full believer in Africa's development being rooted in understanding. Through promoting understanding in the power of pen, Mmabatho works towards collaborating with different Africans in promoting cohesive and inclusive development. This is through her work as a citizen blogger, human rights reporter, facilitating and collaboratively hosting safe spaces for conversations as well as leading regional and national projects.

45 likes

MARCH 14

Add a comment...

ashokafrica • Follow

ashokafrica We are excited to announce that today is the official launch of the #Ichangemaker campaign. Across Africa, millions of Young people are rolling out initiatives that are geared towards improving the livelihood of their families, communities and/or countries. Not all get to be recognized for their acts of kindness, drive and passion for

31 likes

MARCH 13



ashokafrica • Follow

ashokafrica Our new #Ichangemaker to be celebrate - Towela Kams founder of Photography by Towela Kams 18 year old Zambian girl born and raised in Botswana. Since she was 12, she has successfully raised awareness through documentaries covering colonial, toxic masculinity, sexual assault and immigration. Her work has been featured on international websites such as *AFROPUNK* in America as well as Botswana. Learn more about her <https://bit.ly/2Yv0TUU> and share your story using #Ichangemaker - <https://bit.ly/2T1X1q4>

31 likes

MARCH 13



ashokafrica • Follow

ashokafrica A new week and we have a new Ichangemaker to celebrate Dynka Amorim from Democratic Republic of São Tomé and Príncipe. An island country in the Gulf of Guinea, off the western equatorial coast of Central Africa. Dynka is an activist, consultant, trainer and social entrepreneurs and the founder of SYAH Representative to Sao Tome and Principe and Bud Five- Youth Organization. When he was 18 years old he started his HIV/AIDS youth movement in High School as coordinator of the HIV informal group of young people called "Bud Five", meaning "very cool" in 2001. Are you championing change within

24 likes

MARCH 16

Add a comment...



Strategic Communications

EVERYONE A CHANGEMAKER PAN-AFRICAN CAMPAIGN

Ashoka Africa and Trace TV, the #1 destination for the latest afro-urban news, music and entertainment, partnered to shine a light on young people across Africa who are making a lasting difference in their communities and encourage all young people to become active changemakers. The TV was shown 269 times on 4 Trace TV Africa channels.

269 TV SPOTS

TRACE
NAIJA

TRACE
MZIKI

TRACE
AFRICA

SOCIAL MEDIA

In 2019, Ashoka Africa championed the 'Everyone a changemaker' vision on all Ashoka Africa platforms and reached over 20,000 people. The Impact!Africa Summit platforms reached over 150,000 people with the Global Social Thinkers campaign.

TOTAL FOLLOWERS

7,447

TOTAL ENGAGEMENT

17,314

TOTAL IMPRESSIONS

20,000+



FOLLOW US @ASHOKAAFRICA

Testimonies

“ Ashoka has been instrumental in providing me the space and tools needed to personally grow as a social entrepreneur. Facilitating priceless interactions with like-minded and driven changemakers and supporting my needs as a business owner enabling me to take my business to the next level.

Claire Reid, Reel Gardening, South African Fellow Since 2018

“ It was a dream collaborating side-by-side with a highly motivated, deeply knowledgeable, daring and energetic team. An enriching experience overall.

Portia Buthelezi, Boston Consulting Group, Probono Partner

“ I learnt a lot about social change. As a young person, I had an idea of what social change is but I realised that I not fully understand it until I attended the Ashoka Young Changemakers event. I have learnt a lot about community development and how we as young people can empower each other on journeys to become change makers. Through Ashoka Young Changemakers, I was also exposed to the different challenges and struggles that other communities and people face in different countries and regions.

Thabiso Maboate, Young Changemaker

“ This is the first time I am becoming aware of Ashoka’s pedigree! This is an organisation like no other. I am happy to plug in at an individual level and as an institution.

Prof. Robert Gateru, VC Riara University

Acknowledgements

Ashoka's approach is to work collaboratively to support social entrepreneurs across Africa. Thank you to all our funding and pro bono partners that include:

GIVING PARTNERS



PRO BONO PARTNERS



STRATEGIC PARTNERS





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