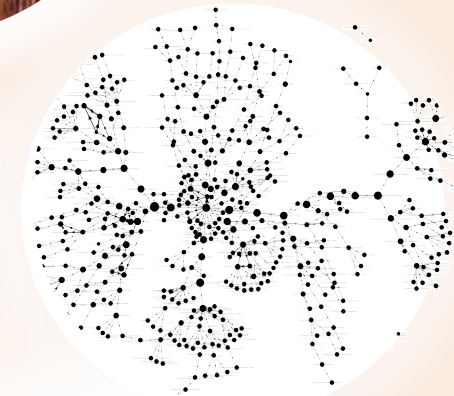


Ashoka Africa

2021 Highlights



Our 3 Pillars of Action in Africa



#1. Spot, select and support leading social entrepreneurs to drive positive change at scale (Ashoka Fellows)



#2. Ensure that young people grow up developing changemaker skills

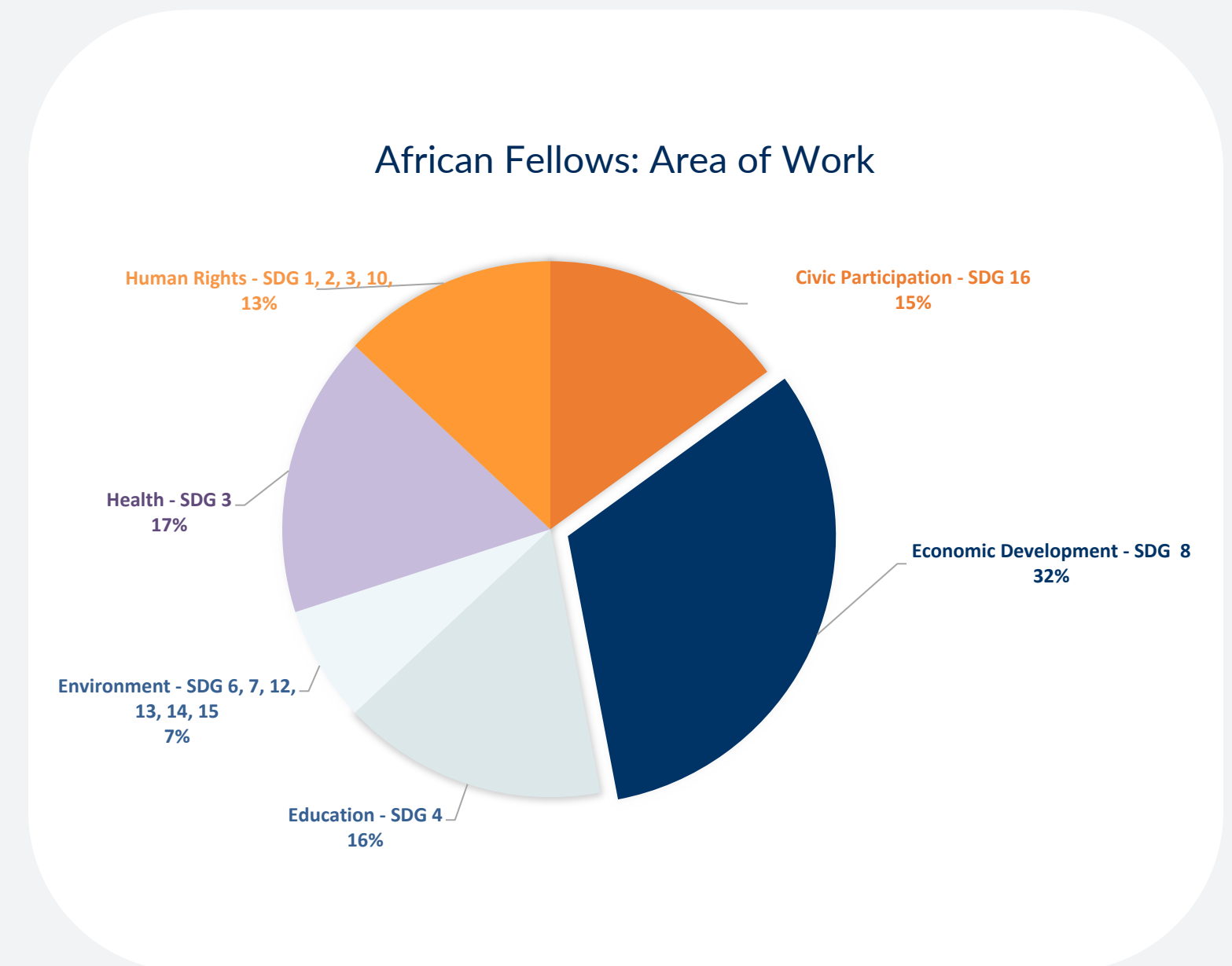
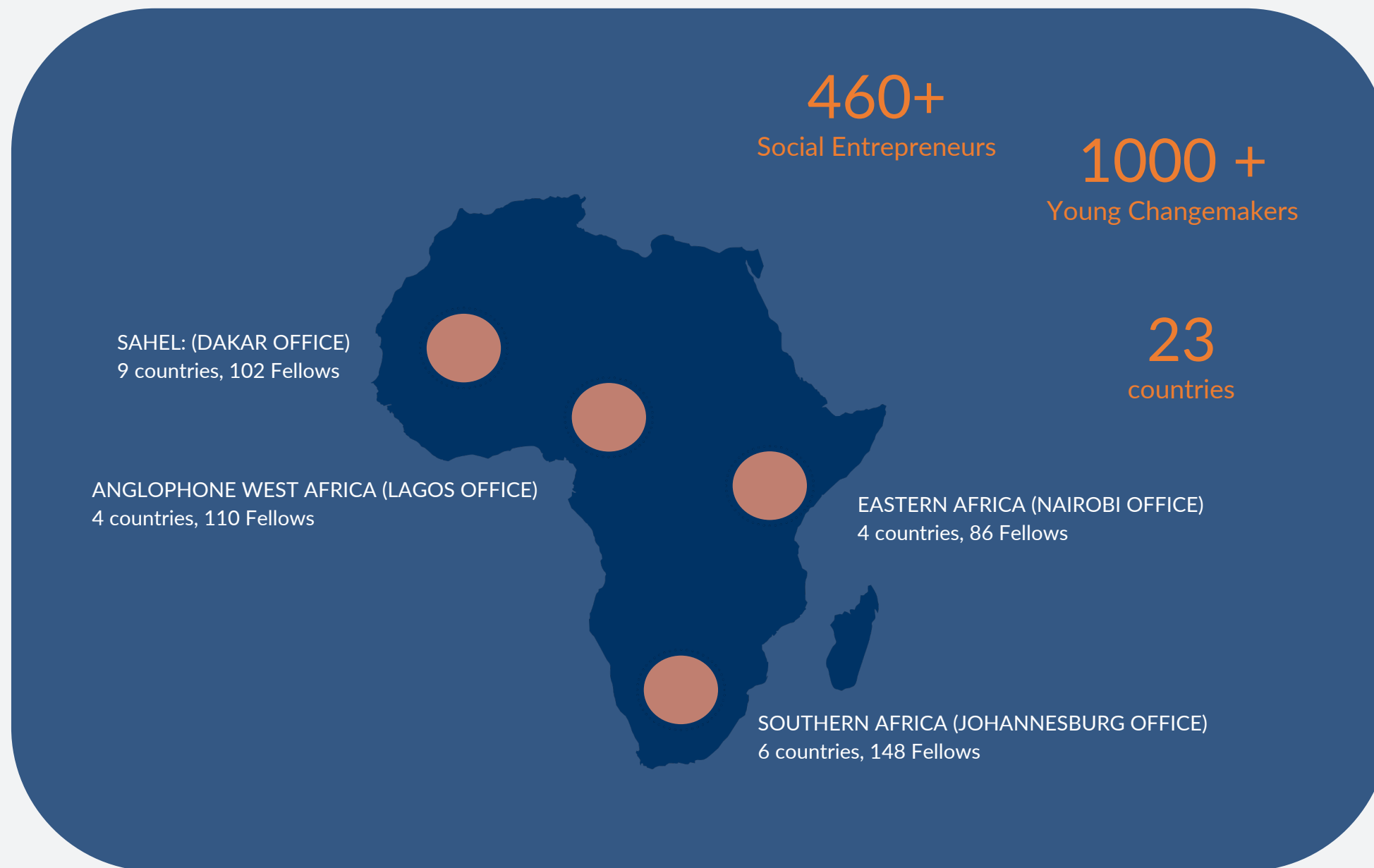


#3. Build a strong ecosystem for social entrepreneurship and changemaking collaborating with key players across sectors



Ashoka Fellows in Sub-Saharan Africa

Ashoka continues to identify and support leading social entrepreneurs around the continent who work to achieve systems change and develop ideas and ventures that address the root cause of a problem rather than its symptoms.



In 2021, NGO Advisor ranked Ashoka 5th most impactful and innovative Social Good Organizations (SGOs) in the world.

Introducing our Newest **Ashoka Fellows**



From inspiring community-based sustainable action towards climate change, increasing access to modern treatment for pediatric cancer patients, to re-educating the masses on disability inclusion, these solutions are needed now more than ever. We are thrilled to welcome Jennifer Uchendu, Adedayo Joseph, and Lizzie Kiama to the Ashoka Fellowship.

In 2021, Ashoka continued to use new ways in handling the highly personal selection process for new Fellows while protecting the integrity of the process. Three leading social entrepreneurs reached the advanced stages in the Ashoka venture process as special relationships, meaning that they have successfully passed the virtual process and will be confirmed as soon as an in-person panel will be possible.

“

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, Fellow Since 2018

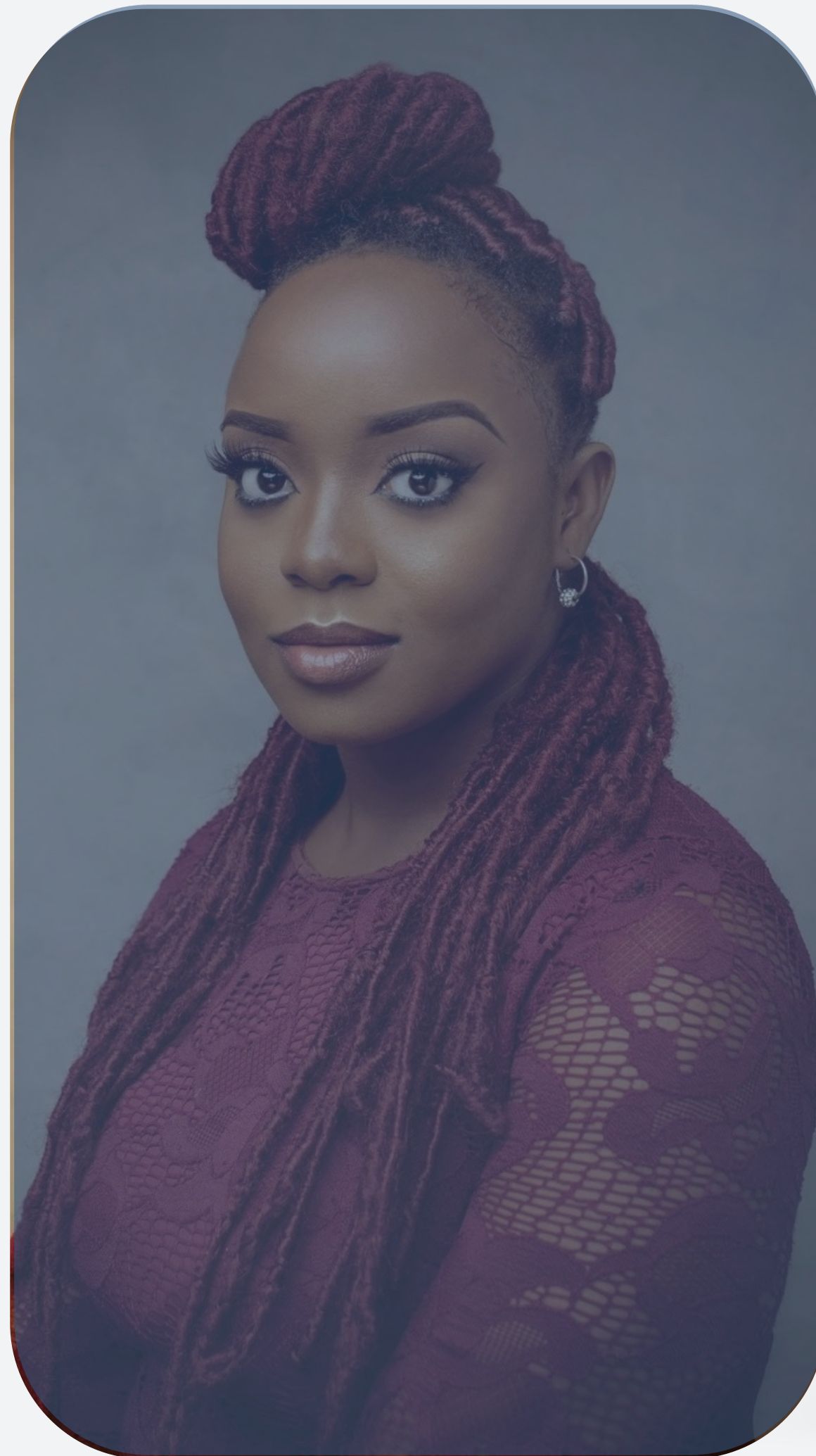


Meet Jennifer Uchendu

Founder of Susty Vibes Climate Change, Nigeria

Jennifer envisions a Nigeria where young people get engaged on the front line to tackle the environmental crisis in Nigeria. Through education and empowerment, she looks to enable sustainable action and community-based mobility by and for young people. Jennifer is finding a new path for sustainably developing Nigeria and creating a platform where ideas can be transformed into action and change. She is building a movement that includes young people, government, educational institutions, and the citizen sector to advance the systemic approach that is required to build a sustainable Nigeria.

Jennifer works with over **700** youth volunteers across Nigeria to drive several sustainable development projects in communities and has partnered with over **200** strategic funding and implementing partners to achieve its mission. Over **35,000** children and young people have been positively impacted to date.

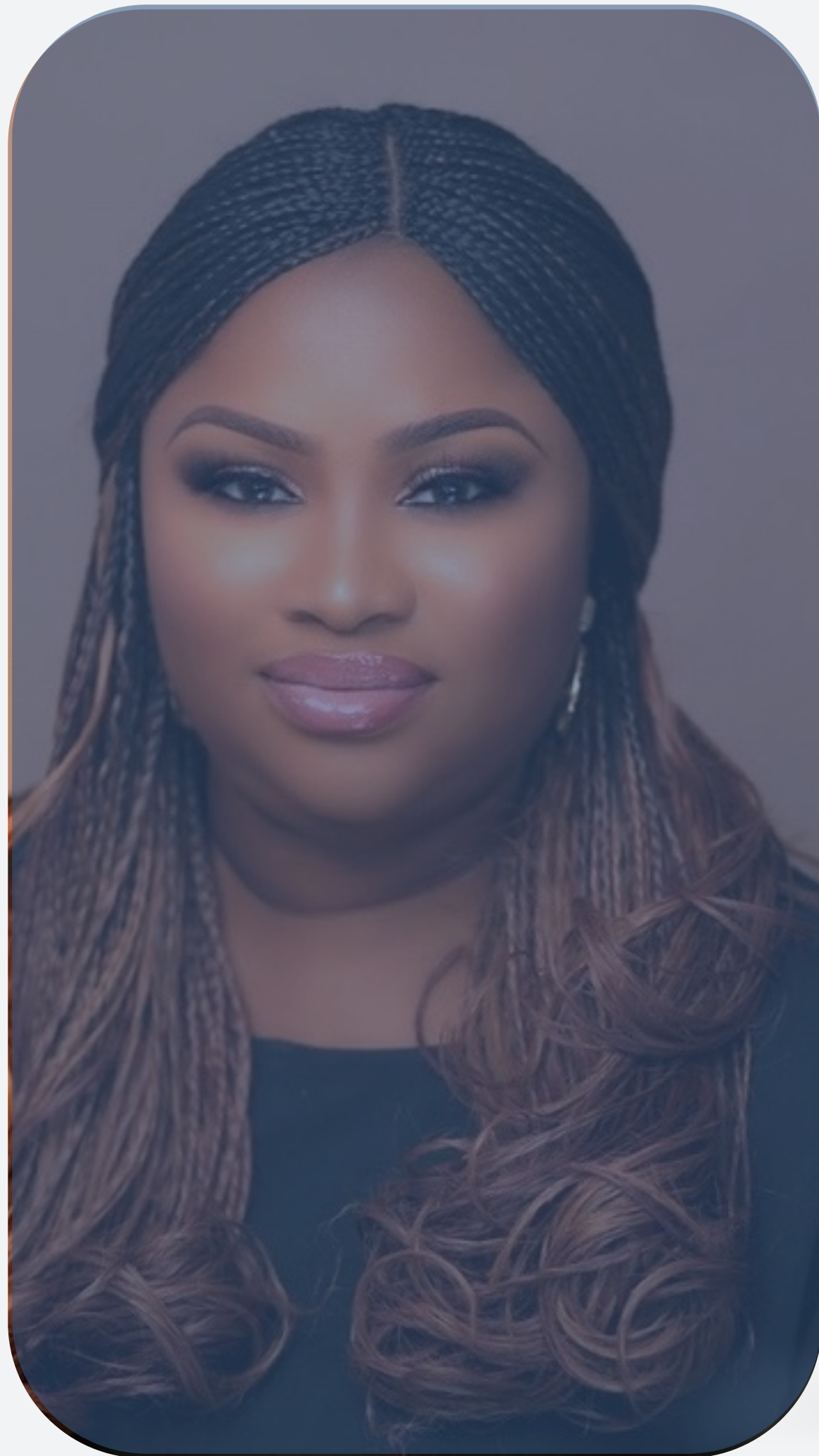


Meet **Adedayo Joseph**,

Founder of The Dorcas Cancer Foundation Healthcare, Nigeria

Adedayo is reducing pediatric cancer prevalence in Nigeria, using an integral and systemic approach. Through a multidimensional design that encompasses research, awareness creation, early detection, timely referral, and advocacy work that has led to her inclusion on the Nigerian government's Cancer Control Board, she is increasing the access of pediatric cancer patients to organized, specialized and modern treatment in Nigeria. Her model is the first of its kind because it has a practicing Pediatric Oncologist at the helm, unlike any other childhood cancer prevention and treatment strategies in the country.

Adedayo has identified and equipped influencers in the community to aid de-stigmatization and demystification of cancer in general, and in children. To date, her media and online awareness drives have reached an audience of over **2 million** people through **17** local and international media and online platforms. She also executed physical community awareness programs in several communities in Southwest Nigeria reaching over **2,500** families and individuals. These programs have educated people about cancer in children, the importance of early detection, and has empowered them with accurate information on how and where to seek specialist help.



Meet **Lizzie Kiama**

Founder of This Ability Trust Disability Inclusion, Kenya

The Kenyan society needs to unlearn the negative connotations on the term 'disabilities.' For this to happen, Lizzie understands that media plays a crucial role to create public awareness and ultimately in re-educating the masses. She is amplifying voices, building capacity, and creating visibility for women and girls with disabilities across Kenya and beyond. This includes leading conversations with the private sector on disability inclusion in the workplace and exploring the role of advertising and marketing in realizing the enjoyment of rights for women and girls with disabilities.

This Ability Trust has developed the first national Unstructured Supplementary Service Data (USSD) platform to collect demographic data and needs on women with disabilities reaching out to over **11,000** women with disabilities.



A Vibrant Network

In 2021, we have engaged over **40%** of the Fellows through a range of (mostly virtual) opportunities: huddles, Co-learning modules, Communities of Practice on access to healthcare, girl development and education, speaking opportunities, connections to possible scaling partners or investors, challenges, etc.

- Among others, we want to celebrate [Marlon Parker](#) (Ashoka Fellow since 2014) co-Founder of and Rlabs with Rene Parker who were awarded the Social Innovator of the Year Award by the Schwab Foundation for Social Entrepreneurship and the World Economic Forum for their work with young people Innovator in townships. Rlabs has helped around **20 million** disadvantaged people by offering tech skills, training, funding and workspaces.



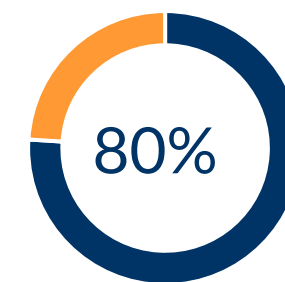
Based on the 2021 Global Fellow Study, in the last year, Fellows in Africa have:



directly impacted **43,4 million** people in Africa



directly provided services to **5,5 million** young people in Africa



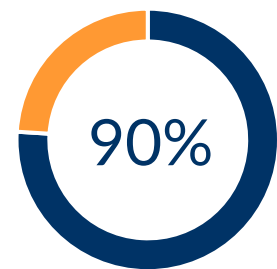
80% of Fellows feel strongly connected to the Ashoka community and in average Fellows have collaborated with 4 other Ashoka Fellows

Celebrating Ashoka Fellow's **Impact in Africa**

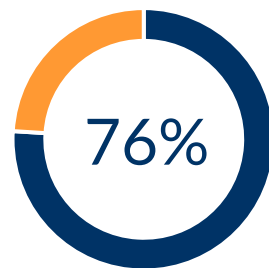
Ashoka Fellows are changing the continent in big, pattern-changing ways. Every three years, Ashoka undertakes a **multi-method survey** managed by an independent university. This study is designed to understand the impact of the Fellows and their organizations as well as the role that Ashoka has played in accelerating their progress.

In 2021, over **800** Fellows globally and **100** Fellows in Africa participated in the study making it the **world's largest survey of leading social entrepreneurs**.

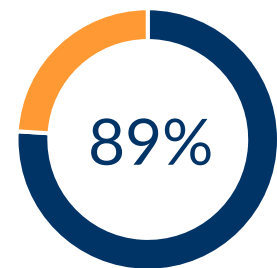
Some of the results of the study include:



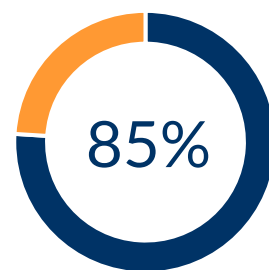
of Fellows are still pursuing the idea for which they were elected as a Fellow indicating a strong commitment and sustainability despite the many challenges faced, including during the pandemic



of Fellows report that they achieved change in public policy through their work



of Fellows report that the stipend from Ashoka helped them focus full time on their idea



of Fellows report that Ashoka helped them increase their impact, beyond the 3-year stipend

[Browse the full 2022 Unlonely Planet report here](#)



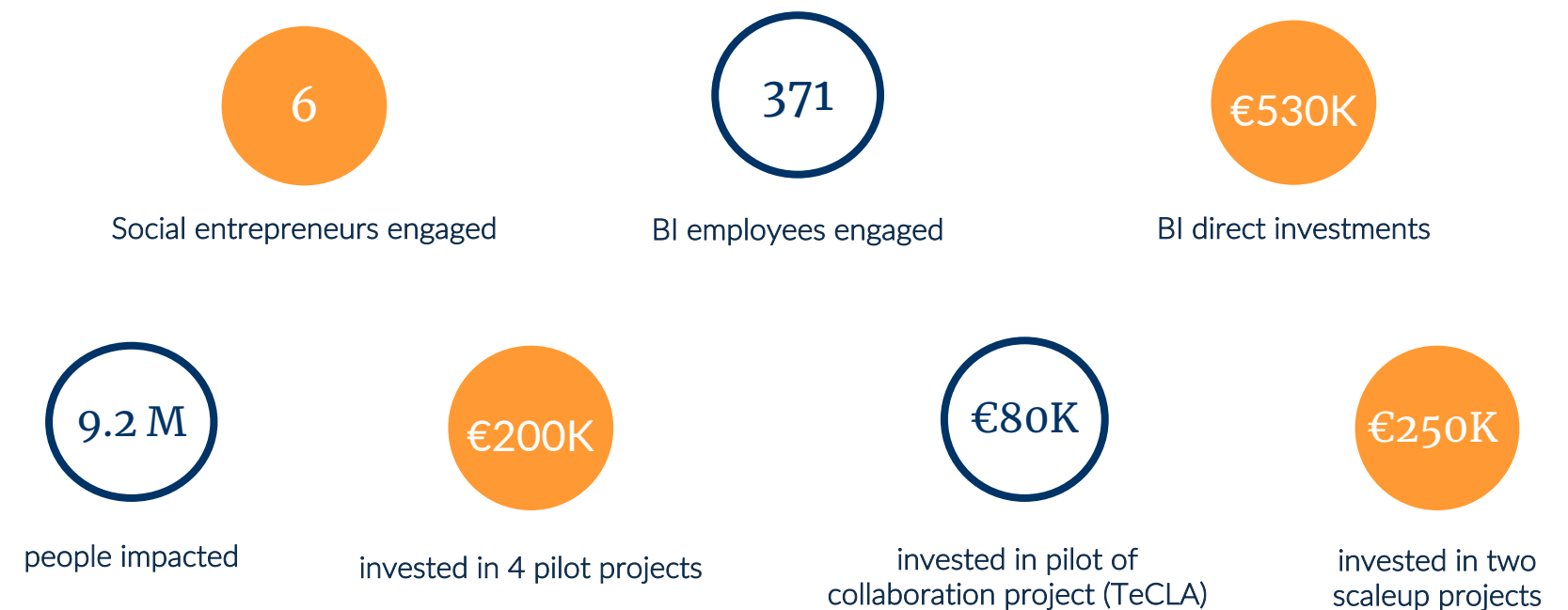
Highlighted initiative: Scaling the Work of Health Social Entrepreneurs through Social & Business Co-Creation



The Making More Health Accelerator, currently in its fourth year, was developed by Ashoka and [Boehringer Ingelheim](#) (BI) to scale the work of social entrepreneurs who are increasing access to human and animal health in Africa.

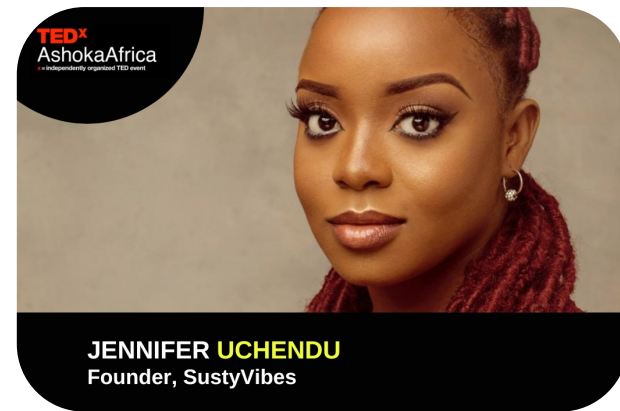
The accelerator combines Ashoka's expertise in social entrepreneurship with Boehringer Ingelheim's business acumen and knowledge of the healthcare industry. Program participants receive support including, hands-on strategic support from Boehringer Ingelheim executives as well as investor-readiness support.

Achievements from 2021



Highlighted initiative: Spreading Innovative Solutions for Climate Action

In December, Ashoka hosted its first very own TEDx event: [TEDxAshokaAfrica](#) presented some of Ashoka's leading social entrepreneurs who are creatively solving problems in Africa with their innovative solutions for climate action at the [TED Countdown Event](#):



JENNIFER UCHENDU
Founder, SustyVibes

How do you drive conversations around sustainability in Africa? How do you get all hands-on deck to champion sustainability within the youth space?

[Watch Jennifer](#) share her journey with building a platform for young people to believe in and strive towards co-creating a sustainable future for the planet, using pop culture to drive this messaging among young people.



HARON WACHIRA
CEO, Akili Group

How do you help small-scale farmers create wealth while protecting the environment using sustainable farming?

[Watch Haron](#) share his experience helping small-scale farmers in Kenya increase their incomes by analyzing the various value chains and improving farming practices.



DR. PRISCILLA M ACHAKPA
President, Women Environmental Program

How do you get unlikely allies to bring environmental conservation to the front burner?

[Watch Dr. Priscilla](#) share her journey in advocating for more accountability and sustainable practices by the industry in Northern Nigeria and how she has engaged thousands of women to act for the planet, making the environment also a gender matter.



DR. GLADYS KALEMA-ZIKUSOKA
CEO, Conservation Through Public Health

What is the relationship between wildlife conservation efforts and the public health of the increasing human population they share the same habitat with?

[Watch Dr Gladys](#) share her “One Health approach” to protect endangered mountain gorillas in Uganda, and the human population they share their habitat with.

Our 3 Pillars of Action



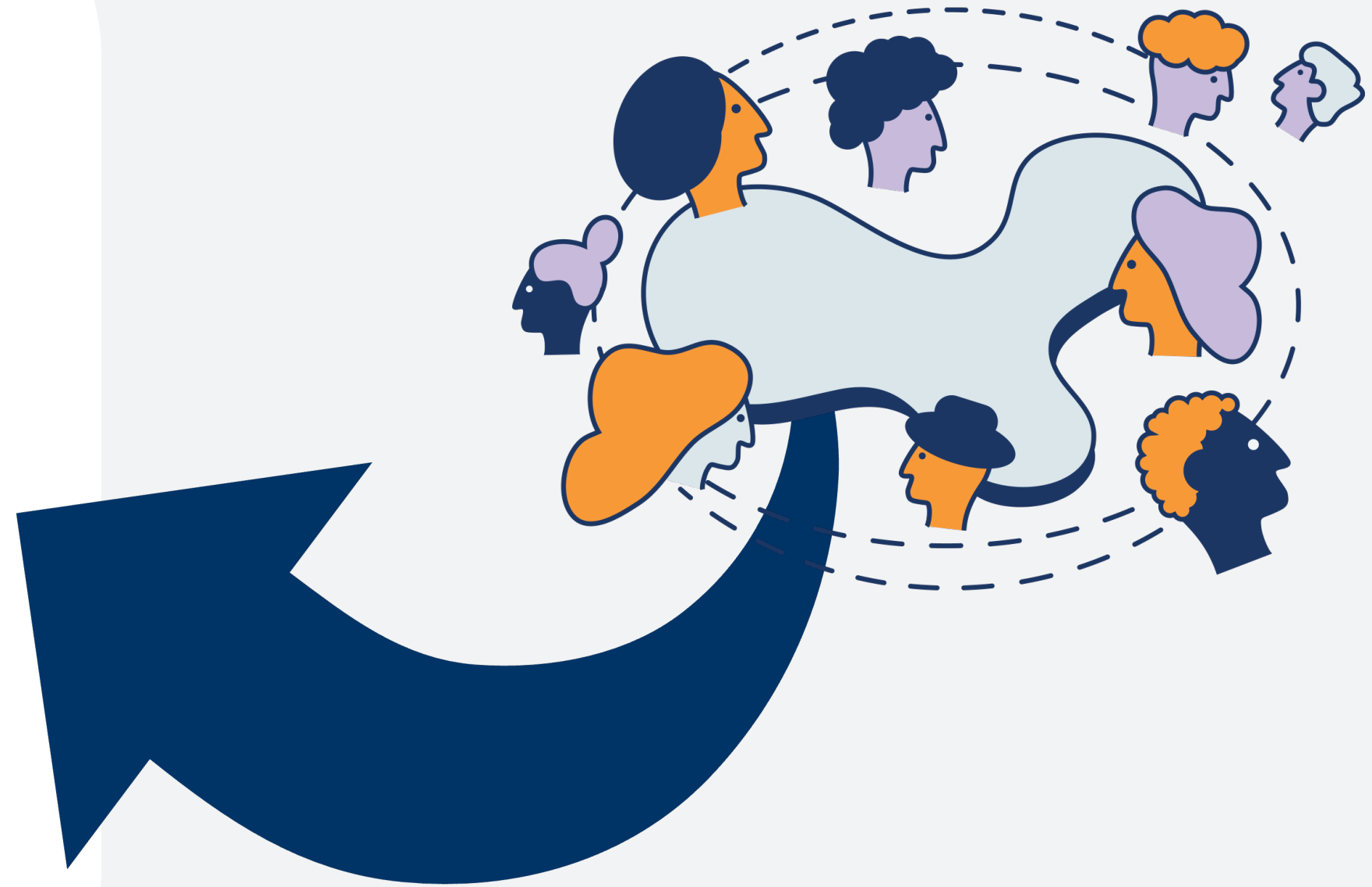
#1. Spot, select and support leading social entrepreneurs to drive positive change at scale (Ashoka Fellows)



#2. Ensure that young people grow up developing changemaker skills



#3. Build a strong ecosystem for social entrepreneurship and changemaking, collaborating with key players across sectors



Leading the **Everyone a Changemaker** Movement

We envision a world where every young person has the skills to adapt to and drive change in their schools, communities, organizations/business, and the world at large.

Most children aren't gaining skills for success in a rapidly changing world. This new world requires an evolved set of skills:

- Living **empathetically**
- Working **fluidly on teams**
- Leading through **inclusivity**
- Being a **changemaker**

This is how we do it:

1. Build Networks - Multiplying impact through Partnerships
2. Youth as Ambassadors - Ashoka Young Changemakers
3. Network Connections - Peer-to-Peer Allies
4. Educate - YourKids
5. Storytelling - #Everyday Changemaking



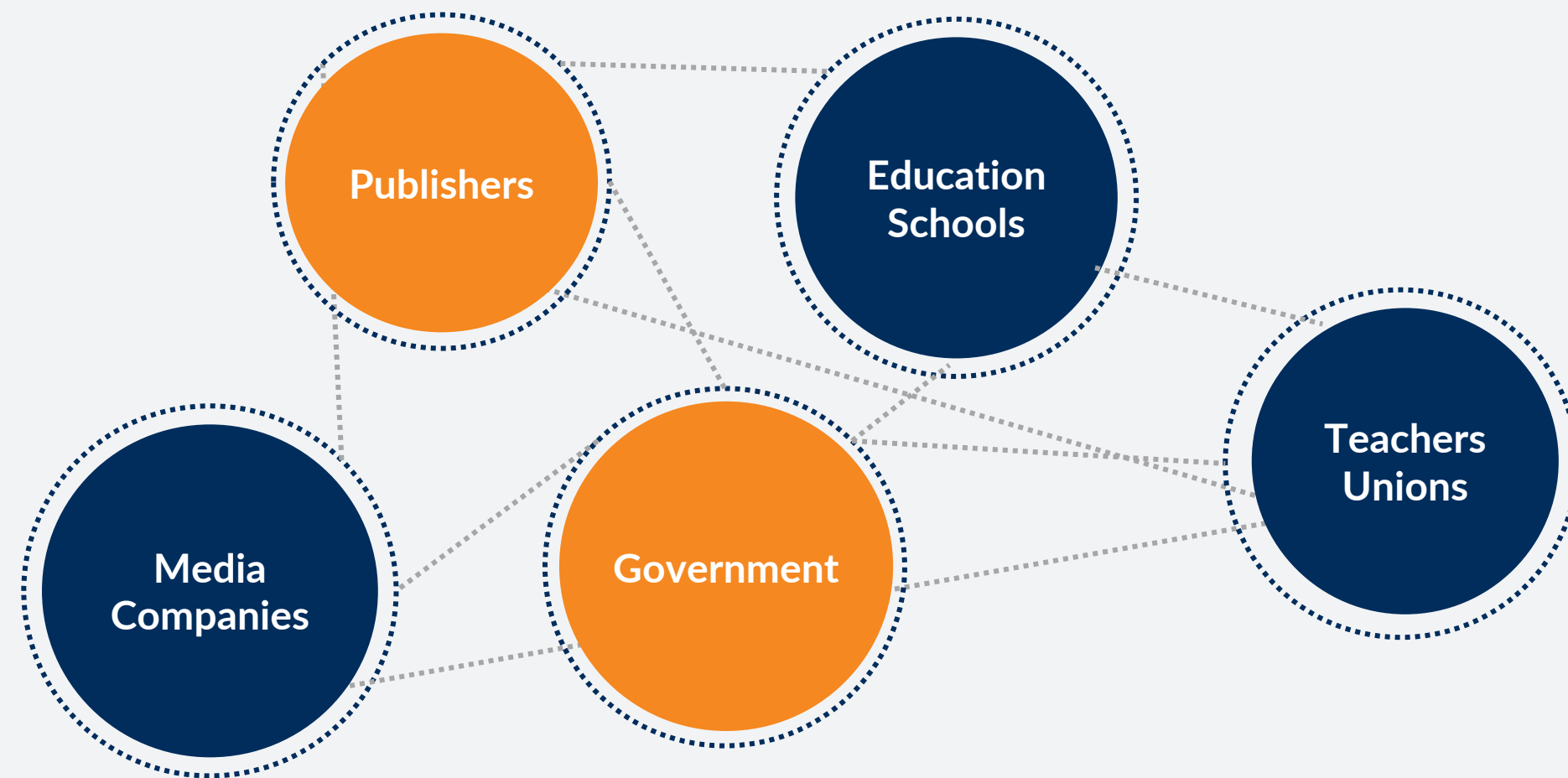
1. Build Networks – Multiplying Impact through Partnerships

To transform the way children and young people grow up, Ashoka is weaving together the most critical forces in society to build a world where every young person realizes their power to create change.

These partners whom we call "jujitsu partners" - teachers unions, education schools, publishers, media companies and government - work together to develop unique ways of creating large societal shifts that lead to **empathy and changemaking as required skills in growing up.**

The media is a critical partner in our goal of reaching and activating 20 million children and young people in Africa by 2024.

In December, we hosted an "Everyone a Changemaker" (EACH) **Media Dialogue** with core Media Partners in Lagos: representatives of TV stations, radio and national dailies served to amplify the EACH vision and key messages and motivate young people to own their power as changemakers.



2. Youth as Ambassadors – Ashoka Young Changemakers

These societal shifts cannot be created without youth as equal partners.

Ashoka Young Changemakers are a carefully selected network of young people aged 12-20 years old who have found their power to create positive social change, and who are engaging their communities in realizing a world where everyone is a changemaker.

These young people work hand in hand with Ashoka and our partners' network to ensure that every young person realizes their power to create change.

In September, we launched a call for AYC in Nigeria and selected 7-10 candidates to go through the Ashoka Young Changemakers (AYC) Process. The interviews, strategy meetings, and communication tools have exposed the young changemakers to influencing skills and crosscutting connections with strategic partners and Fellows. It also prepares them to co-lead the “Everyone a Changemaker” (EACH) movement.



[Learn More](#)

“ I learnt a lot about social change. As a young person, I had an idea of what social change is. But I realized that I don't 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.”

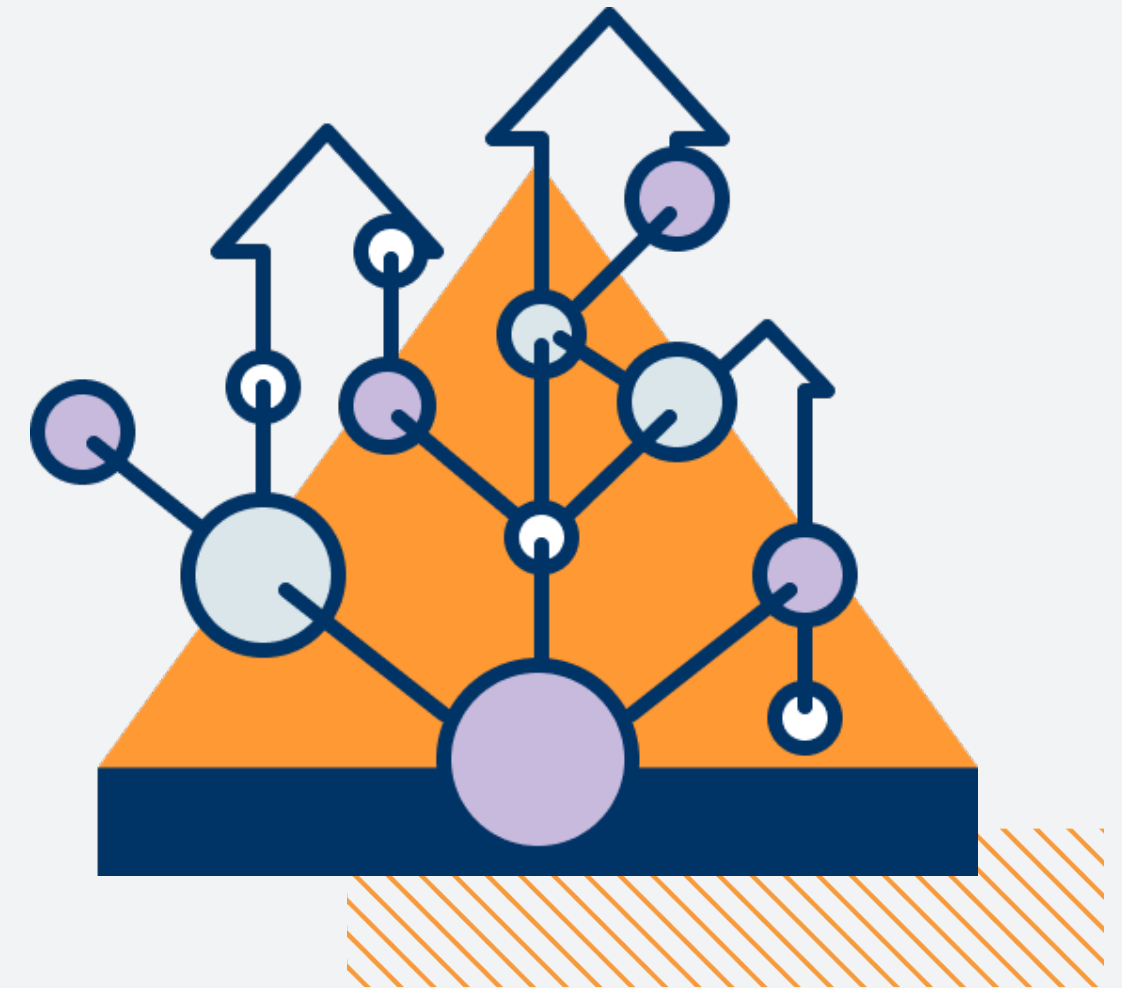
~Thabiso Maboate, Young Changemaker

3. Network Connections – Peer-to-Peer Allies

With the goal of enabling connections across changemaker networks, we are developing a digital platform that creates a space for ongoing connection and collaboration, builds identity, and enables changemakers to learn and share inspiration.

By providing simple, easy to use tools that anyone in the world can use, we can **spark millions on their changemaking journey**. Building local nodes will help young people provide real world opportunities for other young people to practice the skills necessary to thrive in a rapidly changing world.

In 2021, we activated Network of Young Leaders through a dialogue and galvanized young leaders from across Sub-Saharan Africa to commit to a co-creation and co-leading journey with Ashoka. This network of youth in Africa 18–35 year-olds who have participated in Ashoka youth programs in the past ([Youth Venture](#), ChangemakerXChange, BootCamp, Future Forward, Ashoka Fellowship, Ignite, EACH Inspire event, Impact!Africa Summit) and want to be part of the EACH movement with us.



People are sometimes working on similar things, or the same topic but in different fronts of that same issue. For some reason they don't manage to connect with each other and see how this could have a regional (or global) perspective. Communication and visibility of the work they're doing (the different changemakers) is a big barrier."

~ Quote from an Ashoka Young Changemaker

4. Educate – YourKids

The 90-minute Your Kids workshop is designed for employees as a place to convene with like-minded colleagues to create their own unique ideas for practicing changemaking skills with those they love most: their kids. Together they come up with ways of **integrating the four changemaking skills of cognitive empathy, collaborative teamwork, new leadership, and changemaking**, into their homes and workplaces.

Your Kids is a unique opportunity to bring work and home life together by enabling staff members to practice new leadership in a new world.



[Learn More](#)

5. Storytelling – Everyday Changemaking

“Everyday Changemaking” (previously “LeadYoung”) is a storytelling initiative that aims to convey the power of a young person who has identified a problem, formed and led a team, and created a solution. These stories help everyone see the new reality – that the world is changing fast and this requires redefining what **"growing up"** means.

Take Uche's example: Uche discovered his love for innovation and entrepreneurship at a young age, which prepared him to transform infant and maternal health practices across Nigeria. In the video, Uche's discusses the spark to his changemaker journey, and advice he would give to other aspiring changemakers.

Imagine if every young person in Africa would discover their power to create change like Uche has!

Uche Kenneth Udekwe
[NATAL CARES](#)



[Find More Stories Here](#)

Strengthening Storytelling for Social Impact

On International Day of the Girl Child in October 2021, Ashoka in collaboration with [Worldreader](#) launched the [Ashoka Worldreader Changemaker Collection](#) with 20 fictional and true stories about children and youth who have made positive changes in their communities. The initiative aims to promote a reading culture in children and youth to inspire them to become changemakers in their communities by practicing empathy for the good of all. We believe that when children and parents appreciate reading, they will in turn increase literacy skills and promote changemaking qualities among young people.

The Collection Launch engaged **50** Young Changemakers who are now identifying as changemakers. **2** watch parties were hosted to further engage over **200** young people across Kenya.



Background

- **Target:** Tailored for Children aged 3 - 12 and their parents/caregivers/teachers (Enjoyable for all ages)
- **Geographies:** The targeted countries for this partnership Kenya, Ghana, Uganda, India, USA
- **Language:** The stories are captured in English and translated into other local languages including Kiswahili.

Curious to meet the changemakers and preview their stories? Here is a preview of a young changemakers journey, [Rebecca, The Maasai Changemaker](#)

A new tool was launched to understand and improve Changemaking Skills

Ashoka has launched the Changemaker Index (CMI) — a self-assessment tool for anyone interested in knowing where they are on their changemaker journey and understanding and improving crucial changemaker skills.

With the Changemaker Index, you can:



Know Your Changemaking Skills

Take a 10-min quiz to assess your strengths in various Changemaker Skills.



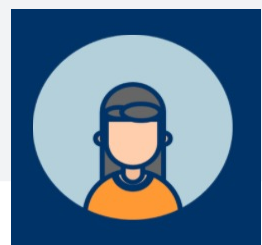
Access Learning Resources Customized for YOU

Wherever you are on your journey, we have resources to help you grow.



Connect With Other Changemakers

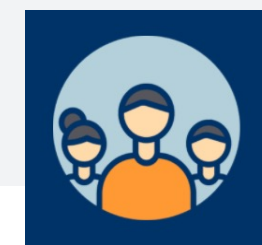
Discover ways to engage with our diverse community of changemakers.



Individuals

Are you an individual interested in advancing on your changemaker journey? The Changemaker Index provides you with a better understanding of your changemaking skills and an informed starting point from which you can grow.

[Go to the Quiz](#)



Teams

Are you a team leader, a teacher, a CEO, or a spiritual leader? With the data from the Changemaker Index, you will be able to know the Changemaker Density of your team and see whether you're making progress. We believe success in today's world requires a high Changemaker Density.

[Contact Us](#)

Our 3 Pillars of Action



#1. Spot, select and support leading social entrepreneurs to drive positive change at scale (Ashoka Fellows)



#2. Ensure that young people grow up developing changemaker skills



#3. Build a strong ecosystem for social entrepreneurship and changemaking, collaborating with key players across sectors



Building a **Pan-African Platform** to Accelerate Social Innovation



In 2021, we hosted the third edition of the [Impact!Africa Social Entrepreneurship Summit](#). Impact!Africa is a partnership between Ashoka and the British Council aiming at accelerating innovative solutions for Africa's most challenging issues. The annual summits inspire, support, and connect leading social entrepreneurs and key ecosystem players across countries, organizations and sectors such as policy, social investment, business and media.

The 2001 edition of the Summit was virtual and took place from November 2020 to October 2021 with a focus on Sustainability and Resilience.

The Year in Review



Building Leadership across Sectors through the **Visionary Program**

The **Visionary Program**, is a part-time executive program for decision-makers in the private and the public sector dealing with social innovations, as well as for social entrepreneurs. It enables participants to gain the skills needed to master both entrepreneurial and intrapreneurial challenges, to generate social impact and to access a global community of changemakers.

So far, the program has engaged **46** leaders from across East Africa in the social entrepreneurship, NGO, business and education sectors.

Participants in the program reported the program having exceeded their expectations as they felt it aligned to the promise around changemaking and driving social change within society. From a survey conducted with the first cohort, more than **90%** of the participants reported being satisfied with the program.

"The Visionary program has taught me to think big with many partners and the importance of indirect impact by equipping others with the necessary skills to create change", ~ Clare Wavamunno, Ashoka Fellow



➤ Early bird registration for the third cohort is currently ongoing, one can apply by [Clicking here](#)



Enabling Cooperation for Better Education

The Education and Cooperation Foundation (EDUCO) and Ashoka have joined forces on a collaborative project for innovative education and collective impact in Senegal. The collaboration has aimed to co-create solutions with stakeholders for a systemic and sustainable collective impact for a better quality of education in Senegal.



Outcomes of the project

- **17** innovative models in the education and training sector were identified and documented.
- An exchange and advocacy **platform** for practitioners was created.
- A database of **80** Senegalese education system key players, namely the Ministry of National Education, the African Association of Parents, Enda graf, Unesco, Save The Children, World Bank, FHI360... was developed



- A national education and training Forum was hosted with :

- **85** Senegalese education and training keys players, including the Ministry of National Education (MEN), Ministry of Higher Education, Research and Innovation (MESRI), Ministry of Employment, Vocational Training, Learning and Integration- (MEFPAI);
- **10+** strategic partners: FAWE, UNICEF, I&P, NSIA Foundation, COSYDEP; Association of Parents of Students, the Union of Teachers - G20, the Association of Community Radios, the Senegalese Association of Publishers and the Coalition of Organizations in Synergy for the Defense of Public Education in Senegal COSYDEP.

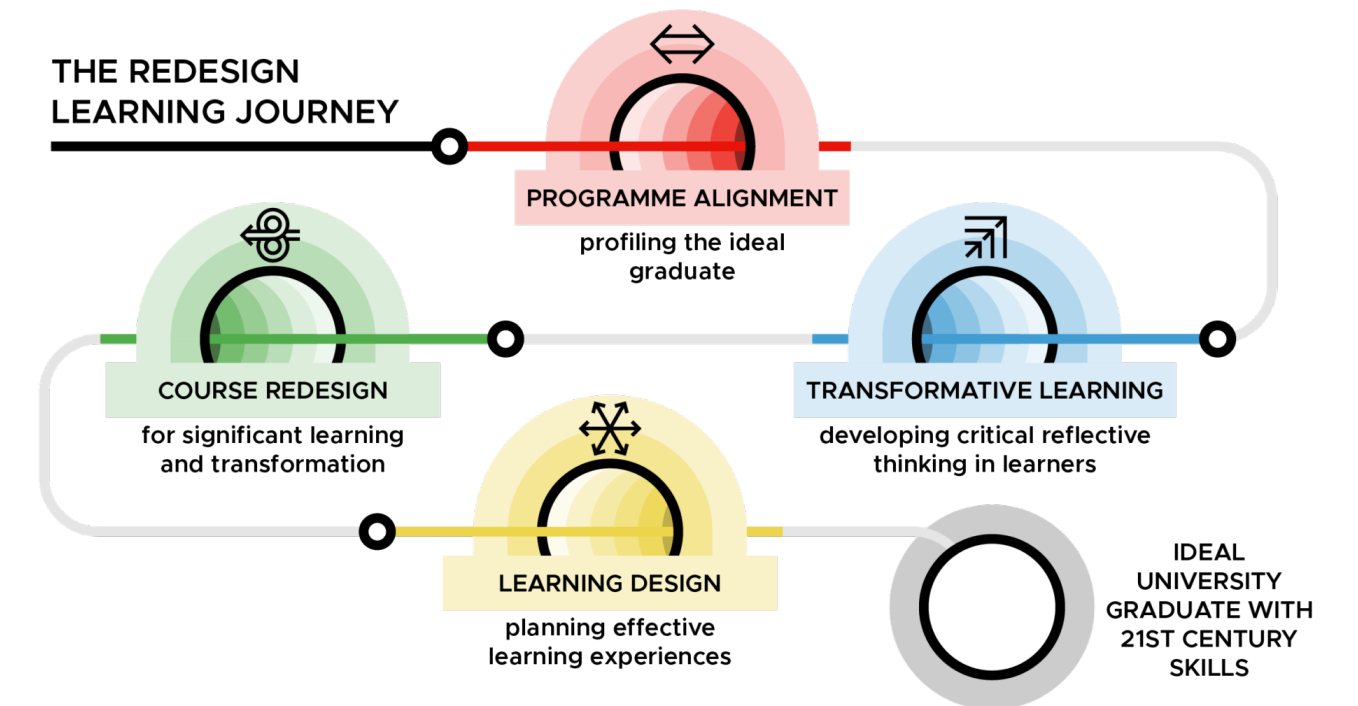


Transforming Higher Education for Social Change

Transforming Higher Education for Social Change (TESCEA) is a model that Ashoka has built in partnership with four Universities in Tanzania and Uganda, the Association of Faculty Enrichment in Learning and Teaching (AFELT) from Kenya and a consultancy outfit Linking Industry with Academia (LIWA) from Kenya.

Through this project Ashoka was able to:

- Introduce the 'Social Innovation' concept to the University leadership to prepare the next generation of changemakers
- Create a Changemaker-Employability Journey for students
- Engage Ashoka Fellows as Joint Advisory Group Chairs for each of the four Universities
- Bring a gender lens into the curriculum redesign working with select Ashoka Fellows
- Leverage the work of [Ashoka U](#) in a way that is relevant to Africa higher education
- **565** lecturers were trained on the tools and techniques of course redesigning
- **87%** of the **806** students surveyed and exposed to the transformative teaching and learning approaches rated their experience as positive and are practicing problem-solving and critical thinking approaches as well as participating in active learning activities.



[Learn more about the model here](#)



Building Communities of Practice in Africa

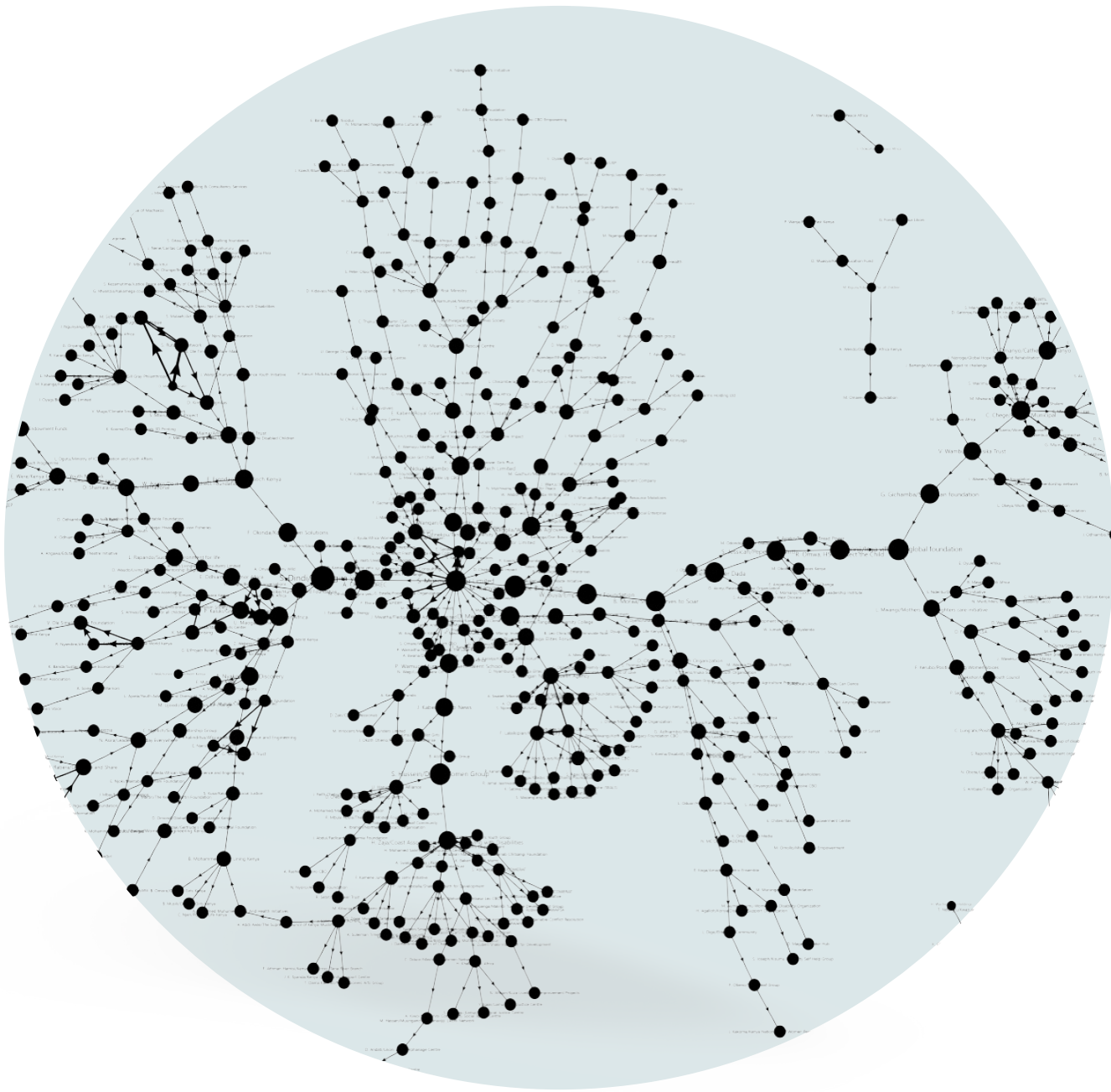
The Communities of Practice have been designed to help Ashoka Fellows formulate a united front over key challenges, together with selected partners. Ashoka convenes a core group of Fellows working in the same field with selected corporations, governments and media to work collectively towards systems and framework change. The Communities of Practice are fostering new ways to invest the attention of key players in Africa towards creating social good. So far, the following working groups have been launched: Access to Healthcare, Girl development, Education, as well as Nutrition and food security (ICON).

Highlights from 2021

- Ashoka has fostered cocreation amongst 8 Fellows in access to healthcare from four countries across Africa
- The 8 Fellows have identified information asymmetry as a core barrier to healthcare in Africa
- Starting with COVID-19 which has heavily impacted healthcare, the Fellows have collectively cocreated a solution to bridge information asymmetry and aid resumption of care in Africa
- They have developed a resource toolkit to aid all health Fellows across Africa reach out to their beneficiaries with COVID-19 prevention messages
- The resource toolkit has different components that can be used both digitally and non-digitally to reach millions of people across Africa

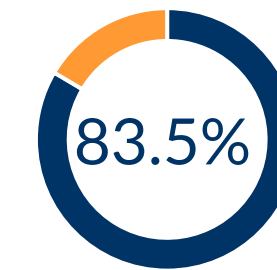
Generating Data for Action: Mapping **Networks of Changemakers**

Ashoka and CARE Kenya with the support from Austrian Development Cooperation and FAS research engaged to conduct a network analysis across Kenya with the objective to create a visual map with people who, as changemakers, make a positive contribution to the development and implementation of solutions in the fields of Education, Climate, Agriculture, Health, Youth, Disability and Women and Girl Empowerment. The map findings were presented on May 7th with over **500** people in attendance. The Chief Justice and President of the Supreme Court, Republic of Kenya, Hon. Lady Justice Martha Koome, Senior Counsel, Hon. Martha Karua were some of the speakers, among other key dignitaries.



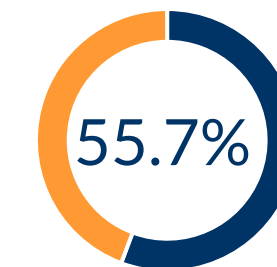
Stats & Figures

- **468** Changemakers Interviewed
- **672** Persons in the network
- **619** Organizations in the network



83.5%

Response rate



55.7%

Women in the network

The project mainly focused on identifying:

- The main challenges in changemakers' work
- The main opportunities
- The gender focus

The report can be accessed [here](#).

Our Partners



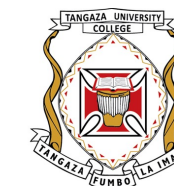
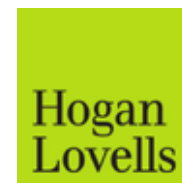
Ashoka's approach is to work collaboratively to support social entrepreneurs across Africa. Thank you to all the partners that trust us.

GIVING PARTNERS



AND MORE...

PRO BONO AND STRATEGIC PARTNERS





**The
Guardian**

This is the dawn of the changemaker culture,” says [Salesforce CEO] Rob Acker. “It’s about inspiring action in new ways and new places.” Global non-profit organisation **Ashoka**, credited with coining the term [changemaker], defines changemakers as: “agents of change, no matter the size or scope of the change they create, no matter their age, status, wealth, title or authority.”



“What makes Ashoka unique is its willingness to step in when the risks are greatest. They seek to help individuals before they have succeeded – when no one else is ready to help and when a little help makes an enormous difference.”

Forbes

“Forbes knows that the story is change. No one sees that more clearly than Ashoka. It has an extraordinary ability both to envision the big, new patterns and to engineer their emergence.”



“Being involved with Ashoka has set a high bar for the rest of philanthropy [...] because I can see that these are the people who are driving true change. [...] Most important about what Ashoka is doing is that they make people believe that change is possible. That belief can go viral.”

Thank you!





Get in touch with us today.
We need everyone to act now.
Unleash your changemaker potential.

Find out more at: www.ashoka.org



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