

# Ashoka Switzerland

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# Impact Report 2021



ASHOKA

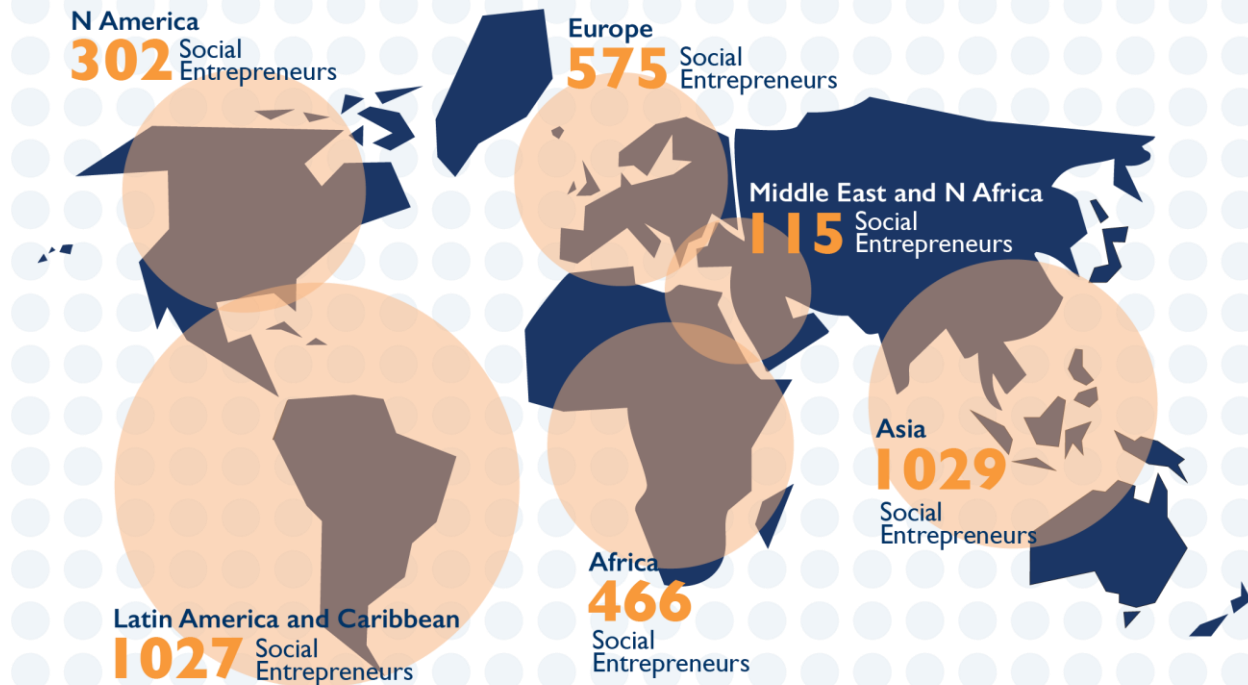


# Selecting and supporting nearly 3,700 social entrepreneurs globally

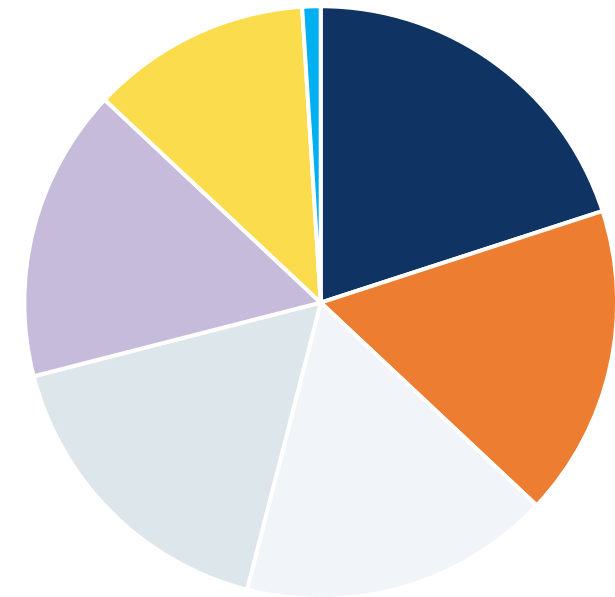


**3698**  
all time elections

**95**  
countries



Fellows' area of work



- Economic development
- Education
- Human rights
- Civic participation
- Health
- Environment
- Other

# Scaling social impact: Stories from Switzerland



Ashoka aims to foster collaboration between **Fellows to encourage know-how transfer**. In average our Fellows collaborate with 4 of their peers.

▶ For example, Swiss Ashoka Fellow Jonas Staub from Blindspot collaborated with myAbility from Austria. Both organisations are aiming to build a more inclusive society and raise awareness about the opportunity of having disabled people as coworkers and clients.

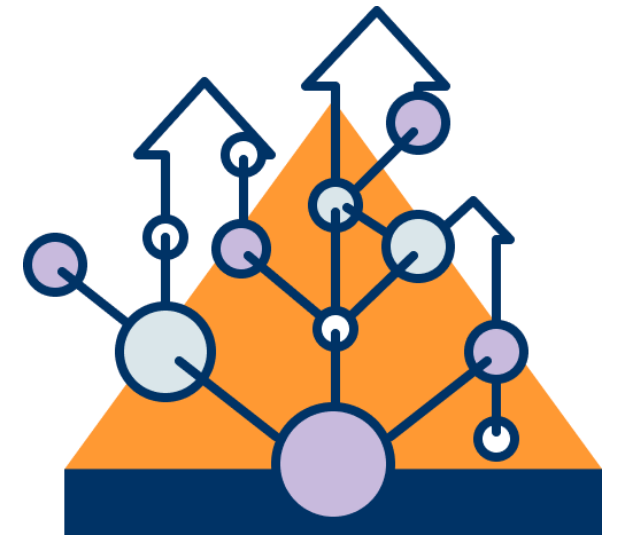
Ashoka **gives Fellows access to the ecosystem**, e.g. potential donors, investors, and other relevant partners who can scale their impact.

▶ In 2021, Swiss Ashoka Fellow Christophe Dunand's Réalise rolled out a digital skills trainings for adults with low qualifications in Zurich. This program results from a cooperation with a French Ashoka Fellow Fréd Bardeau (Simplon), after they met at an Ashoka retreat. We showcased this partnership at an event and invited local stakeholders. A foundation who attended then decided to fund the preparatory phase of the scale-up to German-speaking Switzerland.



Financial support:

Swiss Fellows Caroline Kant and Alain Werner received stipends supporting them with their changemaker work.



# Exploring how Swiss foundations can better support system changers

How can we fund systems change? This is the question that a number of foundations, philanthropy and systems change experts and social innovators gathered around, co-convened by Ashoka Switzerland and collaboratio helvetica.

The [Funding Systems Change Initiative](#) was launched in September 2021. Since then, we have been investigating, sharing insights and best practices, and developing possible new approaches to advance impact and fund systems change.

This work is based on [Embracing Complexity](#), a global report co-authored by Ashoka in 2020, which pointed to a key observation: systemic challenges require systemic answers, but currently the dominant funding practices are ill-suited to support them.

**12**  
member  
organisations

**3**  
partner  
organisations



# Funding Systems Change initiative: First insights



Here are **five dimensions** essential to consider when willing to support systems change:

- ▶ **Change of mindset** and new definition of success
- ▶ **Trust** at the core
- ▶ New **impact measurement frameworks** needed
- ▶ **Eye-to-eye** collaboration
- ▶ Time: **Long-term horizon** and investing in a vision.

*“How to fund systemic change is a difficult question that preoccupies us, and I would wish that as foundations we would address it together, do the needed reflection work, starting with ourselves and with our partners.”*

Manuela Balett, Geschäftsführerin Leopold Bachmann Stiftung



# Strengthening the changemaker community in Switzerland



Learning and inspiring each other is of great value to our community of changemakers.

This year, Ashoka Switzerland organized **apéros**, **community lunches** and a **weekend retreat** to explore ideas for a fairer and more sustainable Switzerland together.

The **Ashoka Inspirational Talk series** was created at the start of the pandemic to give anyone the chance to interact with, and be inspired by those who are tackling long-standing injustices and are working for a fairer world.

In 2021, we had the pleasure to exchange with three incredible Ashoka Fellows: [Karen Tse](#) and [Alain Werner](#) fighting for human rights from Switzerland [Emilia Roig](#), thought leader on intersectional justice.



# Promoting social innovation & changemaking in Switzerland

Ashoka Switzerland had the opportunity to speak at a number of events to raise awareness on the potential of social innovation to address the most pressing social and environmental challenges of our time, and to encourage everyone (e.g. individuals, companies, foundations) to be a changemaker.

Major events included the **SwissFoundations' Forum des Fondations**, the **UN Global Compact Switzerland** and at the **Swiss Social Economy Forum**.

Additionally, changemaking ideas and system change approaches were for instance shared during the **Building Bridges Week**, the **Zurich Roundtable der Philanthropie**, at the **HUS Institute**, with students at the **universities of Lausanne and Fribourg**, members of the **Zurich International Women Association (ZIWA)** and at the **Beisheim Collab**.

**12**  
events

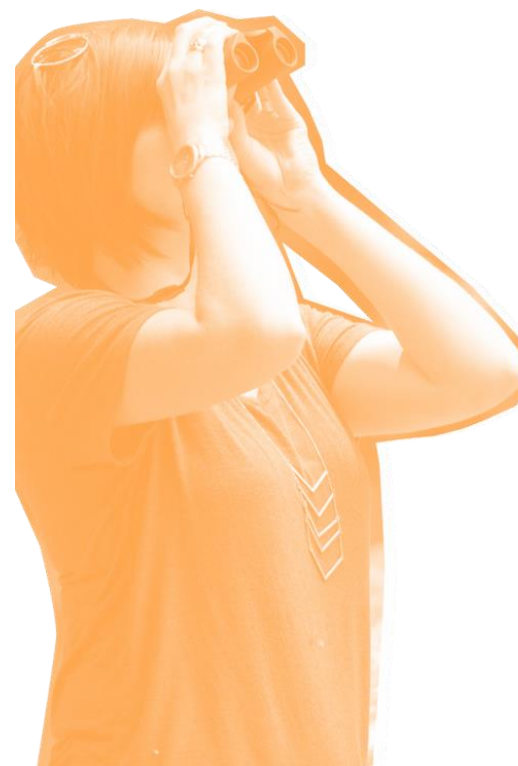




# Building the capacity of changemakers across Europe

Through our [Europe Fellowship Program](#), Ashoka is creating a unique learning and co-creation space for the region's leading changemakers. We engage participants in:

1. **Nurturing Co-learning:** Develop the skills, methods and mindsets for impactful change leadership.
2. **Empowering the Ecosystem:** Raise awareness for the challenges of social entrepreneurs and place critical issues on the agenda of Europe's changemaker ecosystem.
3. **Igniting Collective Impact:** Enable spaces for collaboration for Ashoka's community to co-create pan-European initiatives that address our most pressing challenges.



## Figures of 2021:

▶ **448**  
social entrepreneurs

▶ **17**  
participants from  
Switzerland

▶ **22**  
countries

▶ **2000**  
stakeholders

▶ **81%**  
worked on improving  
their impact strategy  
after participating in  
modules

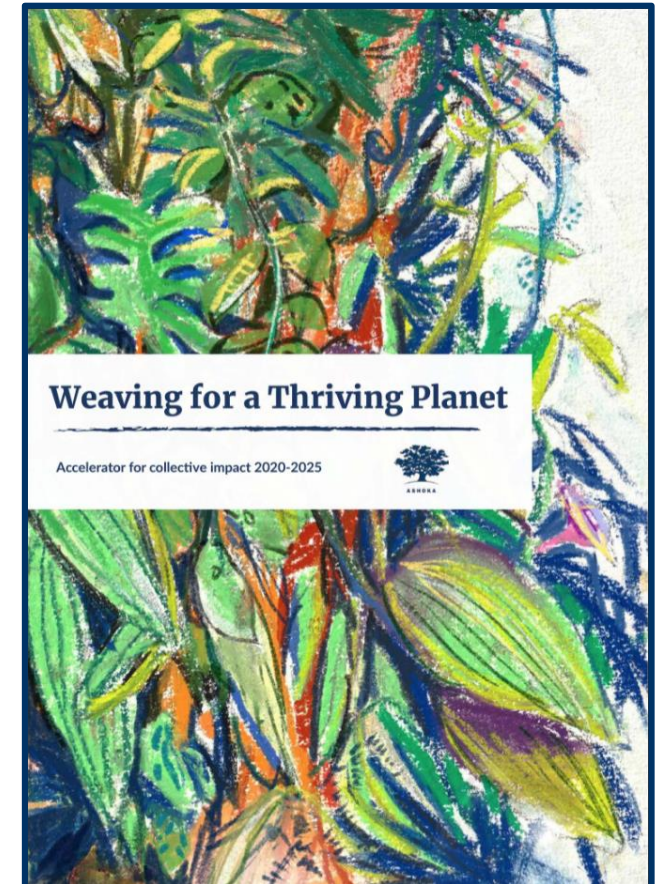
▶ **94%**  
recommend the  
program to peers



# Restoring 1 million hectares of land in Europe to increase biodiversity



- ▶ Co-created with **20 Ashoka Fellows and partners**
- ▶ **Mission:** accelerate and scale systemic, community-based solutions to conserve and restore biodiversity.
- ▶ **8 facilitated online workshops** in 2021 to co-create specific actions and solutions + **1 in-person retreat**
- ▶ **Current co-created project Bioregional Weaving Lab Collective:** Restore 1 million hectares of land and ocean in 10 bioregions, set up 10 bioregional labs to train communities to adapt, replicate and transfer the proven successful innovations.



# Moving from a global immediate pandemic response to #buildingforward



The Changemaker United initiative started as an immediate response of Ashoka in Europe in April 2020 to strengthen social entrepreneurs as pioneers of social change in the pandemic. Today, we look at this global initiative as an immediate answer to the crisis, but also as a **collective platform to drive the societal shifts** and changes we need for a thriving future.

To date, the initiative has supported over **105 leading social entrepreneurs** in Europe, Africa, Latin America and South Asia to accelerate their solutions related to the COVID-19 pandemic. Hundreds of mentors, pro bono experts and partner companies across the world stepped up to dedicate their resources, time, and knowledge to help them scale their impact.

- ▶ **34+ countries**
- ▶ **450+ million people reached**
- ▶ **231 pro-bono experts supporting Ashoka Fellows**
- ▶ **67 mentors**



Areas in which Ashoka Fellows felt most supported in Europe:

**67%**

were more motivated to work on Covid-19 solutions

**83%**

received valuable advice and support from experts

**83%**

are better positioned to address challenges of their target group caused by Covid-19

**84%**

improved their strategy

# Assessing Ashoka's impact on Fellows – The results of a global study



Ashoka Fellows are changing the world in big, pattern-changing ways. They are guided along the way by Ashoka. Every three years, Ashoka undertakes a **multi-method survey** managed by an independent university. This study is designed to understand the Fellows'—and their organization's—impact, as well as the role Ashoka has had in accelerating their progress.

In 2021, over **800 Fellows** participated in the study, making it the **world's largest survey of leading social entrepreneurs**. These are the **new measurements** that document these impacts.

## Fellows' impact on a global scale

- ▶ 82% of Fellows have seen their **idea replicated**
- ▶ 72% of Fellows have **changed policy** at the national/international level
- ▶ 90% of Fellows **still pursue the idea** they were selected for
- ▶ 90% of Fellows **feel connected to the Ashoka community**

## Ashoka's impact on Fellows





**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!**

