



WISE Up: Get WISER Summit

March 23 -25



Powered by the Women's Initiative For Social
Entrepreneurship (WISE) in celebration of
Women's Month

What is the Get WISER Summit?

A celebration in honor of Women's Month of women leading transformative movements for change

In March, we aim to create **a space for joy and celebration** of the women leaders, innovators, and changemakers responsible for impactful systems change.

This past year has revealed that more than ever, the scaling up and deep work women innovators lead - transforming policies, mindsets, and social structures - are more necessary than ever before to rebuild post-pandemic.

Yet, in this same year, initiatives for advancing women have been relegated to the backburner, and calls for gender justice have been abandoned. **Women have been set back by the pandemic, yet are best-equipped to solve the problems both stemming from and causing the crisis.**

"[Success is] changing someone's mind - someone who is angry and totally in despair to be someone who wants to change things and who knows she can change things, especially as a girl. It's so powerful; it's something that fills your soul."

- *Greta Ríos, Ashoka Fellow, Mexico
Founder, Ollin*

It is clear that such structural barriers and existing definitions of success that impede women from recognition and advancement must be upended. **And it is critical for women to be not only listened to, but heard** as we work to shape a better future.

We aim to create that space for women to be heard at this summit. The event will be a place for women to share their success, reflect, laugh, let go of stress, and tell their personal stories.

If we truly aim to change the way the social sector measures impact and supports women-led initiatives, we must move **from rhetoric to realization**, and this starts with giving women the space to be heard. This starts with building a movement of like-minded collaborators committed to listening, learning, and changing.

This starts with Getting WISER.

Get WISER Agenda

March 23 - From Rhetoric to Realization

Putting the Spotlight on Her: Reshaping Media

Representations of Impact 1:00 - 2:00 pm GMT+2

In this session, we aim to discuss media representations of impact, delving into how the media sector can change its framing of success and women social entrepreneurs' representation. Women are vastly underrepresented in the media, and when their stories are told, it is often about women who face challenges or only those who scale out and replicate, ignoring other measures of impact such as scaling deep and scaling up.

Session Moderator: Karin Haselböck, Head of Strategic Planning, Ashoka Europe



Karin's goal as European Integrator at Ashoka is to strengthen and expand cooperation between the 18 countries in which Ashoka is represented in Europe. In the Austrian team, she maintains contacts with existing partners and seeks new ways of working with companies to support Social Entrepreneurs. Karin studied Management and Languages at the University of Economics and Management in Vienna and at the University of North Carolina at Chapel Hill, USA.

She was the director of PR and Marketing for the Marketing Forum of the Austrian ropeway industry. On behalf of the Austrian Chamber of Commerce, the Federation of Austrian Industries and the Austrian Ministry of Economics she accompanied the creation and development of "Zukunft.Frauen" - the executive leadership program to support women leaders in Austria. As head of communications and project management for respACT, Karin adopted a coordinating function for TRIGOS, the Austrian Award for Corporate Social Responsibility. For several years Karin has been working on a self employed basis as a trainer and facilitator for companies in the public and private sector as well as NGOs.

Rana Askoul, CEO, Womanity Foundation



Rana is a development executive, social justice advocate, and writer with over 15 years of experience in the public, private, and non-governmental sectors. Rana started her career with the Dubai Government where she led the design and development of the authority's Leadership Program for Government Employees, aimed at growing and developing a cohort of future leaders for Dubai Government. In 2012, Rana founded Changing Pink through which she partnered with public, private, and nongovernmental institutions including the Bill & Melinda Gates Foundation to provide advisory, consulting, and capacity development services to eliminate gender inequalities between men and women in the MENA region. Rana joined Womanity in 2018, and is currently the Chief Executive Officer for The Womanity Foundation, driving the Foundation's mission of accelerating gender equality through innovative investments.

Katia Murmann, Head of Digital and Product, Blick Group; Editor-in-Chief, Blick.ch; Member of the Executive Board, Blick Group, Ringier Zurich



Katia Murmann drives the digital development of the Blick Group as Head of Digital and Product and Editor-in-Chief of Blick.ch. She builds bridges between newsroom, technology, and data and, as a co-founder of the initiatives Edit-a-thon (which aims to bring women's biographies to Wikipedia) and EqualVoice (which aims to increase the visibility of women in media coverage and give them an equal voice). She is committed to increasing the equality of women in the media.



Julie Pybus, Global Editor, Pioneers Post

Julie is Global Editor at Pioneers Post, the independent news network for the global impact community. Her role focuses upon producing inspiring stories of social enterprise around the world for a global audience as well as supporting her colleagues to create news and analysis content. In her work, she has interviewed hundreds of different people, including tech for good entrepreneurs from eastern Europe, domestic abuse survivors from the Solomon Islands, and UK government ministers. Julie is also a freelance writer and editor, focusing upon charities and social enterprises. Her writing appears in specialist publications in addition to national papers including The Guardian, The Observer and El Pais.



Amelia Hapsari, Framework Change Leader, Ashoka Southeast Asia; Former Program Director In-Docs

Amelia is part of the Global Leadership Management of Ashoka. In her role as Framework Change Leader, she is responsible for creating strategies and synergies with various stakeholders in creating the Everyone a Changemaker movement in Indonesia and Southeast Asia. Her previous role in In-Docs has contributed to the building of an ecosystem that helps documentary films create social impact in Southeast Asia.

She Can: WISE Women Stories | 2:30 - 3:30 pm GMT+2

In this session, we will celebrate women in Ashoka's Fellowship network who are scaling up - changing laws and policies, and scaling deep - shifting mindsets, patterns of behavior, and social norms. This will be a space for them to share their transformational stories of making change and share their model for impact with the wider ecosystem.

Session Moderator: Susan Davis, Adjunct Professor, New York University; Chair, Solutions Journalism Network



Susan Davis is an author, public speaker, consultant, and expert on international development and social entrepreneurship. She is the chairperson of Solutions Journalism Network, an Adjunct Associate Professor at New York University Stern School of Business, a coach to social entrepreneurs, and active on many boards and advisory councils. She was the founding president and CEO of BRAC USA, an organization created in 2006 to support BRAC, a position she held until 2016. BRAC runs programs to alleviate poverty using microfinance, education, healthcare, legal services, community empowerment, and other methods.

Angelou Ezeilo, Founder and CEO, Greening Youth Foundation; Ashoka Fellow | United States



Angelou is founder and CEO of the Greening Youth Foundation. Angelou realized the disconnect between the land that was being preserved and the education of people about that preservation—particularly as it related to our next generation. This was the impetus for the Greening Youth Foundation. As a woman and minority-founded and led non-profit, Angelou is at the helm of a movement to provide environmental and wellness education and career pathways to a new generation, both in the United States and in countries throughout Africa. Angelou is a member of the National Center for Civil and Human Rights Women in Solidarity Society, and Georgia Audubon boards; Advisory Board Member for Outdoor Afro, The Million Mile Greenway, Inc., Keeping It Wild, Inc., and Rachel's Network; and most recently the author of "Engage, Connect, Protect: Empowering Diverse Youth as Environmental Leaders".

Ioana Bauer, President, eLiberare; Ashoka Fellow | Romania



Ioana Bauer is the president of eLiberare, an NGO working on preventing and combatting human trafficking and sexual exploitation. She has been active in the area of protecting human rights and dignity since 2005, and, besides leading and shaping prevention activities, developing materials on the issue and conducting capacity-building activities, Ioana has worked directly with survivors of human trafficking. Ioana is passionate about fighting injustice and is a firm believer in the power of community and collective action. Ioana is an Ashoka Fellow, a Resilience Fellow, and is recognized as one of the women leaders advancing the UN SDGs globally.



Kara Andrade, Co-founder, HablaCentro Informatics NFP and LLC; Ashoka Fellow | Guatemala



Kara Andrade is an Ashoka Fellow who co-founded HablaCentro Informatics NFP and LLC, a network of citizen journalism and information sharing hubs in Latin America that shared reliable and timely updates from the ground during crisis. She was most recently a program director at the International Center for Journalists, directing programs in Costa Rica, Cuba, and Mexico. In the past, she was the senior innovation specialist for Counterpart International's Innovation for Change Initiative, which supported and started regional innovation hubs in seven regions: Latin America and the Caribbean, Middle East and North Africa, Africa, South Asia, Central Asia, and East Asia and Pacific. She is also an adjunct professor and PhD candidate at American University's School of Communication. Her work through her social venture, research and work in the development sector focuses on the adoption and implementation of innovations to solve common democracy problems.

Nada Dhaif, Chairperson, Bahrain Rehabilitation & Anti Violence Organization (BRAVO); Ashoka Fellow | Bahrain



Nada Dhaif is an oral and dental surgeon, human rights activist, and currently the chairperson of BRAVO. In January 2012, Nada founded and chaired Bahrain Rehabilitation & Anti Violence Organization (BRAVO), a nonprofit charity that aims to rehabilitate and treat torture & violence victims. BRAVO is a member of CIVICUS world alliance for citizen participation organizations that includes over 270 organizations under its umbrella. Nada worked and received intensive training provided by the United Nations on documentation and monitoring human rights abuses. Currently, Nada is a member of over 278 NGOs and institutes all over the world and lectures at prestigious universities including Regent University and Oxford.

Amina Swanepoel, Founding Executive Director, Roots of Health; Ashoka Fellow | Philippines



Amina Evangelista Swanepoel is the founding executive director of Roots of Health and the local administrative arm of the organization, Ugat ng Kalusugan, a reproductive health organization in the Philippines. She is also a member of the Provincial Family Health Council of the Province of Palawan and of the Puerto Princesa City Local Health Board. She is a Philippines Ashoka Fellow, an Equity Initiative Fellow, a past Vital Voices Lead and Global Ambassadors Fellow, and an Asia Society Asia 21 Young Leader. Prior to this post, Amina spent two years at Human Rights Watch where she researched and documented human rights abuses in Asia. She also previously held positions with the Guttmacher Institute and the Program Division of UNHCR in India.

Marjan Gryson, Co-founder, Touché; Ashoka Fellow | Belgium



Marjan Gryson is a clinical and forensic psychologist, solution-focused therapist, social entrepreneur, and Ashoka Fellow. As the co-founder of Touché, she transforms aggression into positive energy by inspiring society to deal with aggression in a constructive way and work with people who are vulnerable because of it. Touché (re-)integrates people with aggression-related problems creating opportunities for them to co-create their own and each other's solutions together. They create new roles for (ex-)prisoners and shaped a favorable and inclusive perception of (ex-) prisoners at the same time. By transforming aggression into a positive force, the number of violent incidents decreases, and the number of successful re-integration increases.

Setting a New Agenda: Policymakers Reframing Success and Impact | 4:00 - 5:00 pm GMT+2

In this session, we will discuss tangible steps for how leaders and policymakers in the social innovation sector can better support women social entrepreneurs and change current definitions of success to better reflect the transformative work they lead. Women are cause-driven and often proximate to the issues they aim to solve. Yet funders are often accused of mainly supporting women because of the challenges they face. In this session, we aim to change that narrative and explore how funders should support women because they have the biggest impact.

Session Moderator: Iman Bibars, Founder and Team Leader, Women's Initiative for Social Entrepreneurship (WISE)



A visionary for social entrepreneurship and a pioneer of women-led and gender-focused development initiatives for over 30 years, Iman Bibars is the Vice President of Ashoka: Innovators for the Public and the Regional Director of Ashoka Arab World. Dr. Bibars is also the co-founder and current chairperson of Egypt's first microfinance organization, the Association for the Development and Enhancement of Women (ADEW). She is the founder and director of Ashoka's revolutionary Women's Initiative for Social Entrepreneurship (WISE) - a movement aiming to elevate the power and place of women social innovators around the world. Dr. Bibars holds a PhD in Development Studies from Sussex University and a BA and MA in Political Science from the American University in Cairo.

Peggy Dulany, Founder and Chair, Synergos



Peggy Dulany is chair of Synergos, a global organization helping solve complex issues around the world by advancing bridging leadership, which builds trust and collective action. Peggy founded Synergos in 1986 to promote trust and collaboration among grassroots groups and government or business leaders and organizations, people who otherwise would not have access to each other so that they can develop long-term relationships and forge new paths in overcoming poverty. In 2001, she co-founded Synergos' Global Philanthropists Circle with her father, David Rockefeller, to support philanthropic families in using this approach. Peggy is an honor graduate of Radcliffe College and holds a Doctorate in Education from Harvard University. She has sat on over thirty nonprofit and corporate boards including Stone Barns Center for Food and Agriculture, the Rockefeller Brothers Fund, and the Africa-America Institute, among others.

Nadine Richani, Regional Director for MENA at Porticus



Nadine is the Regional Director for MENA at Porticus, an international organization that manages and develops the philanthropic programs of charitable entities established by the Brenninkmeijer family entrepreneurs. For the past 25 years, she has built a vast experience in strategy development, grantmaking, managing as well as designing, monitoring, and evaluation of social programs covering several topics including education, peacebuilding, climate change, and agriculture. Nadine started her career working with NGOs in the field implementing projects in fragile countries. She has also worked in the private sector consulting on strategy development and project management. She continues to engage in training and coaching for social initiatives.

Latanya Mapp Frett, President and CEO, Global Fund for Women



Latanya Mapp Frett is president and CEO of Global Fund for Women, which works to strengthen gender justice movements to shift power, privilege, and perception and create meaningful change that will last beyond our lifetimes. As a feminist fund, Global Fund for Women offers flexible support to a diverse group of partners—more than 5,000 groups across 175 countries so far. Previously, Latanya was the executive director of Planned Parenthood Global, the international arm of Planned Parenthood Federation of America. Ms. Frett worked for eight years as a human rights officer for the United Nations Children's Fund (UNICEF) and for 10 years with the United States Agency for International Development (USAID).



Korto Williams, Head, Women's Rights, ActionAid

Korto Reeves Williams is a Liberian feminist activist. She is the country director and women's rights coordinator of ActionAid Liberia, a board member of Urgent Action Fund (Africa), and a member of the Liberia Feminist Forum and the African Feminist Forum. She has 20 years' experience across Africa, the Middle East, and the Americas.



Kavita Ramdas, Director of the Women's Rights Program, Open Society Foundations

Kavita Ramdas is a recognized global advocate for intersectional gender equity and justice. She currently serves as the director of the Women's Rights Program at the Open Society Foundations. She previously served as a strategy advisor for MADRE and founded KNR Sisters, an independent consulting venture. From 1996 to 2010 she led the Global Fund for Women as President and CEO to grow into the largest public foundation for women's rights in the world. From 2012-2016 She led the Ford Foundation's operations in South Asia and was senior advisor to Darren Walker, the Foundation's President. She founded SEERS, the Social Entrepreneurs in Residence Program at Stanford University and is a member of Aspen Institute's Henry Crown Fellows Program. Currently, Kavita serves on a few select non-profit advisory boards, the board of trustees of the Rockefeller Brothers Fund, and the board of directors of GRIST, a publicly supported journalism non-profit focused on climate justice.



Mamadou Biteye, vice president, Social Impact for the CEMEA, Visa

Mamadou has over 25 years of experience in strategic leadership, advocacy and campaigning, community development, and capacity building with extensive field experience in Africa and around the world. Prior to VISA, Mamadou served at The Rockefeller Foundation as managing director for the Africa Region, leading programs such as the Digital Jobs Africa initiative, and the Global Impact Sourcing Coalition. Prior to the Foundation, he held various leadership roles in Oxfam including regional director for West Africa Oxfam Great Britain and Oxfam America. Mamadou also currently serves as an advisor and board member for various international organizations such as the World Bank's S4YE, the African Women Leadership Fund, and the Centre for African Philanthropy and Social Investment. He is an Honorary Officer of the Most Excellent Order of the British Empire (OBE), and he was also recognized as a 2019 Top 100 Most Influential Africans by The Africa Report for his work. Originally, from Senegal, Mamadou speaks English, French, Russian, Portuguese, and Wolof.



Heather Grady, Vice President, Rockefeller Philanthropy Advisors

Heather is a vice president in Rockefeller Philanthropy Advisors San Francisco office and leads the practice area of Environment, Rights, and Global Development. She also leads the Scaling Solutions toward Shifting Systems initiative that encourages funders to place longer-term, more adaptive resources with grantees who are tackling systemic challenges from the local to the global level. Heather serves as an adjunct professor at the China Global Philanthropy Institute and frequently publishes on philanthropy. Heather was previously a vice president for Foundation Initiatives at The Rockefeller Foundation where she oversaw an annual grantmaking budget averaging \$65 million. She also serves on boards and advisory councils including the Dropbox Foundation, Business, and Human Rights Resource Centre, Forum for the Future, the Wildlife Justice Commission, Doc Society, MindFuture Foundation, and was a founding advisor to the B Team.

The Role of Research in Redefining Success | 5:30 - 6:30 pm GMT+2

In this session, we will engage academics in a conversation around how research and academia shape impact measurement. We will also brainstorm opportunities for reframing impact within academia and using research as a tool for advancing women social entrepreneurs.

Session Moderator: Tatiana Cary, Senior Venture Manager, Ashoka UK & Ireland



Tatiana is the senior venture manager leading the search for new Ashoka Fellows in the UK & Ireland. Tatiana's background is in international development and she holds an MSc from the London School of Economics in Gender, Development, and Globalisation. Alongside her work at Ashoka she is pursuing a PhD in Social Policy at the University of Edinburgh. She is interested in elite philanthropy in the UK and her research focuses on power, accountability, and social change.

Regina Honu, CEO, Soronko Academy; Ashoka Fellow | Ghana



Regina Honu is the CEO of Soronko Academy, a leading technology, coding, and digital skills development center in Africa, pioneering the way for young people, especially women and girls, to realize their economic potential by equipping them with the technical and soft skills they need to attain dignified, fulfilling jobs and overcome the gender gap in technology. The academy has trained over 16,000 women and girls and has expanded to train boys, men, and children with disabilities. Soronko Academy won the Most Impactful Initiative Award at the Women in Tech Global Awards for 2020. Regina was recently awarded the 2018 AFS Active Global Citizen Award for her contributions to global competence education and is a winner of the Challenging Norms, Powering Economies initiative by Ashoka, UN Women, and Open Society Foundations for her work to challenge gender norms in women's economic empowerment.

Halla Hrund Logadóttir, Co-Founder and Co-Director, Arctic Initiative; Harvard Kennedy School



Halla Hrund Logadóttir is the co-founder and co-director of the Arctic Initiative at Harvard Kennedy School and a fellow at the Kennedy School's Environment and Natural Resource Program. In Iceland, her home country, Ms. Logadóttir serves on the advisory board to the Minister of Industry, Innovation, and Tourism on Iceland's Energy Fund and collaborates with the country's leadership on environmental and Arctic issues. She is the Founder of the Arctic Innovation Lab; a platform established to encourage solution-based dialogue on Arctic challenges and an advisor to Arctic Today, a key media on circumpolar issues. She co-curates the World Economic Forum's Arctic Transformation Map and was one of the 15 invited writers in United Nations Chronicle's special edition on sustainable energy published in relation to COP21. Among her other roles include being the Co-founder of Girls4Girls non-profit; a global mentorship program which aims to arm young women with the courage, vision, and skills needed to take on public leadership.

Hibaaq Osman, Founder, Karama



Hibaaq Osman is the founder of Karama, a movement to end violence against women and deliver sustainable, inclusive peace and democracy in Africa and the Middle East. Hibaaq's work has encompassed reconciliation and peacebuilding in Somalia and Sudan, to campaigning for justice and recognition for Korea's 'comfort women', and supporting grassroots women activists to build constituencies and secure their rights in the wake of the Arab revolutions. Named one of the world's 500 Most Influential Muslims, Hibaaq is a board member of the Generation Equality Forum Women, Peace and Security & Humanitarian Action Compact, and UNAO's Women's Alliance for Peace, and has previously served on a number of advisory groups and boards, including UN Women's Civil Society Advisory Group, and the board of Donor Direct Action. Hibaaq is a senior fellow at the James MacGregor Burns Academy of Leadership at Churchill College, University of Cambridge, and a member of the Yale African Women's Leadership Network.

Priya Iyer, Associate Director, Stanford's Social Entrepreneurship Program



Priya Iyer is currently the associate director at Stanford's Social Entrepreneurship Program where she advises students launching social ventures at the Graduate School of Business. The ventures she advises span issues areas including mental health and education from early childhood to adolescence, an area she's particularly passionate about. She advises students on topics including business model, fundraising, hiring, product, and human-centered design. She previously founded a social venture, Tulalens, that radically improved the health of 2,000 low-income women with iron-deficiency anemia and their 6,000 family members in India. As a public health scientist, she's also worked across sectors at organizations such as Genentech and Abdul Latif Jameel Poverty Action Lab (J-PAL) at MIT. She holds an MPH in Epidemiology from Columbia University.

Ghada Barsoum, Associate Professor and Chair, Department of Public Policy and Administration; The American University in Cairo



Ghada Barsoum is Associate Professor (with tenure) and currently serves as the chair of the Department of Public Policy and Administration at The American University in Cairo (AUC). Barsoum has more than fifty publications including articles in reputable peer-reviewed journals; technical reports, book chapters, encyclopedia entries, policy papers and a book on women's employment. She writes on issues pertaining to social policies, gender, higher education, and employment. Barsoum has consulted for a number of organizations including the International Labor Organization, UNESCO, UNFPA, UNDP, and UNICEF. While at AUC, she has been the principal investigator of projects with funding from different entities. Prior to joining AUC, Barsoum was research associate at the Population Council, West Asia, and North Africa Office, where she spearheaded efforts for a national survey on youth in Egypt. Barsoum obtained her PhD in Sociology from the University of Toronto and her master's degree from AUC.

March 24-25 - Women's Voices for Transformative Change

Gender Equality Justice in 21st Century: Emerging Opportunities

March 24, 11:00-11:45 AM

It's a gendered world. Gender is a social construct, and yet it remains the single most prevalent determinant of how an individual experiences the world around them across the world. There has been more progress towards gender equality in the past 100 years than in the last 10,000 years. Ashoka's Next Now Gender team has been conducting in-depth interviews with the world's leading social entrepreneurs to identify what are some key leverage points to bring the world to a new level of gender equality and justice. This session will share the insights from the first 22 interviews and invite discussion around them with the participants.

Taking an Intersectional Lens to Leadership

March 24, 12:00-12:45 PM

Women social entrepreneurs have, time and time again, made a deep impact in their work - overhauling unfair and unjust systems, sparking collaborative social movements, and reshaping dominant expectations, norms, and stigmas. Using an intersectional lens, let's hear from some of the world's best female leaders in the space of social entrepreneurship - what is their recipe for success in driving policies, creating multistakeholder partnerships, and shifting norms globally?

Accelerating Survival for Youth-Led Initiatives

March 24, 1:00-1:45 PM

Youth make up the biggest population in the world. African youth are at the forefront of innovation, and yet, many never live to see the full manifestation of their dreams. The future of work and employment is deeply reliant on the workforce dominated by youth. The key outcome of the session is to come up with feasible approaches that can be used to better support youth-led startups to survive and thrive. The session will also leverage experience sharing from participants in regards to what has or has not worked in their context.

Women's Voices for Transformative Change

March 24, 2:00-2:45 PM

Five recently elected Ashoka Fellows from the Arab world, Southeast Asia, the Caribbean, and Latin America will convene to share the systems-changing ideas that they are leading within their communities. From integrating female farmers into the agriculture sector in St. Lucia to putting an end to violence against children in Indonesia, these changemakers' strategies are rooted in the power of collaboration and shifting dominant mindsets in their communities to achieve sustainable, lasting change. Join this session to hear their stories to transformative impact.



Social Impact and Women-Led Organizations

March 24, 3:00-3:45 PM

This session will foster discussion on how women can build social impact into the DNA of their organizations. It will be a roundtable discussion of selected women and young girls with a moderator guiding the discussion and equally involving the audience to share their views. We intend to have a robust discussion to tackle the issue of setting up a system for capturing knowledge for impact.

The Young Changemakers

March 24, 4:00-4:45 PM

This is a discussion about the power of young people (by young people for young people) in response to the increasingly interconnected and changing world. It will highlight the new framework from each changemaking story of the young women leaders across countries along with their challenges, insights, and visions in helping others go up the curve.

Shifting Systems through Scaling Deep

March 24, 5:00-5:45 PM

In this session, Tatiana Fraser and Rachel Sinha, from the Systems Sanctuary will share their insights and a new systems change framework; including shifting power through scaling deep and feminist approaches and lessons learned about systems change. They reflect on how this framework illuminates the extent to which marginalized communities are positioned to lead systems change, and how these approaches align with and might be applied to other issue areas.

Reconnect and Reinvent Ourselves by Changing our Narratives

March 24, 6:00-6:45 PM

This session will be a fireside chat with Raluca Kisescu, published author and creative business strategist, moderated by Ana Murray, country director Ashoka Romania. In this conversation, we will cover how to change your life and organize everything in a book with practical examples, tips, and tricks so that you can create a movement for more women to join. From a top corporate manager to an independent consultant and business trainer for teenagers, Raluca will share with us how by changing her own narrative, she changed her life.

Co-Creation and Gender Equity Leadership

March 25, 10:00-10:45 AM

Co-creation and gender equity leadership help to create emotionally and mentally-impactful social change. Gender equity can be achieved through scaling deep impact -where mindsets and patterns of behavior are transformed - without sacrificing one's personal values and ethics. Gender equity leadership and co-creation can also support successful adaptation and effective communication that will ultimately lead to positive outcomes. And finally, gender equity leadership and co-creation unleash human potential by building trust through authenticity, clarity of purpose, and openness to continual learning, all of which are key elements of this leadership style and strategy.



Overcoming Cultural Barriers

March 25, 11:00-11:45 AM

Women Entrepreneurs face a multitude of challenges - both structural and systemic. Our panel will explore the cultural barriers that they have faced, share their experiences and personal stories of what it takes to thrive in their areas of work despite these.

Perempuan untuk Perubahan (Women for Change)

March 25, 12:00-12:45 PM

Perempuan untuk Perubahan (Women for Change) emphasizes the important role of girls and women to create change. The 45-minute session will bring women from different generations and a range of issues to discuss one shared value: women are willing and able to create change. Not as the target of change, women in the panel will bring the voice of the actor who is passionate about the issue around them and show their entrepreneurial skill to achieve the system change. With the combination of Ashoka Fellows, Ashoka Young Changemakers, the Ashoka Team, volunteers, and women partners in the Ashoka Indonesia universe, we want to also highlight the 'failures festival' - that failures is something we can enjoy talking without attacking self-identity.

Wanawake Waanzilishi (Young Women Founders)

March 25, 1:00-1:45 PM

This session shall focus on Inclusive Participation of Women in Social Entrepreneurship and Leadership. It will bring together emerging women social entrepreneurs and leaders to deliberate innovative, theoretical, and practical approaches that can be used to inform the design of inclusive and sustainable social entrepreneurship and leadership programs for women in East Africa for systems change.

Observatorio Iberoamericano de Innovación en Género

March 25, 2:00-2:45 PM

We want to share our experience and our insights in the session, Observatory of Innovation in Gender in Iberoamerica. With the hand of Deloitte (as knowledge partners) we organize a session (that will meet every 3 months) with key figures (public-private and fellows) who could help us construct a common agenda with the main challenges and goals we have as a region in the gender field.

How Do Women Lead a EACH World Through Family Changemaking?

March 25, 3:00-3:45 PM

A conversation around how women are creating an Everyone a Changemaker world through their leadership in their families by creating an environment for family changemaking. Alongside this, we will zoom in on the women's rights movement and the Beijing platform that brought together women advocates 25 years ago and how, when they reviewed how women's rights have moved in the past 25 years, not much progress has been made. We will zoom into how women can shift mindsets with the EACH movement and create more changemakers.



Growth from a Different Lens

March 25, 4:00-4:45 PM

How do we define growth? Does growth have one trajectory, or are there many types of growth? And what does it mean to grow from a woman's perspective? In this session, we're going to learn from leading Ashoka Fellows in the Arab region about how they define growth and how each of them has experienced growth in different ways. Some topics we will discuss include: is it necessary for growth to be quantitative? Can it be qualitative?

Women in Science: Inspiration and Ambitions

March 25, 5:00-5:45 PM

This will be an open discussion with four awarded Romanian young scientists about the challenges they have overcome, their inspiration, and their motivations in their research activities as women in science. This session is supported by L'Oreal Romania.

Is Beer After the Conference Part of the Job?

March 25, 6:00-6:45 PM

A discussion on conscious networking with Ashoka Fellow Elena Calistru on how women perceive what's work and what's leisure and the importance of networking. Elena founded Funky Citizens to use technology, social media, and non-formal education methods to facilitate access to previously hard-to-find public information. She has rebranded what citizenship is, made civic engagement mainstream, and transformed it into a desirable, fun, and aspirational way of life.

Rapid Prototyping for Social Change

March 25, 7:00-7:45 PM

In this workshop, participant will learn a six-step process for rapidly prototyping ideas with self-organized groups. Each of group will have the opportunity to prototype a project on a selected civic space problem to solve and then beta test that idea twice with neighboring groups. Then the idea is pitched to the public in a two- minute presentation. Depending on the size of the group, the problems and theme suggested for the different working groups could include: sustainability of organizations, transparency and accountability, anti- corruption, citizen mobilization for social change, digital security, new economic models. Goals of the session - To provide an introductory experience to prototyping as a methodology for developing solutions. - To try a new mode of working. - To use prototyping as a tool for learning and understanding. - Prototyping as a way to get new investors interested in funding social sector projects. - Apply prototyping to participants' work and life, as a life style, an attitude and a mindset.

Event Partners

Ashoka is immensely grateful to have the support of our international network of Event Partners, comprised of visionary champions of our WISE movement and dedicated makers and shapers in the social innovation ecosystem. This event would not be possible without these co-leaders of the WISE global movement.



Let's get
WISER.

For more information on WISE or to
get involved, please contact:

Dr. Iman Bibars

Regional Director, Ashoka Arab World
Vice President, Ashoka: Innovators for the Public
ibibars@ashoka.org

Claire Davenport

Global WISE Coordinator
cdavenport@ashoka.org



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