

CREATING A WORLD OF CHANGEMAKERS

ASHOKA SCANDINAVIA
ANNUAL REPORT 2013



ASHOKA

Social entrepreneurs are not content just to give a fish or teach how to fish. They will not rest until they have revolutionized the fishing industry.
– Bill Drayton, Ashoka Founder and CEO

CREATING A WORLD OF CHANGEMAKERS – A WORD FROM THE DIRECTOR

Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.

– Margaret Mead

These famous words from Margaret Mead, an American cultural anthropologist, continue to inspire me. It is hopeful to think about how much one person matters in social change. These words are also key to Ashoka's core belief in the role of the individual to enable change and spread impact.

Ashoka and our Fellows currently work in over 70 countries over five continents. Since electing its first Fellow in India in 1981, Ashoka has been committed to finding and supporting leading social entrepreneurs wherever innovation is needed. From megacities to rural farmlands, stable democracies to nations in transition, emerging markets to industrialized economies, Ashoka Fellows are and continue to transform society.

Even if we have existed for 30 years globally, the field of social entrepreneurship and Ashoka is still in an early stage in Scandinavia.

The year 2013 was our second year up and running since we opened the Scandinavian office in Stockholm – it has been an exciting time and we have many highlights to look back on. The biggest one is of course the election of four new Scandinavian Fellows (read more on page 8 about the selection process).

Another highlight for us in 2013 was the Changemaker Tour. During the spring, we completed a Tour throughout Sweden, to meet social entrepreneurs, look for new Fellows and tap into Changemaking communities all over the country. We met so many Changemakers and inspiring people and realized that the field is growing – many understand the critical role social entrepreneurs play for social change. We also took the opportunity during the Tour to survey what areas the attendees believe require social innovation in Scandinavia? This has created a roadmap of the region, indicating where we need to identify Changemakers.

Ashoka globally is financed by individuals, companies and foundations that share our commitment to changing the

world. We do not accept public funding. In 2013, Ashoka Scandinavia introduced several new members in our Ashoka Support Network (read more about ASN on page 20), new Pro Bono Partners and Investors.

For Ashoka globally it has also been a fruitful year: 157 new Ashoka Fellows were elected, 34 of which are in Europe. Ashoka has launched new offices and new programs that all contribute to a world of more changemakers. One of these new programs is called Changemaker Schools in which Ashoka identifies and selects schools that we believe are in the forefront in teaching changemaker skills.

During 2013 Ashoka globally also launched a new impact report. Since 1997, Ashoka has measured the social impact of Fellows. Many of the standard measurements of social impact focus on quantitative data and miss what Ashoka considers to be most important and meaningful product of a social entrepreneur's work – systemic social change over time. We are very happy about the fact that 57% of Fellows have contributed to a changed national policy within 5 years of election according to Ashoka's latest global impact report (read more about our global impact on page 7).

We do not know what the biggest challenges in the future will look like or what shape they will take, but we do know that we need changemakers as solution agents. Every person that can think and act as a changemaker will be important for improving the world. Ashoka has 3000 examples of thoughtful, committed, citizens who right now are changing the world. A big thank you to everyone co-creating with us and for your support to Ashoka around the world.

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Maja Frankel, Director Ashoka Scandinavia



The engaged global community of social entrepreneurs that Ashoka has fostered helps each one of them to have more impact than would have been possible individually.

– Pierre Omidyar, founder of E-bay

TABLE OF CONTENTS

6	About Ashoka
7	5 Ways Ashoka Fellows Create Change
8	Venture Program
9	How we Select the World's Leading Social Entrepreneurs
10	Fellowship program
13	Ashoka Fellows in Scandinavia
14	Sweden
16	Norway
18	Denmark
19	Global
20	Ashoka Support Network
21	Activities and Outreach
24	Ashoka in the News
25	Who Enables us to Create Change?
26	Organization & Human Resources
27	Team Scandinavia
28	Investors & Partners of Scandinavia

ABOUT ASHOKA

ASHOKA'S VISION IS A GLOBAL SOCIETY THAT IS ABLE TO RESPOND QUICKLY AND EFFECTIVELY TO SOCIAL CHALLENGES ANYWHERE. EVERY MEMBER OF SOCIETY SHOULD HAVE THE FREEDOM, CONFIDENCE AND SOCIETAL SUPPORT TO ADDRESS SOCIAL NEEDS, AND WE CALL THIS SOCIETY AN EVERYONE A CHANGEMAKER SOCIETY. THIS IDEAL SOCIETY FOSTERS INNOVATION AND THE DESIRE FOR CHANGE IN ITS CITIZENS, EMPOWERING THEM TO MAKE A POSITIVE DIFFERENCE IN SOCIETY.

Ashoka is the world's leading organization for social entrepreneurship and changemaking.

Bill Drayton founded Ashoka in 1980, based on the idea that the most powerful force for good in the world is the leading social entrepreneur: a person driven by an innovative idea to solve a pressing social problem. Over the past 30 years, Ashoka has elected 3,000 leading social entrepreneurs as Ashoka Fellows, providing them with living stipends, professional support, and access to a global network of peers in 75 countries. In addition to supporting leading social entrepreneurs, Ashoka works with young people, institutions, companies, and individuals to multiply the number of Changemakers.

Ashoka envisions an Everyone a Changemaker™ world – a world that responds quickly and effectively to social challenges, and where each individual has the freedom, confidence and societal support to address any social problem and drive change.

Ashoka's Development During 30 Years

During Ashoka's first decade in Latin America, Africa, Asia, and Central Europe, Ashoka focused exclusively on launching leading social entrepreneurs and helping them succeed. But in the 1990's, as the citizen sector evolved and grew, Ashoka responded with a wider range of programs and initiatives to create an Everyone A Changemaker™ world. Ashoka as an organization grew as well - tripling in size from 1988 to 1990, and again from 1999 to 2002.

Today Ashoka is the largest community for change-making in the world – a meeting place for social and business entrepreneurs, journalists, professionals, consultants, and leaders of all fields who want to explore and support social innovations. The search and selection of leading social entrepreneurs, or Ashoka Fellows, remains at the core of Ashoka's pursuit of an Everyone a Changemaker™ world, inspiring and informing all programs and initiatives. Ashoka globally now has a wide range of programs, all aimed at stimulating changemaking.



There is nothing more powerful than a new idea in the hands of a leading social entrepreneur.

– Bill Drayton, Founder and CEO of Ashoka

5 WAYS ASHOKA FELLOWS CREATE CHANGE

ASHOKA DEFINES IMPACT AS THE SYSTEM CHANGE THAT RESULTS FROM THE FELLOWS, IDEAS, AND NETWORKS THAT WE SUPPORT. THE NUMBERS BELOW COME FROM ASHOKA'S ANNUAL IMPACT STUDY FROM 2013, WHICH SHOW HOW OUR FELLOWS CHANGE THE WORLD.

1. Market Dynamics and Value Chains

54% of Fellows have changed market dynamics at a national level within 5 years of election. This means that they have:

- Increased access to goods and services
- Created new markets
- Created value where a value didn't exist
- Generated income for the poor
- Changed the flow of market information

2. Public Policy and Industry Norms

57% of Fellows have contributed to changed national policy within 5 years of election. They do this by:

- Drafting legislation- 35% of Fellows
- Providing testimony or research- 48% of Fellows
- Organizing citizen action- 46% of Fellows
- 52% of Fellows have achieved changes in the code of conduct, mission statement, or official policy of a large organization or industry at a national level within 5 years of election

3. Full Inclusion and Empathy

54% of Ashoka Fellows achieve national impact to fully include marginalized groups in society within 5 years of election. 54% of Ashoka Fellows see empathy a major focus of their work.

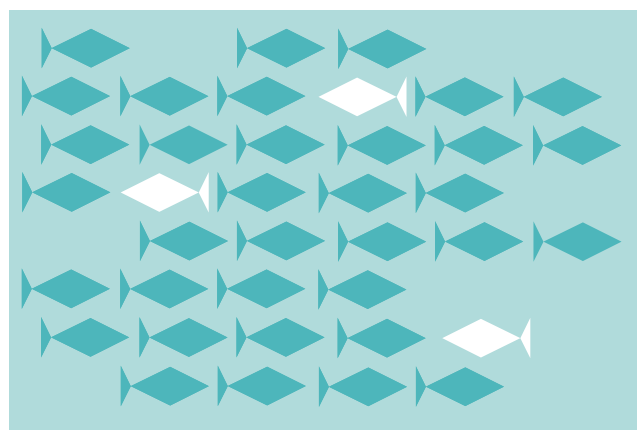
4. Business-Social Congruence

56% of Ashoka Fellows have achieved business-social congruence at a national level within 5 years of their election. This means that:

- 61% Fellows receive revenue through a for-profit element providing an average of 41% of their budget.
- 28% of Fellows have a joint venture with a business.

5. Culture of Changemaking

66% of Ashoka Fellows have created cultures of changemaking at a national level within 5 years of their election.



HOW DO FELLOWS SCALE THEIR IMPACT?

61%
of Fellows scale their impact through changing policy

57%
are creating a grassroots movements

46%
are using open source strategies

40%
or more of all Fellows plan to use a media campaign

39%
will expand the size of their organization

7%
of Fellows have used franchising

Read the full report on our website:
www.scandinavia.ashoka.org

VENTURE PROGRAM: HOW WE FIND THE WORLD'S LEADING SOCIAL ENTREPRENEURS

ASHOKA'S VENTURE PROGRAM IS THE HEART OF THE ORGANIZATION, IN WHICH WE FIND AND SUPPORT THE WORLD'S LEADING SOCIAL ENTREPRENEURS BY ELECTING THEM INTO A GLOBAL FELLOWSHIP.

Ashoka Fellows serve as role models in the citizen sector, showing the changemaking possibilities inherent in everyone in their way of creating transformational innovations to tackle society's most pressing social problems. To reach an Everyone A Changemaker world our Fellows are essential, as they inspire others and transform the standards in their fields.

Looking at leading social entrepreneurs, Ashoka recognized some qualities appearing more often than others and these qualities now serves as the base of our five criteria for becoming an Ashoka Fellow.

We want the world to see that it has to be a changemaker world. Everyone is a changemaker. That's very radical.

– Bill Drayton, Founder and CEO of Ashoka

The most value I gained from Ashoka in the past year was how Ashoka can highlight Noen's possibilities and create time additions for Noen through pro bono partnerships.

– Heidi Wang, Noen, Ashoka Fellow

ASHOKA'S FIVE CRITERIA

A New Idea

Ashoka only invests in candidates with a new idea—a new solution or approach to a social problem—that will change the pattern in a field at the national or regional level.

Creativity

Ashoka only supports entrepreneurs who are sufficiently creative as both goal setting visionaries and problem solvers.

Entrepreneurial Quality

Ashoka looks for the people who are first-class entrepreneurs – people who, at their core, are possessed by an idea, and who will persevere in testing, refining and spreading their idea until it has become the new pattern for society as a whole.

Social Impact

The idea must be powerful enough in its approach and applicability for other practitioners in the field to copy it - the idea must be replicable on its own merits.

Ethical Fiber

Above all, the candidate must be entirely ethical and trustworthy.



HOW WE SELECT THE WORLD'S LEADING SOCIAL ENTREPRENEURS

Ashoka's rigorous selection process honed over decades allows it to do so reliably and consistently across the globe. Our selection process can be described in the following steps:

- Nomination: Activating Local Nominator Networks and Venture Boards in Sweden, Norway, and Denmark**
 The nominator network is a network of people asked to assist Ashoka in searching for potential Fellows. This also includes people already connected to Ashoka Scandinavia: Ashoka Support Network, Fellows, Strategic Partners, and Investors. The nominator network assists Ashoka by annually nominating candidates who they believe live up to Ashoka's Fellow criteria. Ashoka also have Venture Boards in all Scandinavian countries. These boards consist of people with insight in the field that meet with Ashoka a few times a year to nominate and discuss new candidates.
- Nomination: Nomination of Candidates**
 Applications are welcome from anyone, but Ashoka's nominator network plays a critical role in identifying candidates who meet Ashoka's Fellow criteria.
- National Evaluation: First Opinion Review**
 For those candidates Ashoka feels comply with the criteria, Ashoka Scandinavia's team researches these candidates deeply, conducts due diligence and site visits, and conducts several first opinion interview with candidates.
- International Evaluation: Second Opinion Interview**
 An Ashoka Board member or senior Ashoka staff from another region holds an in-depth interview with the candidates determined by Ashoka Scandinavia in order to determine criteria fit and whether they should be pursued further in the Venture process.
- Selection Panel**
 Senior entrepreneurs are brought together for panel interviews conducted by local business or social entrepreneurs. The Second Opinion Interviewer serves as the moderator of the panel, although the panelists make a decision together if the candidate should be pursued further during the last stage.
- Final Approval by Global Board of Directors**
 The last step is an approval by Ashoka's International Board of Directors to ensure worldwide standard and to confirm the newness of the idea.

What is a Leading Social Entrepreneur?

Leading Social Entrepreneurs are men and women with system changing solutions to the world's most urgent social problems. Ashoka views leading Social Entrepreneurs as the engines of social change and role models for the citizen sector. Rather than leaving societal needs to the government or business sectors; leading social entrepreneurs find what is not working and solve the problem by changing the system, spreading the solution, and persuading entire societies to take new leaps.



FELLOWSHIP PROGRAM: HOW WE SUPPORT THE WORLD'S LEADING SOCIAL ENTREPRENEURS

ASHOKA SUPPORTS LEADING SOCIAL ENTREPRENEURS GLOBALLY THROUGH ITS UNIQUE COMBINATION OF STIPENDS TO ENABLE FELLOWS TO WORK FULL TIME, DEDICATED NETWORKS OF CHANGEMAKERS, STRATEGIC PARTNERS, AND VISIBILITY IN THE FIELD.

Ashoka's Fellowship is a community of dedicated social entrepreneurs who affect systemic social change in many different ways around the globe. Once elected, Ashoka Fellows also become responsible for furthering Ashoka's mission to cultivate and grow the number of changemakers in the world. Ashoka Fellowship activities are both focused on the individual entrepreneur as well as on facilitating a wider community of Changemakers. Ashoka encourages Fellows to work together collaboratively, recognizing that even more powerful than an idea in the hands of a social entrepreneur is a 'team of teams' – social entrepreneurs working together to jointly solve our society's most critical problems. Ashoka enables Fellows move from an individual identity as a social entrepreneur to a group identity as a key player in reaching an Everyone a Changemaker™ world.

Ashoka's support to Fellows is individualized according to Fellows' biggest challenges and needs. When Ashoka asks our Fellows globally through the global impact report, the majority highlight Ashoka's unconditional support as the most valuable component of the Fellowship.

Every time we start planning for Specialisterne in a new country we make contact to Ashoka and get deep insight knowledge on social entrepreneurship, access to contacts we would not have been able to reach ourselves and to ASN's. The most important part is to feel part of a global movement of change makers. Every challenge we face have been dealt with by Ashoka Fellows somewhere. The share of experiences is very valuable.

– Thorkil Sonne, Specialisterne, Ashoka Fellow

In Scandinavia, Ashoka's Fellowship begins with a robust onboarding process that asks the Fellow to determine his/her biggest challenges. Ashoka and the Fellow design a plan of engagement that is designed to solve these challenges and strengthen the Fellow's impact. The core components of the Fellowship include:



Stipend

Ashoka provide our Fellows with a living stipend if they comply with Ashoka's global stipend policy. The purpose of the stipend is to enable the Fellow to focus full time on realizing their idea.



Network

Ashoka has a robust global network of social entrepreneurs, changemakers, funders and leaders to share resources and help scale the Fellows impact.



Strategic Partners

Ashoka works with many strategic and pro bono partners that we connect our Fellows to in order to assist with finance, strategy and marketing etc.



Visibility

Fellows gain visibility through the Ashoka brand and partnerships. Ashoka can also spread news and information about Fellows in newsletters, social media and on the website.



Number of Fellows over the world

ASHOKA SCANDINAVIA'S KEY ACTIVITIES WITH FELLOWS

- Annual Fellow Days**
 On an annual basis, we invite our Fellows, Ashoka Support Network, and partners to the Fellow Days. The purpose is to provide a platform for the Scandinavian network to meet, for the Scandinavian Fellows to engage with each other and with Ashoka Scandinavia and to onboard and welcome new Ashoka Fellows in the region.
- Problem-Solving Sessions**
 Problem-Solving Sessions are one of Ashoka's most appreciated Fellowship activities. These sessions are opportunities for the Fellow to present a specific challenge that they and their organization are facing to a small group of Ashoka Support Network members and sometimes other relevant invitees. Problem-Solving Sessions are organized on an on-demand basis based on the Fellows' needs.
- Introduction and Networking Opportunities**
 Our global network is a key asset that we encourage all our Fellows to take advantage of, in particular in terms of scaling and growing networks outside of their home countries. This network is comprised of strategic and pro bono partners, mavens, Fellows, key stakeholders, and leaders of various fields.

When we do business with organisations such as the UN, the Ashoka Fellowship represents a proof that we have a viable business model and apply fair standards.

– Anders Wilhelmson, Peepoople, Ashoka Fellow

The most valuable parts of being a Fellow is in meeting peers [that are] excellent both to learn and exchange and get inspired about opportunities and successes. Any door can now be opened and the pro-bono has been very valuable. [Ashoka in Scandinavia] gives credibility and visibility to disruptive social entrepreneurs with a vision to change parts of the system that are broken, inefficient, or unfair.

– Sascha Hasselmayer, Citymart.com, Ashoka Fellow

It's hard to say what Ashoka has meant, because it has meant so much.

– Johan Wendt, Mattecetrum, Ashoka Fellow

The influence Ashoka has had on our ideas for how to scale up. We have learnt so much from concrete advice from Ashoka and from our colleague Fellows, as well as from getting active support from ASN Members who have kept on supporting us in between Ashoka meetings.

- Karl-Henrik Robert, The Natural Step,
Ashoka Fellow

ASHOKA FELLOWS IN SCANDINAVIA



SWEDEN



Sofia Appelgren
 Organization: MittLiv
 Elected: 2010
 Field of Work: Economic Development

Problem She is Solving
 Alienation of people with an immigrant background on the Swedish labor market.

The Idea
 A mentor programme that successfully collaborates with the business sector, generating a win-win situation where immigrants are employed, providing skills that are key to businesses.

Support from Ashoka Since Elected
 Sofia has participated as one of 50 solutions at Change Nation and completed her living stipend in 2013 that enabled her to focus full time on Mitt Liv. In the last year, Sofia was introduced to strategic partners of Ashoka such as Geelmuyden-Kiese and McKinsey, as well as Ashoka's staff globally including target scaling countries for the future such as Turkey. She participated in several speaking engagements through Ashoka's network, including the Family Business Network and the Alpbach Forum. Through Ashoka's nomination, Sofia was a winner of the Ben and Jerry's Join Our Core competition. Sofia also took part in Ashoka Scandinavia's Changemaking Tour in Sweden in spring 2013.

Key Organizational Growth

- Beneficiaries: From 2012 to 2013, participants increased from 140 to 220
- Partner Organizations: From 2012 to 2013, Mitt Liv went from 24 to 26 organizations they partner with.
- Staff: From 2012 to 2013, Mitt Liv's staff size grew from 4 to 5 full time staff with offices in Gothenburg and Stockholm.

Learn more: www.mittliv.com



New Fellow 2013!

Dennis Lennartson
 Organization: European Sign Language Center (ESLC)
 Elected: 2013
 Field of Work: Human Rights

Problem He is Solving
 Of the 70 million deaf people in the world, 80% are unable to read or write. Today, learning sign languages is expensive and is often taught through classes that are rarely individualized or specialized in their content. Due to these limitations, many parents and family members often lack the tools needed to engage with their loved ones.

The Idea
 ESLC is combining a free of charge global platform of signs, a network of local partners and tools fostering the inclusion of illiterate and deaf in society as full economic citizens.

Learn more: www.spreadthesign.com



Karl-Henrik Robert
 Organization: The Natural Step
 Elected: 2009, Senior Fellow
 Field of Work: Environment

Problem He is Solving
 The limited collaboration and the lack of cohesive action across disciplines undermine the quality and effect of sustainability efforts on a larger scale.

The Idea
 An organization that defines sustainability in an operational way, offering designed training, coaching and advice for how to approach society with sustainable methods.

Support from Ashoka Since Elected
 Karl-Henrik participated in the Globalizer in 2011, and over the years has benefited from Ashoka's network providing new perspectives on e.g. organization development, scaling, and fundraising. With help from Ashoka's pro-bono partners, Karl-Henrik received communication advice about his product. He remains in close contact with several ASN members in Scandinavia. Karl-Henrik participated in Ashoka's Changemaking Tour in Sweden in spring 2013.

Key Organizational Growth

- Financial Turnover: From 2012 to 2013, the Natural Step's turnover grew from 7.8 to 8.6 million SEK/year
- Scope and Reach: From 2012 to 2013, The Natural Step continued its global presence affecting 10+ countries and providing advice and training in strategic planning in many businesses and municipalities, impacting several thousand influential people in a varying degree.

Learn more: www.naturalstep.org



Johan Wendt
 Organization: Mattecentrum
 Elected: 2012
 Field of Work: Education

Problem He is Solving

Sweden has the lowest math scores in Scandinavia and they are continuing to fall – from 3rd in the world to 25th in the last few years. The Swedish technology industry are desperately looking for co-workers who are highly educated in mathematics, meanwhile Sweden experience a historical all time high youth unemployment.

The Idea

Johan is creating a network of math programs to make math a respected key skill for success. His tutoring programs in 27 Swedish and Danish cities are community-based, building a web of expert volunteers to create a culture where math is easy and interesting combined with online tutoring.

Support from Ashoka Since Elected

In the last year Johan took part in two Problem-Solving Sessions with ASN in regards to key organizational challenges. Johan receives pro-bono support from Geelmuyden-Kiese in Sweden and Denmark, as well as Deloitte and other strategic partners of Ashoka as needed. The ASN in Denmark were important contacts for the scaling of Mattecentrum to Denmark. Johan took part in Ashoka's Changemaking Tour.

Key Organizational Growth

- Staff: From 2012-2013, Mattecentrum's staff grew from 6 to 10 full time staff.
- Financial Turnover: Mattecentrum's turnover grew from 3,3 million SEK to 4.7 million SEK.
- Student Impact: From 2012-2013, Mattecentrum doubled the number of young people benefiting from the program, from 60-70,000 young people to 160,000 in 2013.

Learn more: www.mattecentrum.se



Anders Wilhelmson
 Organization: Peepoople
 Elected: 2009
 Field of Work: Health

Problem He is Solving

Four out of six people in the world do not have access to basic sanitary facilities; the problems tied to this unfortunate fact involve rape of women and children, environmental degradation, and fatal diseases.

The Idea

A personal disposable toilet that turns harmful fetus into fertile soil, that is easy to carry and easy to throw away.

Support from Ashoka Since Elected

Ashoka have supported Anders through pro bono support from strategic partners, introductions to networks that have helped him develop his hybrid business design, and introductions to NGO's and other connections on the ground. Peepoople participated in a problem-solving session in Norway regarding fundraising and was introduced to new contacts in Norway through the ASN network. Peepoople continues to be strongly supported by Ashoka Germany and Ashoka Ireland and among others Ashoka helped open doors to Peepoople's partner BASF. Peepoople is also supported through the Siemens Foundation/Ashoka CIDG, which has helped in refining Peepoople's business plans. Anders works closely with Haron Wachira, Ashoka Fellow in Kenya, who is critical in supporting Peepoople's operations in the Kibera slum.

Key Organizational Growth

- Staff Size: In 2013, Peepoople has 12 employees in Sweden and 20 employees in Kenya
- Beneficiaries Reached: Peepoople affects more than 10,000 children and in 63 schools.

Learn more: www.peepoople.com

NORWAY



Kjartan Eide
 Organization: Trivselsleder
 Elected: 2013
 Field of Work: Education

Problem He is Solving

In many schools, young children experience boredom and inactivity during recess, leaving a gap where conflict, bullying, and poor health outcomes easily emerge.

The Idea

Trivselsprogrammet (TL), is an activity program for continuous active play in elementary and junior high schools. Through student elected "Activity Leaders" TL are instilling practice of personal leadership, active play, and teamwork, Kjartan enables children to create a school environment that is free from verbal and physical bullying.

Learn more: www.trivselsleder.no



Eddi Eidsvåg
 Organization: Pøbelprosjektet
 Elected: 2013
 Field of Work: Civil Participation

Problem He is Solving

One third of young people in Norway drop out of school before completing high school. Many of them do not know the resources they already have to offer and the opportunities they can take advantage of.

The Idea

Eddi has designed a program around what resources these young people already have to contribute to society, which he is proving are attractive to the job market. Pøbelprosjektet has formed a network of more than one thousand Pøbel businesses that agree to take on Pøbel youth after training.

Learn more: www.pobelprosjektet.no



Hanne Finstad
 Organization: Forskerfabrikken
 Elected: 2010
 Field of Work: Learning/Education

Problem She is Solving

A stagnant science education that fails to appeal to students in Norway, leading to an erosion within the field of science in Norway.

The Idea

A program that give children the opportunity to engage in natural science in their leisure time attending courses during summer holidays and after school. Forskerfabrikken (Scientist Factory) also revitalizes science education in the Norwegian schools and kindergartens, providing real-life connections to the science taught and practiced, igniting students interest in pursuing a future within the field of natural science.

Support from Ashoka Since Elected

Hanne took part in Change Nation and continues to remain in close contact with the Change Executive from Change Nation. In the last year, Hanne took part in Ashoka's Venture Board in Norway and served as a panelist for Ashoka's Fellow Selection panel in May 2013. She also participated in Ashoka Scandinavia's Changemaking Tour in Sweden. Hanne has now begun to use JUMP Math, from Ashoka Fellow John Mighton (Canada), in the Scientist Factory science courses.

Key Organizational Growth

- **Beneficiaries:** In 2013 Scientist Factory had 6 000 young people attending their courses and in 2013 the number will grow to 10 000.
- **Financial Turnover:** From 2012 to 2013, the financial turnover of Scientist Factory increased from 7 million NOK to 11 million NOK.
- **Financial Independence:** In 2012, Scientist Factory was 80% funded by its own profit and in 2013, the organization reached 100%.

Learn more: www.forskerfabrikken.no



New
Fellow
2013!

Lone Koldby
Organization: Aktivitetsdosetten
Elected: 2013
Field of Work: Health

Problem She is Solving

Many elderly in nursing homes today experience poor life quality and insufficient fulfillment of their rights as individuals. They are prescribed more medicine than necessary leading to many elderly spending upwards of 18 hours per day sleeping or sitting passively.

The Idea

Aktivitetsdosetten are incorporating individualized activity and social interaction into daily life, with the same priority as medicines have today. Nursing staff are trained as “activity doctors” and “prescribe” activities based on the patients’ interests. It gives relatives and volunteers an opportunity to participate actively in the treatment and they can be seen upon as a new resource.

Learn more: www.aktivitetsdosetten.no



Marit Sanner
Organization: Forandringsfabrikken
Elected: 2011
Field of Work: Human Rights

Problem She is Solving

Young people are left under the power of the state - whether as residents in institutions or juvenile delinquent centers, hospital patients, under state stewardship with welfare or as students - with little to no opportunity for their people’s voice to be heard.

The Idea

Gathering insight from children who are under state care - from foster children and the chronically ill to those in the juvenile justice system or on welfare - and packaging their knowledge; using a methodology that approaches kids as professionals. She allows kids to voice their opinions and reach through to policymakers and decision makers.

Support from Ashoka Since Elected

As an Ashoka Fellow, Marit has received advices from Ashoka’s network in the Norwegian business sector and in particular ASN members in Norway. Marit has an advisory board set up by Ashoka consisting of ASN members from Sweden and Norway, to help out with financial development and plans of scaling. Marit took part in the Ashoka Changemaking Tour in Sweden in 2013.

Key Organizational Growth

- Beneficiaries: From 2012 to 2013, Forandringsfabrikken grew the number of young people participating from 400 to 1000. The number of people in the field who were taught grew from 1000 to 1500.
- Scaling: Forandringsfabrikken will still focus on scaling in Norway and also in Denmark beginning in 2014.
- Staff Size: From 2012 to 2013, Forandringsfabrikken grew from 3.5 to 5 full time staff.

Learn more: www.forandringsfabrikken.no



Heidi Wang
Organization: Noen
Elected: 2012
Field of Work: Health

Problem She is Solving

Within the next ten years, the number of elderly people in Norway will double. With this older population comes a dramatic increase in the ailments that arise with aging, particularly dementia.

The Idea

Heidi is building a new resource in society for people with dementia that combines an emphasis on early diagnosis and prevention, focusing on what remains rather than what they have lost.

Support from Ashoka Since Elected

Since Heidi was elected a Fellow in 2012, she has received a three year stipend, connected to Ashoka’s global network including pro-bono partners such as McKinsey for strategy and communications, Geelmuyden-Kiese for PR and marketing, and Boehringer Ingelheim (BI). As a Making More Health Fellow, Heidi has engaged with BI staff in Norway and is a part of the global cohort of BI Fellows. Heidi works closely with ASN in Norway, several serving on Noen’s Board. Through Ashoka’s introductions at McKinsey, Heidi identified a new board chairperson.

Key Organizational Growth

- Financial Turnover: From 2012 to 2013, Noen’s turnover grew from 1.5 million NOK to 2.7 million NOK
- Staff Size: From 2012 to 2013, Noen’s staff size grew from 20 employees to 25 employees.
- Engagement: Noen currently works with 150 individuals, 7 organizations, and 15 public health organizations.

Learn more: www.noen-as.no

DENMARK



Sascha Haselmayer
Organization: Citymart.com
Elected: 2011
Field of Work: Economic Development

Problem He is Solving

Innovation is growing, however systems-based solutions are not scalable when the market is limited to single cities. Cities are responsible for delivering many of the services that can improve the lives of more than 50% of the world's population, and need to source cost-effective, proven systems solutions regardless of where they come from.

The Idea

Improving the quality of life of the urban population by helping cities discover and implement social innovations, bridging between innovators and the decision-makers in cities that procure them, creating a global marketplace that delivers high-impact solutions faster, cheaper, with more accountability and transparency.

Support from Ashoka Since Elected

Sascha participated in Ashoka Globalizer in 2012 and took part in Change Nation, leading to strong business leads in Ireland. He receives communication support through Geelmuysden-Kiese, strategy support from McKinsey, and legal support through Kromann Reumert in Denmark. As a result of connections through the Ashoka network he was chosen by Clinton Global Initiative, nominated by the Schwab Foundation, and a speaker at the Aspen Institute, The Economist, and DLD Cities. In summer 2013, Sascha took part in the Ashoka Global ASN Summit and through the ASN network in Scandinavia is closing an investment that 100% fulfils their investment goals.

Key Organizational Growth

- **Beneficiaries:** In 2012, Citymart.com had 15,000 evaluations of innovations carried out by experts using their methods. In 2013, this number increased to 40,000. 7.5 million people in global cities directly benefit, in addition to 33 million who indirectly benefit.
- **Outreach:** 82 city challenges have been published and 10,000 new solutions identified through Citymart.com's work.

Learn more: www.citymart.com



Jesper Juul
Organization: Family Lab
Elected: 2012
Field of Work: Civic Engagement

Problem He is Solving

Success for a child involves positive mental health, and social and emotional wellbeing, but statistics show that more and more youth are developing psychological problems, particularly depression—an increase of 260% in the past twenty years.

The Idea

Jesper's approach brings together all members of a family to help forge better interactions with each other, predicated on the notion that the child is competent and able to contribute as an equal partner within a dialogue. A study over a twenty-five year period showed that those young people who had more freedom and autonomy to design their lives around their own needs thrived markedly better and developed fewer psychosomatic symptoms in later life.

Support from Ashoka Since Elected

Jesper's Fellowship is currently on hold due to his health and will begin in full in the near future

Learn more: www.family-lab.com



Thorkil Sonne
Organization: Specialisterne
Elected: 2009
Field of Work: Civic Engagement

Problem He is Solving

People diagnosed with autism often end up alienated from the labor market and other societal platforms.

The Idea

Thorkil is turning the handicaps of autism into a competitive advantage in business, and opening up new opportunities for autistic adults. He has created a consultancy company, Specialisterne, which assesses and employs high-functioning autistic adults and uses their special skills to provide services like software testing, data registration and logistics.

Support from Ashoka Since Elected

The umbrella organization, Specialist People Foundation, receives legal help from Ashoka's partners in Denmark; Kromann Reumert and from many Ashoka staff and supporters around the world. In the last years, Thorkil has been in contact with Ashoka's offices in more than 10 countries. As a result of his participation in The Globalizer his Globalizer Mentor now serves on the foundation's Board, strengthening the relationships at strategic levels. Ashoka's ASN have been influential in his scaling efforts globally. Thorkil have recieved financial support from Ashoka.

Key Organizational Growth

- **Scaling Efforts:** Specialisterne most recently is launching in the USA and also operates in Denmark, Poland, Austria, Iceland, Norway, Spain, Ireland, Switzerland, the UK, and Germany with more than 100 employees.
- In Denmark last year, the revenue from Specialisterne DK was 21 Million DK.

Learn more: www.specialistpeople.com

GLOBAL



Johann Olav Koss, Canada (Norway)
Organization: Right to Play
Elected: 2009, Global Fellow
Field of Work: Learning/Education

Problem He is Solving

A child's play time enhances their psychosocial development, and also helps build stronger communities. However, there still remains a lack of understanding on the part of governments about the importance of a child's right to play.

The Idea

Right to Play identifies pressing social issues affecting young people and develops games and teaching-methodologies to address them. Right To Play is founded as a pioneer in international advocacy on behalf of every child's right to play, and it is actively involved in research and policy development in this area.

Support from Ashoka Since Elected

Johann participated in the Ashoka Globalizer and he has also received support from McKinsey. Given his base in Canada, he currently engages with Ashoka's team in Canada.

Learn more: www.righttoplay.com



Orri Vigfusson, Iceland
Organization: The North Atlantic Salmon Fund
Elected: 2004, Global Fellow
Field of Work: Environment

Problem He is Solving

The wild Atlantic salmon population has diminished by as much as ninety percent since the beginning of the twentieth century. The primary cause of this decline is the growth of the fishing industry, more boats catch more fish.

The Idea

An international program of action, involving tasks such as commercial buyouts of drift nets, draft nets, and almost all coastal fishing operations throughout the North Atlantic. They fundraise private money and lobby governments for political support and financial investment for salmon conservation

Support from Ashoka Since Elected

Ashoka has facilitated global relationships for the North Atlantic Salmon Fund, Orri has participated in the Globalizer. He won the Goldman Prize in 2007, for which Ashoka had nominated him.

Learn more: www.nasfworldwide.com

ASHOKA SUPPORT NETWORK

THE ASHOKA SUPPORT NETWORK IS A GLOBAL COMMUNITY OF SUCCESSFUL BUSINESS PEOPLE WHO SHARE OUR BELIEF THAT ENTREPRENEURS ARE THE PRIMARY ENGINES FOR ECONOMIC AND SOCIAL DEVELOPMENT.

The members of the Ashoka Support Network (ASN) have the opportunity to engage with Ashoka and committing time and resources to support the work of Ahokas social entrepreneurs. The continuously expanding ASN network is composed of business entrepreneurs, top executives, investment bankers, venture capitalists, consultants and others. Globally the network has over 350 members.

In order to build a sustainable model for Everyone a Changemaker society, Ashoka believes that our Fellows need advice and support. Ashoka Support Network provides local changemakers with business mentoring, access to social financing, bridges to business and academic sectors, and framework for partnerships that deliver social and financial value.

In 2012 and 2013 Ashoka Scandinavia continued to develop and establish the ASN program in Scandinavia. Throughout the year our ASN members have had the opportunity to participate in Problem Solving Sessions with Fellows and serve as members of Advisory Boards. For the 2013 Venture Selection Panel, two of Ashoka Scandinavia's ASN members participated as panellists.

Ashoka provides me with an opportunity to support social entrepreneurs, allowing me to use some of my professional experience in new settings in society

– Fredrik Strömholm, ASN member since 2009



Ashoka Scandinavia Support Network 2013:

Sweden

Mr. Gunnar Asp (2010)
Mr. Jan-Olof Backman (2010)
Mr. Gustav Bard (2009)
Mr. Peter Weiderman (2009)
Mr. Per-Olof Söderberg (2011)
Mr. Fredrik Strömholm (2009)
Mr. Lennart Grebelius (2012)
Mr. Kurt Jofs (2012)

Norway

Mrs. Ingrid Stange (2010)
Mr. Odd Hansen (2010)
Mr. Tharald Nustad (2011)
Mr. Jarle Erik Sandvik (2011)
Mr. Arne Medlien (2011)
Mrs. Anne Britt Berentsen (2012)
Mr. Harald Norvik (2012)

Denmark

Mr. Jacob Meldgaard (2010)
Mr. Bill Hoover (2010)

ACTIVITIES & OUTREACH

OVER THE LAST YEAR, ASHOKA HAS ENGAGED IN AND CREATED MANY TYPES OF ACTIVITIES TO FURTHER THE MISSION OF EVERYONE A CHANGEMAKER. BELOW IS A SUMMARY OF SOME OF OUR COMMUNITY OUTREACH AND ENGAGEMENT.



Newly elected Ashoka Fellows Johan Wendt, Marit Sanner and Jesper Juul at the Induction Ceremony 2012.

FELLOW DAY

During the 2012, Ashoka hosted its first annual Fellow Day since launching Ashoka in Scandinavia. The theme of the first Fellow Day was social finance. Mark Cheng, Ashoka's social finance expert and Director of Ashoka UK, hosted a workshop for the Fellows. During the day, we also hosted problem solving sessions with ASN with the purpose to explore opportunities to co-create with other Fellows in Scandinavia and globally. Day two was comprised of a media training with our strategic partner Geelmuyden-Kiese.

FELLOW INDUCTION CEREMONY

Ashoka Scandinavia invited its closest community of Fellows, partners, ASN members, Investors and Ashoka friends to an Induction Ceremony for the newly elected Fellows, and a dinner at Operakällaren in Stockholm.

THE CHANGEMAKER TOUR

To continue building the field of social entrepreneurship in Sweden and tap into new networks of changemaking, Ashoka together with Reach for Change went on a Changemaking Tour to 6 cities in Sweden. Each stop was comprised of a workshop with Ashoka Fellows, Reach for Change Change Leaders and community members eager to learn and engage in the social entrepreneurship movement. Ashoka gathered learnings from the community



The Changemaker Tour visits Karlskrona, 6th of March 2013.

about the key social challenges they feel are most relevant to Scandinavia. Based on these findings, Ashoka continues to work with McKinsey on a more comprehensive social challenge report, which will guide Ashoka's activities in Scandinavia throughout 2013.

Tour Schedule:

5th of March: Gothenburg
6th of March: Karlskrona
13th of March: Malmö
20th of March Uppsala
10 th of April: Umeå
18th of April: Växjö

VENTURE SELECTION PANEL

Ashoka Scandinavia hosted the first pan-European Fellow Selection panel in Stockholm since we opened our office in 2012. Represented were candidates from the UK, Germany, Sweden, and Norway. Ashoka's strategic partner, Vinge, hosted the week of interviews and sessions, where we elected 4 new social entrepreneurs from Scandinavia. Ashoka Scandinavia friends and ASN members took part in the panel work to evaluate the Fellow candidates, together with the second opinion interviewer Bill Carmichael. All Scandinavian candidates later passed the process and became Fellows.



Ashoka Fellow Eddi Eidsvåg speaks at Ashokas Spring Mingle.



Swedish Ashoka Fellow and winner of Join Our Core 2013, Sofia Appelgren.

SPRING MINGLE

While bringing together extraordinary social entrepreneurs from different regions, Ashoka Scandinavia arranged an event for the community at Bonniers Konsthall in connection with the Venture Selection Panel. During the evening, a representative from Ashoka Ireland presented ChangeNation – a collaborative movement for social transformation in Ireland, which several Scandinavian Fellows took part in.

JOIN OUR CORE

Ashoka partners with Ben and Jerry's to build a movement together to support young social entrepreneurs. By hosting a competition for these changemakers in 9 countries, Ashoka and Ben and Jerry's further the mission of Everyone a Changemaker. About 100 social entrepreneurs applied. Sofia Appelgren, Ashoka Fellow in Sweden, along with Oskari Raisanen from Finland and Deepak Ashwani from Denmark were the Scandinavian winners.

BEN & JERRY'S NORWAY TOUR

To capitalize on the momentum from Join Our Core, Ashoka partnered with Ben and Jerry's in Norway to conduct a tour of Fair Trade Markets throughout the country. Ashoka continued to collect key social challenges from the participants.

SOCIAL CHALLENGES

The Social Challenges Report "Why social entrepreneurs are critical for Scandinavia" constructs a roadmap of the region in terms of where Ashoka fits and what role the organization can fill in this part of the world. This includes what types of areas we should seek out changemakers, social entrepreneurs and the civil sectors' solutions in Scandinavia. Ashoka believes social entrepreneurs are critical for solving the most pressing social challenges of the future as they are very often from the target group themselves and can quickly and adaptively spot and solve society's systemic problems.

Together with McKinsey, Ashoka Scandinavia analyzed the local context to find the most pressing social challenges in the region.

KEY VENTURE AND FELLOWSHIP ACTIVITIES

- 3 active Venture Boards in Sweden, Norway and Denmark consisting of key nominators who commit to furthering the nomination of new Ashoka Fellows
- 3 Nominator Network Sessions comprised of community members eager to learn about Ashoka's Fellow Selection Process and engage in a workshop with Ashoka
- 4 Problem Solving Sessions between ASN and Fellows to work through Fellows' key challenges and determine the best possible solutions together.
- 2 ASN Information Sessions in Norway designed to introduce potential new members to Ashoka's ASN network.
- 10 Ashoka Fellow presentations together with Ashoka staff about social entrepreneurship hosted by Ashoka or through the Ashoka network
- 5 Ashoka presentations for our probono partner staff about Ashoka globally and the impact they help us to create.

RESULT OF ASHOKAS OUTREACH 2013

+1500

received Ashoka Scandinavia's newsletter every month.

+1000

people visit Ashoka Scandinavia's website every month

+850

likes on Ashoka Scandinavia Facebook page

+520

Follow the Ashoka Scandinavia Twitter feed

+300

answers collected to survey about social challenges in Sweden & Norway



23rd of January: Rebecca gives speech about social entrepreneurship at Ashoka's strategic partner Vinge.



6th of March: Ashoka Fellow Karl-Henrik Robert speaks at Changemaker tour in Karlskrona.

EVENTS AND SPEECHES

Ashoka's fiscal year runs from September 1, 2012 through August 31, 2013.

2012

- 16-17th of August: Maja gives speech at Deloitte Denmark
- 4th of September: Pressfrukost Johan Wendt
- 20th of September: Pressfrukost i Oslo Heidi Wang
- 5th October: First meeting with SE Roundtable, initiated by Ashoka and Social Initiative
- 12th of October: Maja speaks about social entrepreneurship for Rotary in Sweden
- 24th of October: Annual Fellow Day, dinner at Operakällaren
- 5th of November: Community onboarding presentation with Jesper Juul
- 8th of November: Maja gives lecture together with Johan Wendt at Miljötinget about changemaking for 500 young people
- 14-16th of November: Maja takes part in European Leadership Team meeting in Istanbul
- 29-30th of November: Vishnu Swaminathan, Director of Ashoka India, and member of Ashoka's Global Leadership team, visits Stockholm for Scandinavian community meeting.
- 13th of December: Jordan Aibel visits Stockholm to introduce the Ashoka Hub, an online portal for Fellows and ASN.
- 18th of December: Glöggparty at Ashokas office

2013

- 18th of January: Johann Olav Koss breakfast
- 18th of January: Problem Solving Session with ASN Network in Norway
- 23rd of January: Rebecca gives speech about social entrepreneurship at Ashoka's strategic partner Vinge.
- 25rd of January: Maja talks at our strategic Partner McKinsey's office for all staff
- 3rd of February: Rebecca speaks about social entrepreneurship at European Youth Conference
- 4th of February: Maja speaks about social entrepreneurship Sigtuna Stiftelsen
- 12th of February: Shai Reshef, Ashoka Fellow from Israel, speaks in Stockholm in a public event

- 20th of February – Ashoka and Raoul Wallenberg Foundation conduct 2 day workshop about youth changemaking
- March: Ashoka begins working with McKinsey on Ashoka Scandinavia strategy work
- 1st of March: Rebecca speaks to Family Business Network in Gothenburg
- 4-5th of March - Maja takes part in European Leadership Team meeting in Madrid
- 5th of March: Changemaker tour in Gothenburg
- 6th of March: Changemaker Tour in Karlskrona
- 7th of March: Maja gives lecture about social entrepreneurship at the launch of the Join Our Core competition at the Hub in Stockholm
- 8th of March: Rebecca speaks at SOPRO conference in Trondheim
- 13th of March: Changemaker Tour in Malmö
- 20th of March: Changemaker Tour in Uppsala
- 22nd of March: Maja gives lecture about Ashoka's vision and the role our strategic partners at our probono partner, Vinge's office.
- 28-29th of March: B&J Norway in Hafjell
- 10 th of April: Changemaker Tour in Umeå
- 15th of April: Ashoka participates in the Join Our Core launch in Helsinki
- 16th of April: Ashoka and Johan Wendt host Night of Social Entrepreneurship at the Hub
- 18th of April Changemaker Tour in Växjö
- 23rd of April – Ashoka Scandinavia participates in Ashoka France's Conference about how businesses can change the world in Paris
- 24th of April: Changemaker Tour in Borlänge
- 24th of April - Maja takes part in European Leadership Team meeting in Paris
- 7th of May – Maja participates in a dialogue at Sigtuna Stiftelsen about Democracy
- 23rd of May: Changemaker spring celebration at Bonniers Konsthall
- 3-7th of June: Ashoka Scandinavia visits Ashoka's headquarters in Washington DC for strategy sessions
- 13-16th of June: Norwegian Wood – Ben&Jerry's Norwegian Tour
- 3rd of July - Maja takes part in European Leadership Team meeting in Frankfurt
- 11-13th of July: Stavern Festivalen – Ben&Jerry's Norwegian Tour

ASHOKA IN THE NEWS

- **4th of June 2013**
“Social entrepreneurship on the rise in Sweden”
The Guardian
- **May, 2013**
“Om någon säger att det är omöjligt, då är det på rätt väg”
Heroes of today
- **10th of April, 2013**
SR Västerbotten – on the Changemaker Tour stop in Umeå
- **10th of April 2013**
“Träff för socialt entreprenörskap”
Umeå Folkblad
- **22nd of March, 2013**
“Kan sociala entreprenörer verkligen hitta lösningarna?”
Socialinnovation.se
- **13th of March 2013**
“Maja Frankel brinner för socialt entreprenörskap”
BLT
- **7th of March, 2013**
“Hon är på jakt efter samhällsförändrare”
BLT
- **7th of March, 2013**
“Karlskrona välkomnar samhällsentreprenörer”
Socialinnovation.se
- **6th of March, 2013**
“Ashoka och Reach for Change inleder turné i Göteborg”
Socialinnovation.se
- **6th of March, 2013**
“Maja söker sociala entreprenörer”
SR Blekinge
- **4th of March, 2013**
“Våra bästa sociala entreprenörer sökes”
Passion for Business
- **12th of February, 2013**
“University of the People erbjuder gratis universitetsutbildning globalt”
Mötesplats Social Innovation
- **11th of February, 2013**
“Netværk af iværksættere kommer til Skandinavien”
Ehervvsmagasinet CSR



- **11th of September, 2012**
“Gallar ut de vassaste entreprenörerna”
Entreprenör 24
- **4th of September, 2012**
“Globalt nätverk till Sverige”
Svenska Dagbladet

To read more about our Fellows in the news, please see their homepages

WHO ENABLES US TO CREATE CHANGE?

ASHOKA SCANDINAVIA TEAMS UP WITH INDIVIDUALS, COMPANIES AND FOUNDATIONS THAT SHARE OUR COMMITMENT TO CHANGE, SOCIAL INNOVATION AND HAVE A HIGH ETHICAL STANDARD.

As a non-governmental organization, Ashoka is political-ly and religiously independent and does not accept public funding. Partners of Ashoka support leading social entrepreneurs and build a more competitive citizen sector across the world. Ashoka is a non-profit organization.

One-third of Ashoka's revenue in Scandinavia and globally comes from companies, one-third from foundations, and one-third from individuals.

HOW CAN YOU TAKE PART IN BUILDING AN EVERYONE A CHANGEMAKER WORLD ALONG WITH ASHOKA?

- Ashoka Support Network: Donations to Ashoka from individuals from 10,000 Euros per year for 3 years
- Become a Corporate Partner: Giving to Ashoka of at least 60,000 Euros for 3 Years
- Become an Investor: Giving to Ashoka of 350,000 Euros including ability to co-create a new program with Ashoka

Ashoka is a world-class organization, internationally renowned for its pioneering work in the field of social entrepreneurship

– Jeff Skoll, Founder of the Skoll Foundation and First President of Ebay



Ashoka Scandinavia's New Partner Offer Developed in 2013.

ORGANIZATION & HUMAN RESOURCES

ASHOKA HAS LOCAL OFFICES IN OVER 30 COUNTRIES GLOBALLY. IN SCANDINAVIA, ASHOKA IS BASED IN STOCKHOLM AND COVERS THE SCANDINAVIAN REGION INCLUDING SWEDEN, NORWAY, AND DENMARK. ASHOKA SCANDINAVIA'S LEGAL ENTITY IS IN SWEDEN.



Ashoka European staff meeting in Dublin 2013.

ASHOKA SCANDINAVIA BOARD

Ashoka Scandinavia has one Board that meets once per year.

- Roger Harrison, Ashoka global board
- Konstanze Frischen, Global leadership group
- Lucy Perkins, Global leadership team
- Arnaud Mourot, Director Ashoka France
- Jesper Schönbeck, Partner at Vinge Sweden

ASHOKA SCANDINAVIA ADVISORY BOARDS

Ashoka Scandinavia has two Advisory Board to give HR, fundraising and strategic advice. The Advisory Boards meet four times per year.

Sweden

- Gustav Bard, ASN
- Kurt Jofs, ASN
- Fredrik Strömholm, ASN
- Ulla-Britt Fräjdin-Hellqvist, Board-professional
- Jesper Schönbeck, Partner Vinge

Norway

- Harald Norrvik, ASN
- Jarle Erik Sandvik, ASN
- Ingrid Stange, ASN
- Odd Christopher Hansen, ASN

VENTURE BOARD

Ashoka Scandinavia has Venture Boards in Sweden, Norway and Denmark. These Boards are designed to contribute to Ashoka's nominator network and Fellow Selection.

ASHOKA SCANDINAVIA TEAM

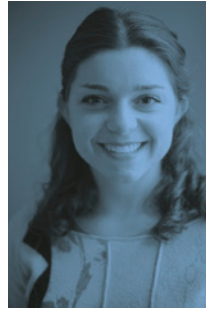
At the end of the 2013 fiscal year, Ashoka has four full time employees and one full time trainee. During the 2013 fiscal year, Ashoka Scandinavia hired both a permanent role of Office Manager and a Venture and Fellowship Rep. Throughout the year Ashoka also had several trainees, temporary consultants, and volunteers to support the office. Maja Frankel is the Director of Ashoka Scandinavia.

TEAM SCANDINAVIA



Maja Frankel
 Director
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Maja is a life-long social entrepreneur in human rights and democracy. She has founded many organizations including Frankel & Friends, a consulting/methodology firm that focuses on social projects, and the FutureBox, a social company that empowers young people's civic commitment. Maja received her bachelor's degree from University of Södertörn and was educated at the Kaospilots. She has served as a professional advisor, lecturer, and on the boards of several NGO's including UNICEF. She has received many awards for her achievements. Maja has been the Director of Ashoka Scandinavia since December 2011.



Rebecca Altman
 Venture Fellowship Manager
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Rebecca has worked for Ashoka since 2010. Prior to joining Ashoka in Scandinavia, Rebecca worked in Ashoka's Headquarters in Washington DC as the Europe and Middle East/North Africa Liaison for Ashoka's Global Venture and Fellowship program. She received a degree in Interdisciplinary Studies from Emory University, focusing on Global Health, Culture and Development. Prior to Ashoka, she worked for CARE's international headquarters in Atlanta, Georgia and a start-up public health non-profit in Brazil called Miraclefeet, focused on innovative medical treatment of clubfoot.



Christina Lidén
 Office Manager
cliden@ashoka.org
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Christina is the Office Manager at Ashoka Scandinavia. She holds a Bachelor's degree in global studies and international development with a special focus on Post-colonialism. Christina has a long history working with NGO's both as a volunteer, board member and an employee including The Swedish Red Cross, Friends and Doctors of the World.



Nathalie Ahlstedt Mantel
 Junior Communications Associate
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Nathalie has a degree in Political Science and a diploma within Strategic Communication and PR from Berghs School of Communication. Before Ashoka she worked as a junior consultant at a PR-agency that focus on urban development. She shares the vision that each and everyone are able to create a better world for us all to live in.



Nicole Bergstedt
 Trainee
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To better understand the world we live in, Nicole studied for a BSc. in Sociology, combined with courses in entrepreneurship. She has been in several roles within the traditional business world, but through Ashoka she found the possibility to combine her interest for business with her deep passion for making the world better.

INVESTORS & PARTNERS OF SCANDINAVIA

Investors

Investors co-create and launch new programs with Ashoka, finance new initiatives and enable us to elect and support new Ashoka Fellows. In 2013 our Investors were the following:



Hugo Stenbecks Stiftelse

Hugo Stenbecks Stiftelse has supported Ashoka for the last four years, both with stipends to Fellows and with funding to the Ashoka program Globalizer. Thanks to Hugo Stenbecks Stiftelse, Ashoka Scandinavia has been able to expand the team and carry out the Changemaking Tour throughout Sweden.



Boehringer Ingelheim

Ashoka and Boehringer Ingelheim have a global partnership called Making More Health (MMH) where Ashoka elects and supports Fellows working with health. These innovative ideas, and the network of entrepreneurs that drive them, will contribute to transforming the health sector. MMH will work across 30 countries to promote healthy individuals, families and communities by identifying and supporting the most promising solutions to pressing health challenges. Last year Heidi Wang was elected as the first Scandinavian Ashoka Fellow within MMH.



af Jochnick Foundation

Ashoka Scandinavia is coordinating af Jochnick Foundation's support to Ashoka in Indonesia and Peru. Thanks to af Jochnick Foundation, Ashoka has been able to elect and support five Fellows in Indonesia and two in Peru, working in the field of education or health care.

Mr. Conni Jonsson

Thanks to Conni Jonsson, Ashoka has been able to elect and support three Fellows in Indonesia working in education, religious tolerance by community building and anti-corruption leading to poverty reduction.



Ferd

Ferd Social Entrepreneurs (FSE) is a partner to Ashoka in Norway. FSE invests in social entrepreneurs that enable children and young people to develop and reach their full potential. Thanks to Ferd's support Ashoka is able to find and select two new Ashoka Fellows in Norway during 2012 and 2013, this year's elected Fellow Lone Koldby is one of them.



Ben & Jerry's

Ashoka and Ben & Jerry's join forces to source and select great social innovations in Sweden, Denmark and other European countries for the "Join our Core" competition. The winning social entrepreneurs scoop themselves mentoring from Ashoka and get our advanced leadership and advice to help their business grow and develop.



Ekskåret Foundation

Thanks to seed funding from Ekskåret Foundation and Tomas Björkman Ashoka will be able to develop and execute a pilot version of Young Changemaker Program over the next year. We will also be able to host summits about social entrepreneurship and change-making on the island Ekskåret.

Strategic partners

Ashoka has strategic partnerships with leading global companies in the areas of communications, finance, legal and strategy, which provides pro-bono support to our Fellows and Ashoka. In 2013, Ashoka Scandinavia has the following strategic partners:

McKinsey&Company

McKinsey & Company
McKinsey & Company, the world's leading management consulting firm, are a global strategic partner as well as a strategic partner here in Scandinavia. McKinsey & Company provides pro bono management services to Ashoka Fellows, strengthening institutional capacity and measuring social impact.

Deloitte.

Deloitte
Deloitte is the brand under which tens of thousands of dedicated professionals in independent firms throughout the world collaborate to provide audit, consulting, financial advisory, risk management and tax services to clients. Since 2012 Deloitte is providing pro bono services to our Fellows in Denmark.

VINGE

Vinge
Vinge is one of the largest commercial law firms in Scandinavia, and has through its level of commitment, simplicity in approach and focus on results been Ashoka's strategic partner within law since 2009. Vinge's pro bono services has been vital for the establishment of Ashoka Scandinavia.

GEEL— MUYDEN KIESE

Geelmuyden.Kiese
Geelmuyden.Kiese is Scandinavia's largest partner-owned company within strategic communication and PR, and their expertise advisers agree that better information leads to better decisions and ultimately a better society. Since 2012 they are strategic partners and support Ashoka Scandinavia and our Fellows in expertise within brand visibility and communication.

KROMANN REUMERT

Kromann Reumert
Kromann Reumert is the leading law firm in Denmark with offices in Copenhagen, Aarhus, London and Brussels. Since 2011 Kromann Reumert have provided pro bono legal services for Danish Fellows.

SPIRIT STOCKHOLM

Spirit Stockholm
Spirit Stockholm is a strategic advertising agency who develops long-term solutions to their clients, often non-profit organizations. Spirit advise Ashoka on communication and has helped us developed a brand platform.

Thanks to those who have supported
Ashoka Scandinavia during the past
year:

Rosendals Trädgård
Sigtunastiftelsen
The Hub
Bonniers Konsthall
Operakällaren
CSR Västsverige
Brightbuy
EkoCentrum
UBQ Bank
Linnéuniversitetet
Drivhuset
CEMUS
Malmö Högskola
Blekinge Tekniska Högskola
Reach for Change
Rebecca Allen Lamptey
Lior Rabinowicz - Katalogia
Mötesplatsen för Social Innovation
Cision
Anna Bergkvist
Petra Lundin
Peter Svenonius
Sanna Frese
Maren Berentsen
Noak Garberg
Britt Orstadius
Knut Stahle
Christian Carneborn
Deloitte Sweden
Urban OM
Berghs School of Communication
MyNewsDesk
Magnus Tyreman
Kalle Thyselius
Johanna Wikblom
UBS Sweden

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www.facebook.com/Ashoka.Scandinavia

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