



# EVERYONE A CHANGEMAKER

ASHOKA HAS BEEN PIONEERING THE CONCEPT OF SOCIAL ENTREPRENEURSHIP FOR THIRTY YEARS AND HAS IDENTIFIED AND INVESTED IN 3,000 SOCIAL ENTREPRENEURS IN 80 COUNTRIES ACROSS THE WORLD. IN AUSTRIA, CZECH REPUBLIC, HUNGARY, POLAND AND SLOVAKIA ASHOKA SUPPORTS THE WORK OF 175 ASHOKA FELLOWS—LEADING SOCIAL ENTREPRENEURS WHO INNOVATE TO FUNDAMENTALLY CHANGE HOW SOCIETY OPERATES AND BUILDS ECOSYSTEMS OF SUPPORT TO ENSURE THAT EVERYONE CAN BE A CHANGEMAKER.



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Based on impact data of Ashoka's work in 2014 and 2015 in Austria, Czech Republic, Hungary, Poland, Slovakia. Printed on FSC certified paper. \*The mark of responsible forestry.

## EXAMPLES OF SYSTEMIC IMPACT OF OUR FELLOWS

**Petra Vitoušová**, elected as first Ashoka Fellow in the Czech Republic in 1995 for her support of victims of crime. Now her "White Circle of Safety" is a nation-wide organization with 420 expert volunteers in 13 chapters in 9 regions of the Czech Republic who support 12 000 victims every year. Petra has changed national and European legislation to ensure the voices of victims are heard and are adequately supported.

Thanks to the Hungarian Research Student Movement launched by Hungarian Ashoka Fellow **Péter Csermely**, who became part of the Ashoka fellowship in 2001, almost 15,000 students have been introduced to the beauty of research. Some of the first students have since become university professors and internationally recognized scientists who shape our world in more than 12 countries.

**Tomasz Sadowski** was elected as Polish Ashoka Fellow in 1996. His foundation "Barka" has created comprehensive integration offers for socially marginalized groups, including drug addicts and homeless. Every year more than 5 000 people enter their programs in 2700 Polish municipalities. Barka now works in 10 countries around the world and has created 50 different social enterprises and cooperatives to reintegrate excluded and vulnerable people into society.

Austrian Ashoka Fellow **Martin Hollinetz**, elected in 2013, is creating bottom-up innovation centers in rural small towns. In the last three years he has opened 24 centers and more than 40,000 people participated in their educational programs. Through his work civil society actors have become an integral part of regional development in four Austrian regions.

**Marek Roháček**, Ashoka Fellow since 1995, introduced high-quality, professional family care for orphaned and foster children in Slovakia. There were over 10,000 abandoned children living in "children's homes" operated by the state when he started in 1993, today almost all children live in foster care or adoptive families and foster parents are supported with expert knowledge and experience sharing.

## NEW ASHOKA FELLOWS ELECTED IN 2014 AND 2015

### HEALTH

**Barbara Czeizel** gives new hope to families with young children at risk of developmental delays, disabilities or atypical behavior by offering complex, institutionalized services to create better future prospects for these children and allowing them to become full and active members of their societies. The number of children receiving proper treatment across Europe has risen significantly by independent replication of her extraordinary, comprehensive approach.

### HUMAN RIGHTS

**Dagmar Doubravová** works on decreasing recidivism and developing a more empathetic society in the Czech Republic and Central Europe that understands and reintegrates ex-convicts. She does so by transforming the policies, procedures and practices affecting ex-offenders throughout their encounter with the criminal justice system and post-release, ensuring their smooth transition to non-criminal life. Building on principles of restorative justice, Dagmar created a comprehensive set of solutions including a national probation system, an employment platform for ex-offenders, and the elimination of legislation gaps perpetuating debt traps for ex-prisoners and other vulnerable groups.

**Katarzyna Szymielewicz** is shaping the way data privacy and surveillance legislation are perceived and implemented to ensure human rights and basic freedoms. Her approach is a unique combination of bottom-up and top-down strategy of empowering citizens as well as building a network of opinion leaders.

### ECONOMIC DEVELOPMENT

**Štefan Straka** is combating the lack of integration and food insecurity of the Roma and other marginalized populations in Slovakia by connecting these communities to idle land resources. By bringing together fragmented stakeholders, he is enabling a highly marginalized population to farm land as a source of subsistence, economic opportunity, and connection to the majority population.

### EDUCATION

**Bernhard Hofer** helps young people develop their full potential in school and improve their chances on the labor market. Bernhard introduced a model of peer-to-peer learning in Austrian schools that increases students' skills, knowledge and self-esteem and focuses on breaking down educational barriers for children from disadvantaged socio-economic backgrounds. His business model fosters peer-to-peer tutoring at much lower cost than with private companies, while giving participating students incentives for both social and career development.

**Klára Laurenčíková** is transforming the Czech educational system by championing inclusive education to allow every child regardless of their social, racial, economic background or health status to have equal access to quality education and the opportunity to develop their full potential. In order to address the longstanding pattern of segregated classrooms, Klára has ignited and is building up a national movement of champions including students and alumni, teachers, parents, principals, experts and policymakers that build flagship schools that show the potential of inclusive education for every child.

**Nóra Ritók** is breaking the cycle of entrenched poverty that has devastated marginalized rural populations throughout Hungary and much of Central Europe. Her programs engage and inspire families and communities to become active agents of change in their lives. Nóra's after-school academies engage children in collaborative learning by creatively mixing arts with other school subjects. Her work has increased school performance significantly, but also strategically builds wellbeing and economic opportunities for the entire family.

### CIVIC PARTICIPATION

**Walburga Fröhlich and Klaus Candussi** fundamentally transform the way in which government and private agencies engage and serve people with severe mental disabilities by supporting them to assume leadership roles in defining the environment in which they live. They are equipped with tools to evaluate and control the services they receive and tear down the barriers they face for full inclusion in society, for example by being trained to become professional evaluators of institutional care or become translators of complicated legal texts into easy to read language.

**Gernot Jochum-Müller** established the world's first complementary "Time-Care System": Agile retirees spend some of their time to help elderly in need to manage their daily chores such as grocery shopping, gardening, and cooking. The hours are registered on their "time-account" and can be used for care services whenever needed by the "time-care givers", be it in 10, 20 or 30 years. To ensure trust and availability, the government steps in as guarantor to ensure that the "time-care givers" receive the same amount of care, thus changing the role of the state from a primary care giver to an enabler of active citizenship and volunteerism.

# OUR COLLABORATIVE JOURNEY TO SOCIAL IMPACT

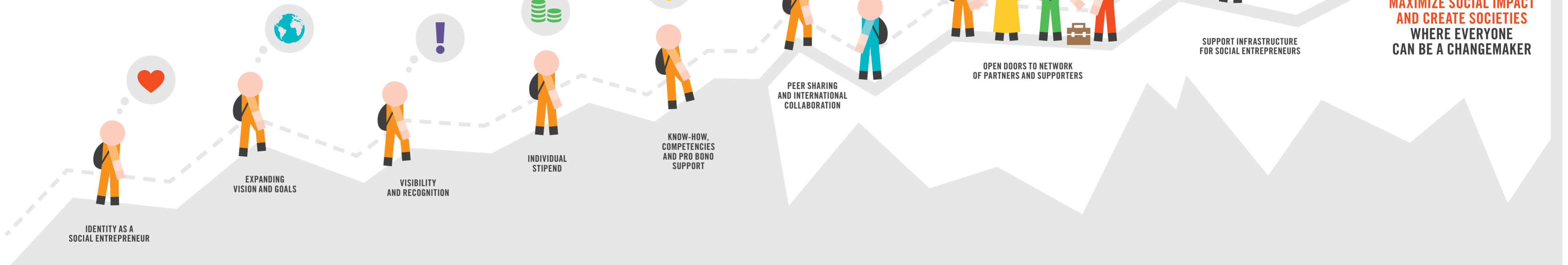
AUSTRIA, CZECH REPUBLIC, HUNGARY, POLAND AND SLOVAKIA  
2014 – 2015



## THE JOURNEY OF AN ASHOKA FELLOW

ASHOKA FINDS AND SUPPORTS SOCIAL ENTREPRENEURS – ENTREPRENEURIAL INDIVIDUALS WITH INNOVATIVE AND PRACTICAL SOLUTIONS TO TACKLE OUR SOCIETIES' PROBLEMS AND BUILDS ECOSYSTEMS OF SUPPORT FOR CHANGEMAKERS.

175 Ashoka fellows elected in the region since 1995  
8,5 Ashoka staff for 5 country offices  
7 Pro bono senior advisors working with Ashoka



### FIND CREATING IDENTITY AND VISIBILITY FOR CHANGEMAKERS



- 1216** 1216 interviews with opinion leaders and experts to create 5 national Changemaker Maps that show the most relevant innovators
- 6515** 6515 Changemakers and Social Entrepreneurs nominated and recognized as innovators on national Changemaker Maps
- 320** 320 interviews with candidates for Ashoka fellowship
- 11** 11 Candidates went through rigorous international fellow selection process
- 10** 10 Social Entrepreneurs elected as Ashoka Fellows



### ACCOMPANY EQUIPING WITH KNOW-HOW AND RESOURCES TO SCALE SOLUTIONS



**OUR INVESTMENT PORTFOLIO**  
460.000 € invested in individual stipends for Fellows through international network in 2014 and 2015  
89% Fellows say stipend contributed to their success



**460.000 €**  
invested in Fellow stipends



**4642**  
hours pro bono Partners worked with Fellows

#### STRATEGIC FOCUS ON SCALING IMPACT AND NEW HYBRID MODELS OF FUNDING

Fellowship workshops with partners focusing on Social Reporting Standard, Storytelling, Financing, Impact & Business Modelling reaching 85 Social Entrepreneurs

#### BUILDING BRIDGES TO SOCIAL INVESTORS:

1200 participants at our events with fellows in the spotlight  
Community of business entrepreneurs sharing know-how and resources with social entrepreneurs: 12 Acceleration Panels that connect worlds of social and business entrepreneurs



**1.065.000 €**  
market value of pro bono support for Fellows and Ashoka

### ENABLE CONNECTING AND OPENING DOORS TO BUILD ECOSYSTEMS OF SUPPORT



**12 Fellow meetings** building peer community of exchange and collaboration across 5 countries  
**18 international Fellows** bringing their solutions to our region with Ashoka's support



Now also in CEE: 10 individual philanthropists from the region joined the global network of 400+ Ashoka Support Network members

**41 partner organizations** with whom we co-create ecosystems of support  
Ashoka initiated **Austrian Multistakeholder Dialogue** with 250 contributors to address barriers and needs of changemakers through creation of white paper

**850 Decision makers** from civil society, policy and business brought together to co-create ecosystem

**112 participants** in competitions for young change-makers run with SAP, Orange, Ben & Jerry's

**4 Journalists** working with us as "Storytellers in Residence" to boost impact journalism in the region

**1 new Leadership Program** in Social Entrepreneurship & Innovation with 22 participants from business, welfare organizations, government and social entrepreneurs selected from 65 applications launched.

**1 Investment-ready competition and support program** for Polish social businesses with 10 winners selected from 41 applications with UniCredit Foundation

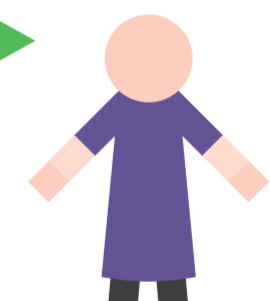
**1 new venture philanthropy fund** kick-started with Ashoka co-created with Polish Private Equity Association

**2 new programs** empowering schools, innovators and social entrepreneurs together to co-create education systems that build changemaker skills

### ENVISION A WORLD WHERE EVERYONE CAN BE A CHANGEMAKER



WHERE SYSTEMIC SOLUTIONS OF SOCIAL ENTREPRENEURS ARE SEEN AND APPLIED WHERE NEEDED



WHERE SOCIAL ENTREPRENEURS ARE SUPPORTED TO MAXIMIZE THEIR IMPACT

WHERE SOCIAL ENTREPRENEURS, BUSINESS LEADERS AND POLICY MAKERS WORK TOGETHER TO SOLVE PRESSING SOCIAL PROBLEMS

WHERE SOCIAL ENTREPRENEURS CO-CREATE WITH SCHOOLS, STUDENTS, TEACHERS, POLICY MAKERS, BUSINESS LEADERS AND ENTREPRENEURS TO CREATE EDUCATION SYSTEMS THAT FOSTER CHANGEMAKING

AND YOU?  
JOIN OUR COMMUNITY!

### THE FOUNDATION OF OUR SUCCESS IS THE GENEROUS SUPPORT AND COMMITMENT OF OUR PARTNERS

OUR INVESTORS MAKE OUR IMPACT POSSIBLE:



OUR PRO BONO PARTNERS CONTRIBUTE TO MAXIMIZING IMPACT AND WORK WITH ASHOKA AND FELLOWS FOR FREE: ACCENTURE, BAKER & MCKENZIE, BNT, BZWBK, CEU BUSINESS SCHOOL / INNOVATIONS LAB, CIVIL SUPPORT, COPY GENERAL, CORVINUS UNIVERSITY, CZECH PRIVATE EQUITY AND VENTURE CAPITAL ASSOCIATION, GARDEN OF WORDS, ICG INTEGRATED CONSULTING GROUP, KETCHUM PUBLICO, KRAJÍČEK & ASSOCIATES, LEAF, MCKINSEY & COMPANY, MITO, ORANGE, ORGANIC COMMUNICATIONS, OEHNER PETSCHÉ POLLAK, PEKAO S.A., PLEON IMPACT, POLISH PRIVATE EQUITY AND VENTURE CAPITAL ASSOCIATION, REDBULL AMAPHIKO, SYNCON, WALK GROUP, WEIL GOTSHAL & MANGES, WHITE & CASE, ZÁTIŠÍ GROUP

OUR CONTRIBUTORS SUPPORT OUR WORK WITH SPECIAL RATES: BUSINESS CIRCLE, FAS RESEARCH, LES AVIGNONS, M.S.WIRTSCHAFTSTREUHAND GMBH, NOVOZAMSKY, ÖBB, STEPHAN RAUCH PHOTO, WESTERN UNION, XEROX

ASHOKA SUPPORT NETWORK: MICHAEL ALTRICHTER, HERMANN ARNOLD, MARTIN DUCHÁČEK, ALEXANDER ERTLER, LEO HOHENBERG, JAROSLAV HORÁK, SILKE HORÁKOVÁ, WALTRAUD MARTIUS, ANDREAS TREICHL, JOHANNES STROHMAYER, NORBERT ZIMMERMANN