For over 30 years Ashoka has been the leading worldwide organization in supporting social entrepreneurship.

**WHAT WE DO AND WHY**

Ashoka creates networks of social innovators to tackle the world’s most pressing societal problems. They are Changemakers. No matter how old they are or what their profession is, they feel empowered to lead a change for the common good.

**HOW WE FIND SOCIAL ENTREPRENEURS**

Within Ashoka CEE we find new Social Entrepreneurs by mapping and visualizing networks of changemakers and open source innovations. In our selection process, we evaluate five aspects: the new idea, the social impact, the entrepreneurial spirit, the creative potential and the ethical fiber. If elected, these Social Entrepreneurs become Ashoka Fellows.

**HOW WE SUPPORT SOCIAL ENTREPRENEURS**

Ashoka Fellows receive an individual stipend from our international network that covers living expenses for a three-year period. This enables Fellows to concentrate fully on the development of their projects. In addition to this stipend, we give them access to our network of investors, pro-bono partners and pro-bono consultants.

**HOW WE FOSTER THE ECOSYSTEM**

It takes a village to raise a child: In 2013 we identified fostering supportive ecosystems for changemakers as one of its priorities. Together with partners, we have been co-facilitating existing ecosystem initiatives in several countries and visualized them on the ecosystem map. Since then, we co-developed many ecosystem projects in our CEE regions.

**ASHOKA AUSTRIA/CEE**

Ashoka is the world’s leading organization for the promotion of social entrepreneurs. Since 1980, Ashoka has been seeking and promoting social entrepreneurs in more than 70 countries - women and men with innovative concepts for solving societal challenges. Today our network counts 3,600+ Ashoka Fellows, in over 80 countries. 177 of them come from Central and Eastern Europe.

**CONTACT**

Georg Schöen  
Director Ashoka Austria  
gschoen@ashoka.org  
+43 1 38 40 100
VENTURE & FELLOWSHIP
SELECTING & SUPPORTING SOCIAL ENTREPRENEURS

WHY

Around the globe there are outstanding social entrepreneurs tackling the most pressing societal challenges with innovative solutions. Often they work with limited access to a network of other social entrepreneurs and seldom with others working in the same field. Therefore, their social impact is not as widespread as it could be. These social entrepreneurs strive to create change in the fields of human rights, education, civic participation, health or environment.

HOW

With Venture, Ashoka searches for powerful ideas in the hands of social entrepreneurs. In Ashoka’s selection process the new idea, its social impact, the entrepreneurial spirit, creativity and ethical fiber are evaluated. Once selected, Ashoka Fellows receive a stipend from our network that covers living expenses for a three-year period. This enables Ashoka Fellows to concentrate fully on the development and impact of their projects.

WHAT

The Ashoka Fellowship aims to give Fellows access to the Ashoka Network and to connect them with other thought leaders in the same field, both locally and globally. More than 3,600 Fellows are already part of the network which enables co-creation among its members. Personal funding helps Fellows to fully focus on further developing their idea and impact.

VISION

Ashoka’s vision is a world where everyone can be a changemaker. Venture and Fellowship foster and nurture solutions led by innovative and social entrepreneurial spirits to build the base of an everyone a changemaker world. Together, social impact and co-creation among stakeholders can be increased for the social benefit of all.

WHO

Our team supports the work of Ashoka Fellows in Austria, Poland, Hungary, Slovakia and the Czech Republic. Today our network counts 3,600+ Ashoka Fellows, in over 80 countries.

CONTACT

Michael Hagelmüller
Collective Impact Enabler
mhagelmueller@ashoka.org
+43 660 162 1931
http://ashoka-cee.org/austria/fellows/
VENTURE & FELLOWSHIP
SELECTING & SUPPORTING SOCIAL ENTREPRENEURS

FELLOWS IN AUSTRIA

Gernot Jochum-Müller
Economic Development
Allmenda
Gernot Jochum-Müller is restoring declining social capital in communities through a complementary time-based currency system that strengthens regional economies and solidarity.

Edit Schlaffer
Human Rights
Women without borders
Edit Schlaffer develops the potential of mothers in preventing radicalization within their families and in becoming ambassadors for de-radicalization in their communities.

Bernhard Hofer
Education
Talentfly.me
Bernhard Hofer turns the expert business of tutoring into a peer-to-peer business, where students help themselves to achieve their full potential.

Walburga Fröhlich / Klaus Candussi
Human Rights
Atempo
Walburga Fröhlich und Klaus Candussi foster and promote equality for people with learning difficulties and disabilities.

Gerald Koller
Health
Risfecting
Gerald Koller trains individuals to develop responsible behavior in risky settings and enables participants to become active co-creators of a new culture of reflection-based risk taking.

Martin Hollinetz
Civic Participation
OTELO
Martin Hollinetz founded OTELO to develop the creativity, responsiveness, and entrepreneurial quality of citizens across Austria.

Johannes Lindner
Education
IFTE
Johannes Lindner changes the way children are taught inside and out of the classroom. He institutionalizes social entrepreneurship which in turn encourages effective citizenship for students.

Gregor Demblin
Human Rights
Career Moves
Gregor Demblin created Europe’s first online career platform to provide a simple and efficient way to include people with disabilities in all types of jobs.

FIND YOUR ROLE!

<table>
<thead>
<tr>
<th>NOMINATOR</th>
<th>FELLOW=CANDIDATE</th>
<th>FUNDER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thought leader from within the field who knows the work of changemaking social entrepreneurs and proceeds to nominate them through our website</td>
<td>Social Entrepreneur with an innovative idea and business model who strives to solve the most pressing societal challenges</td>
<td>Providing stipends for Ashoka Fellows, potentially in a certain field</td>
</tr>
</tbody>
</table>
HUMAN RIGHTS

Raising awareness for the value of people with disabilities for the workforce and as consumers

GREGOR DEMBLIN

Ashoka Austria/CEE

Elected in 2013

career moves

PROBLEM

66% of all people with disabilities living in Austria are unemployed. The main reasons for their lack of inclusion into the job market are social barriers resulting from uncertainties concerning their actual ability to work, from politically correct language or workplace accessibility. Job-seeking people with disabilities, on the other hand, face psychological barriers when job ads don’t provide information as to whether the job could be performed despite a disability, as well as when experiencing uncertainty regarding the timing of communicating their disability.

IMPACT

Since its creation in 2009, Career Moves has offered 14,000 jobs to people with disabilities. By mid-2013 more than 1,000 HR employees were annually equipped with skills to become “disability confident”. 83% of the companies participating in a survey conducted by Career Moves have rated their experiences after hiring disabled people as positive and would recommend it to similarly structured companies.

INNOVATION

Gregor has developed an online job platform that allows employers – with the help of a simple icon – to indicate which disabilities do not interfere with the vacant job. In addition, his company Career Moves offers a set of tools designed to support the employment of people with disabilities. These serve as a helpline for employers to provide companies with skills necessary to become “disability confident”. Gregor is involved in public campaigns on the working ability of people with disabilities to change the public’s perception and increase the self-confidence of people with disabilities.

VISION

Gregor’s goal is to reach 100,000 job offers for people with disabilities in Europe by 2020. His vision is an inclusive and barrier-free society, in which people with and without disabilities live and work together. The public attention at European level after receiving the 1st European Award for Social Entrepreneurship and Disability will help Career Moves expand this vision. With the support of Ashoka’s pro bono partners Gregor is currently starting his newest company “Disability Performance Austria”, which works with companies to leverage the potential of disabled persons both as customers and employees.

MOTIVATION

Gregor is paraplegic since a bathing accident at the age of 18. Therefore, he has experienced the difficulties that having a disability pose for finding a job first-hand. His goal is to put an end to the exclusion of disabled persons from the labor market, thus enabling them to lead an independent life. He aims to reform the traditional labor market towards equal opportunities and believes that changing the public’s perception is the key to doing this.

CONTACT

https://www.careermoves.at/

gregor.demblin@disability-performance.com
HUMAN RIGHTS

Fostering and promoting equality for people with learning difficulties and disabilities

WALBURGA FRÖHLICH & KLAUS CANDUSSI
Ashoka Austria/CEE
Elected in 2015

PROBLEM

Disabled persons as well as persons with learning difficulties are often left behind in traditional workplace environments. Inclusion and total equality still remain concepts that are understood and applied far too little by employers. Therefore, many disabled persons and persons with learning difficulties have limited job opportunities, or end up being unemployed.

IMPACT

The social enterprise Atempo works to fully unlock the potential of disabled persons. By integrating them into the world of employment, a significant economic advantage is created for the state. Atempo is part of a varied network of franchise partners across Germany. As up to ten new jobs are created with each new partnership, the potential for inclusion of disabled persons in the job market is increased significantly.

INNOVATION

Atempo works to enable the full socio-economic inclusion of disabled persons and persons with learning disabilities. As one of Atempo’s individual products, "Capito" examines websites and translates texts into a more understandable language. The resulting handicapped-accessible websites are user-friendly and can be used by persons with various visual impairments without any of the usual restrictions. A further Atempo product, "Nueva - evaluating users", examines and evaluates the quality of residential buildings and workplaces through the lens of the needs of disabled persons.

VISION

Atempo’s vision is a world in which all people organise the way they live, develop, and work together on the basis of equality. Atempo works to achieve the vision that disabled persons and persons with learning difficulties find employment and lead a self-determined life.

MOTIVATION

The motivation behind Atempo is based on equality. Every person should be able to learn, develop and work at his/her own speed. Atempo’s work is centered on achieving greater freedom and equality for disabled persons and persons with learning difficulties.

CONTACT

https://www.atempo.at/de/
klaus.candussi@atempo.at
walburga.froehlich@atempo.at
Creating a peer-to-peer business, through which students help each other to achieve their full potential

BERNHARD HOFER
Ashoka Austria/CEE
Elected in 2015
talentify.me

PROBLEM
Tutoring in Austria is mainly carried out by experts, only 5% of it is led by students themselves. The expert tutoring industry is a multi-million business, but still, 100,000 households in Austria cannot afford tutoring.

IMPACT
Bernhard changes this industry by empowering students to help themselves - he turns the expert business into a peer-to-peer business. Talentify.me supports cross-school learning between students, promotes talent and offers exciting workshops.

INNOVATION
Bernhard has developed an incredible online and offline matchmaking process that connects students, enables peer-to-peer tutoring, and builds bridges between students and future employers. Bernhard underpins his initiative with an extraordinary social business model that allows him to act sustainable. Talentify works together with well-known companies, for example give them financial support. In return, the students can have an internship at these companies, leading to potential future employment at these companies.

VISION
Bernhard’s goal is to reach 10-20% of all Austrian students, and form a mutual-support community of more than 150,000 students in the long run. 150,000 youth from all backgrounds – privileged and non-privileged – forming a community supporting each other to accomplish challenges at school, to explore what they want to do in life, to build bridges with the society around them, and to find their first job.

MOTIVATION
Bernhard tries to remove the disadvantage of socially disadvantaged families who often can’t afford tutoring for their children. On average, a tutoring lesson in Austria costs 30 euros. At the age of 18, together with school colleagues, Bernhard started their junior company “Easy Learning” in order to oppose this big injustice. For just 8 euros per hour, “Easy Learning” provided peer-to-peer tutoring, where students help other students to understand specific subjects.

CONTACT
https://www.talentify.me/
bernhard@talentify.at
CIVIC PARTICIPATION

Developing the entrepreneurial skills of citizens in rural areas with OTELO

MARTIN HOLLINETZ

Ashoka Austria/CEE
Elected in 2012

PROBLEM

Rural areas today lack open spaces and flexible structures that promote creativity - in companies, local communities, industries and the education system. In Austria, regional development programs fall short of providing citizens with support structures which allow them to experiment, exchange ideas, and act in new ways. In search of acceptance of differences, flexibility, and a creative culture, people often migrate to urban areas, where there is an abundance of jobs, stimulation, and a sense of belonging. This leads to “brain drain” in rural areas.

IMPACT

Founded in 2010, 24 OTELO locations have opened their doors in various locations. Additionally, within one year OTELO developed 17 collaboration projects and hosted more than 150 events on regional innovations. Estimated 20.000 people were involved in these activities – the events stretched from the production of soap to the construction of 3D printers.

INNOVATION

Martin is building an empowered citizen base to create a new quality of life for people living in rural areas. He founded OTELO, a network of “open technology laboratories”, spaces designed for and by people to experiment, collaborate, communicate, and exchange with community members about topics they want to take action on. OTELO fosters creativity and an exchange of experiences in rural parts of Austria and links it with urban funding structures. Topics like participation, education, agriculture, social and technical innovations are particularly important.

VISION

OTELO has become a role model for the support of communities, creativity and the collaboration between people living in rural areas. In the future, OTELO will make use of its achievements in order to increasingly challenge the conventional notions about the role of rural citizens. Thus OTELO plans to launch additional 20 to 30 locations in the next three years. Recently, Martin also received requests to expand to South Korea and India and is currently developing an according franchise model.

MOTIVATION

The strongest impetus for OTELO took place during Martin’s time as a regional manager. After returning to his home village he realized the lack of possibilities in order to make a life in rural areas attractive to young people. Another motivation for Martin was a little 12 year old boy who developed a complex educational game, but received almost no support. That was a huge incentive for Martin to develop a model which supports committed people and provides them with collaborative spaces as well as a nationwide network.

CONTACT

http://www.otelo.or.at/
martin@otelo.or.at
HEALTH

Creating a new culture of reflection-based risk taking

GERALD KOLLER
Ashoka Austria/CEE
Elected in 2011

PROBLEM

Addictive behavior, burnout and depression are growing problems all over Europe. With an estimated 330,000 alcoholics and 870,000 people living with a problematic attitude towards alcohol consumption, Austria has one of the highest alcoholism rates in the EU. In Austria, every eighth client of the Austrian debt advice services is younger than 25. Nevertheless, parents and teachers avoid risk education. They are often overprotective and do not empower young people to develop a risk balance and responsibility.

IMPACT

Gerald has trained experts in Austria, Germany, Italy, Luxembourg, and Switzerland, most of them graduating from his training programs as certified risk educators. Different programs implemented by his network of experts to improve risk balance in traffic, sports, alcohol or shopping have proven to be so effective that they have been adapted by bars, schools, tourist locations and municipalities across the German-speaking world.

INNOVATION

In contrast to previous approaches, Gerald doesn’t regard risk as a problem that should be avoided. Instead, he advocates responsible risk taking and teaches skills to evaluate risky situations in order to be able to act responsibly and avoid dangerous situations or even addiction. For this purpose he developed a method called risflecting®, which stands for reflective risk taking. Gerald trains educators, parents and citizen organizations to develop responsible behavior in risky settings.

VISION

Gerald envisions a world in which people treat each other with empathy and consciously reflect on their relationships. To increase the awareness of the risflecting® approach, Gerald established the “High + Responsible Award” to honor measures according to the concept of “risk-balance” in the Austrian leisure industry.

MOTIVATION

Born into a difficult social background, Gerald was exposed to alcohol abuse and its implications for families at a young age. Later on he realized the value of open dialogue and young people’s need to be heard and appreciated. In his time as a school teacher he encountered a very rigid system of intimidating teaching techniques as well as hierarchies between students, parents, and teachers. His experience with addicts and the understanding that the problem of irresponsible behavior has to be solved, served as drivers to his work.

CONTACT

http://www.risflecting.at/
gerald.koller@qualitaetleben.at
Empowering pupils by institutionalizing social entrepreneurship in classrooms

JOHANNES LINDNER
Ashoka Austria/CEE
Elected in 2011

PROBLEM

The Austrian education system does not offer equal support to children raised in families of disadvantaged social standing. Only one third of Austrian students attend High school. The remaining two thirds of Austrian students, who are often raised in low income or migrant families, attend occupational schools such as Handelsakademie/Handelsschule and rarely have the capacity to benefit from higher education. Teachers often lack creative approaches and are disinterested in the consequences of these top-down methods of teaching.

INNOVATION

Johannes believes that entrepreneurship education is indispensable for empowering students to become active citizens. The earlier these young people are given the space to develop their own initiatives, the more they are able to define themselves personally and professionally. Johannes developed a set of strategies which help include entrepreneurship education in regular school curriculums. He offers regular entrepreneurship competitions, workshops, debate programs for students. He also trains teachers both domestically and Europe-wide to carry on his idea.

IMPACT

Johannes' creative materials are reaching about 20,000 students every year and are used in three to eight hours of schools' curriculum each week. He has trained a total of 400 teachers and 2,700 business teachers in Austria as well as instructors in ten South Eastern European countries. Each year, 2,500 students participate in competitions, which encourage young people to combine their entrepreneurial thinking with self-driven action. Two third of them turned their ideas into reality.

VISION

Johannes’ goal is to spread his idea internationally. He has already been approached by countries in CEE, in addition to Germany and France, with requests to introduce his methods and mobilize the necessary resources. He has worked with ministries and government officials all over the Austrian region. Furthermore, he has the methodic lead within the EU-project “Youth Start”, where he is developing a transferable program introducing practical entrepreneurial experience at schools.

MOTIVATION

During his studies in business pedagogy, Johannes was increasingly astonished by the fact that facilitating student-led ideas and entrepreneurial creativity were concepts that are completely neglected in business administration curricula. He decided to dedicate his life to becoming a teacher in order to inspire participation in and innovation throughout society. He understood that he had to change not only the curricula, but also provide new teaching tools and textbooks to advance full and active citizenship.

CONTACT

http://www.ifte.at/

johannes.lindner@kphvie.ac.at
Restoring social capital in communities through a complementary time-based currency system

GERNOT JOCHUM-MÜLLER
Ashoka Austria/CEE
Elected in 2015
ALLMENDE
Alles, was Sinn macht.

PROBLEM
Worldwide the proportion of people aged over 60 years is growing faster than any other group. In Austria alone, 1.57 million people are above 65 years old. The majority will be dependent on long-term care, be it home nursing, community care and assisted living, or residential care. Social structures cannot cope with the demographic changes due to the dissolution of traditional social networks, rising care costs, and the shortage of care personnel. In 2014, the Austrian federal government spent €4.33 billion on elder care.

IMPACT
Gernot fully integrates his alternative elderly care system into conventional social structures by providing local governments with improved access to their citizens’ talents. As a result, political entities recognize citizens not solely as tax payers, but as an inexhaustible source of ideas and skills. People start investing their time into rebuilding social relationships outside their private spheres, leading to a new sense of community and the establishment of care structures.

INNOVATION
Gernot is restoring declining social capital in communities through a time-based currency system that strengthens regional economies and solidarity among people. He has established a complementary “Time Pension System” in St Gallen. As an alternative elderly care system, it integrates a non-monetary payment system into citizens’ retirement benefit schemes. Gernot is rolling-out his “Zeitpolster” time pension system throughout Austria.

VISION
Driven by the vision to establish economically and financially sustainable societal structures, Gernot develops pilot projects such as the complementary “Time Pension System” to showcase that social problems can be solved not only through financial means but by tapping into the abundance of individuals’ time, talents and new forms of cooperation. He is eager to scale his approach to re-establish a care system that is based on solidarity and reciprocity.

MOTIVATION
As a young man Gernot started to become interested in the mechanisms of complementary currencies, time banking and talent exchange systems. He realized that the majority of these initiatives did not unfold their full potential because most of them were not integrated into existing societal structures. In this way, he started to build up expertise and establish a close relationship with the Austrian Financial Services Authority. Thus, he currently legally integrates his talent exchange systems and complementary currencies into state structures.

CONTACT
http://www.allmenda.com/
gernot.jochum-mueller@allmenda.com
HUMAN RIGHTS

Transforming mothers into ambassadors for de-radicalization in their communities

EDIT SCHLAFFER
Ashoka Austria/CEE
Elected in 2016

PROBLEM

Frontline communities and families in extremism hotspots are often confronted with an environment characterized by discrimination, socio-economic inequality and violence. In this situation, many adolescents become vulnerable to radicalization and extremist recruitment.

IMPACT

The feedback from mothers of the MotherSchool very easily translates into real transformations of communication patterns in families. A communication that is open, emphatic and dialogue-oriented encourages family members to share their experiences and feelings instead of concealing them. A successful change in communication patterns may trigger changes in gender roles and hierarchic family structures. Mothers are in a position to respond to early warning signals of radicalization and to provide support to their children.

INNOVATION

With the help of trusted community leaders and NGOs, Edit approaches mothers who are concerned about violent extremism with regard to the safety of their children. MotherSchools provide a safe space where self-awareness, self-expression and self-empowerment are appreciated and encouraged. In a playful and highly interactive way, mothers learn about parenting, adolescent development and early warning signs of radicalization. This combination enables mothers to play a more influential role in their families, and to become ambassadors for de-radicalization in their communities.

VISION

“I envision the MotherSchool Model becoming an integral part of all international and local counter violent extremism strategies, spreading to every community targeted by terrorism and building a united front of prepared family members well-equipped to tackle the growing problem of violent extremism on the homefront. I envision MotherSchools as the basis of a new, innovative security paradigm where prevention is prioritized, effective and efficient.”

MOTIVATION

Edit started to work as a sociologist in the 1970ies when the women’s movement had great momentum. She soon found herself in the middle of a movement that was challenging different forms of discrimination against women in society. By implementing trainings on the topic of security issues, she noticed that women were usually assigned the role of victims rather than active contributors. This insight became the foundation of her mission to empower women to become contributors in the security arena and led to the design of the MotherSchool model.

CONTACT

http://www.women-without-borders.org/
office@women-without-borders.org