

“ASHOKA’S SUPPORT GAVE ME A STRONG IMPETUS IN ALL MY 20-YEAR LONG ACTIVITIES. WHEN NOBODY BELIEVED IN MY IDEAS, I ENJOYED THE **STRONG SUPPORT AND TRUST** THAT I COULD DO IT. AND I DID.”

HANA MALINOVÁ, Bliss Without Risk

# EVERYONE A CHANGE- MAKER

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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. ASHOKA AUSTRIA AND CENTRAL AND EASTERN EUROPE SUPPORTS THE WORK OF A COMMUNITY OF 166 ASHOKA FELLOWS—LEADING SOCIAL ENTREPRENEURS WHO INNOVATE TO FUNDAMENTALLY CHANGE HOW SOCIETY OPERATES.

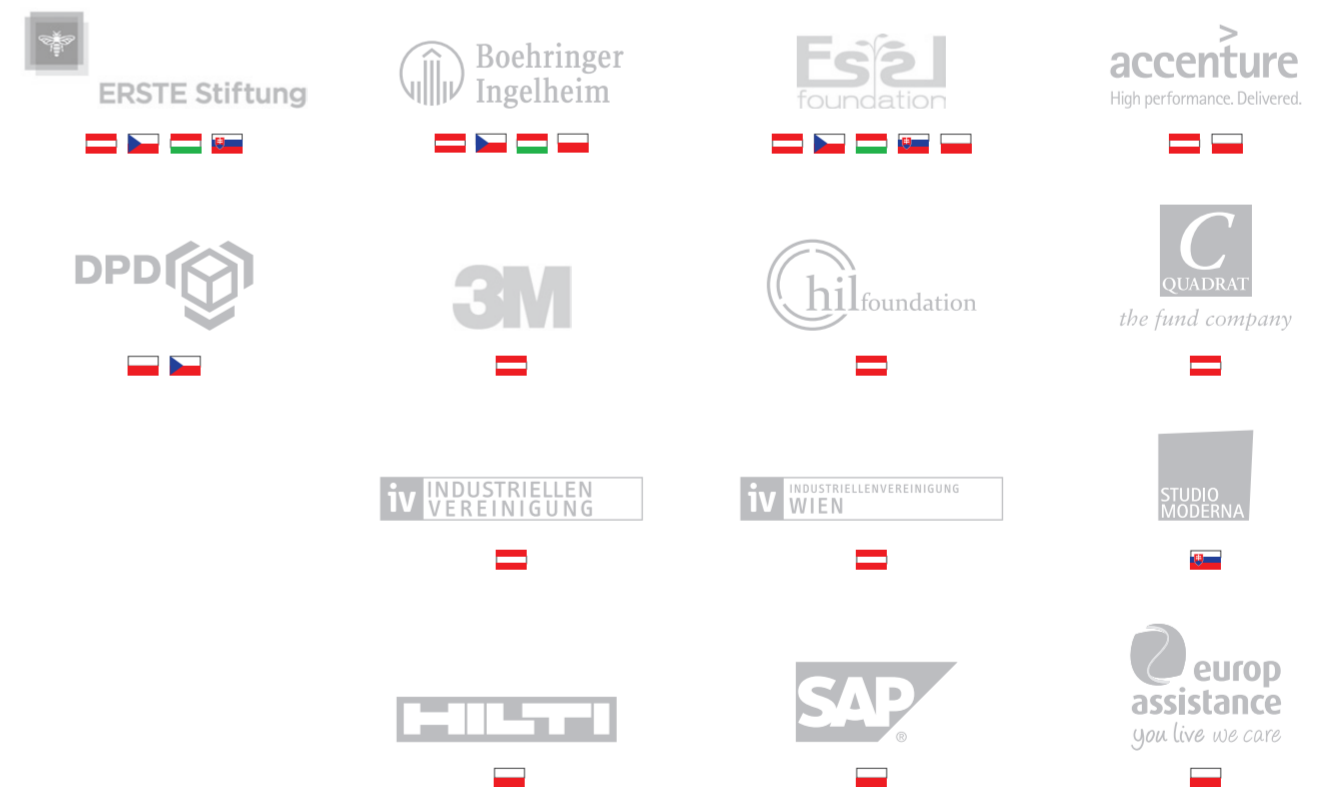


## OUR 18 PRO BONO PARTNERS SUPPORT ASHOKA AND FELLOWS FOR FREE:

- ACCENTURE  
management and strategy consulting
- BAKER & MCKENZIE  
office space and legal advice
- ICG  
leadership and strategy consulting
- KETCHUM PUBLICO  
public relations
- MARK II  
marketing and communications
- MCKINSEY & COMPANY  
management and strategy consulting
- NOVOZAMSKY  
marketing and communications
- XEROX  
printing services
- CZECH PRIVATE EQUITY AND VENTURE CAPITAL ASSOCIATION  
mentoring
- PLEON IMPACT  
public relations
- WHITE & CASE  
legal advice

- POLISH PRIVATE EQUITY AND VENTURE CAPITAL ASSOCIATION  
mentoring
- STRATOSFERA  
marketing
- WEIL, GÖTSHAL & MANGES  
legal advice
- CEU BUSINESS SCHOOL / INNOVATIONS LAB  
office space
- CORVINUS UNIVERSITY  
research
- ORGANIC COMMUNICATIONS  
public relations and marketing
- LEAF  
support for fellows

## OUR INVESTORS



# A YEAR OF CHANGEMAKING

FACTS AND FIGURES: ASHOKA 2013  
AUSTRIA, CZECH REPUBLIC, HUNGARY, POLAND, SLOVAKIA



## SELECTION OF FELLOWS

### WE IDENTIFY THE LEADING SOCIAL ENTREPRENEURS IN THE REGION



**715**  
NOMINATORS IN OUR NETWORK



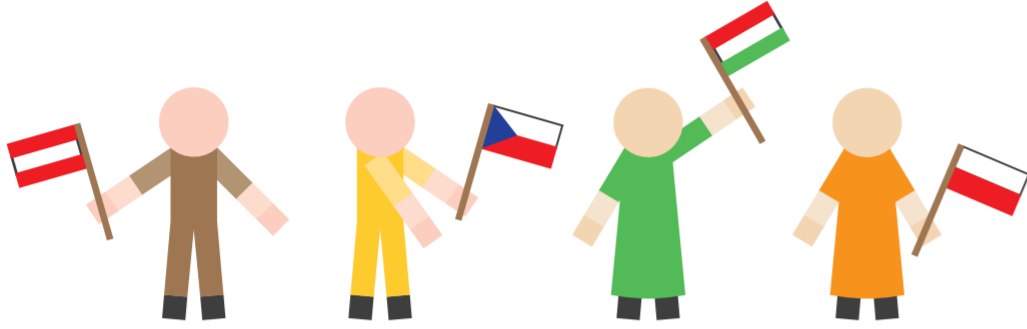
**1.912**  
NOMINATIONS RECEIVED AND CANDIDATES SCREENED



**42**  
CANDIDATES INTERVIEWED

## SUPPORTING OUR FELLOWS

### 4 FELLOWS ELECTED IN 2013



- GREGOR DEMBLIN, CAREER MOVES**  
Inclusion of people with disabilities into the job market through an online platform.
- ZDEŇEK SLEJŠKA, EDUIN**  
Transforming the education system by integrating formerly isolated stakeholders.
- MÁRTA BÁCSKAI, GO HEALTHY!**  
Education programmes for small children and their families to create health awareness.
- TERESA OGRODZIŃSKA, THE COMENIUS FOUNDATION FOR CHILD DEVELOPMENT**  
Bringing early child education to rural Poland.

### WE SUPPORT OUR FELLOWS WITH A 3-YEAR STIPEND AND ACCESS TO FINANCE

#### DID YOU KNOW?

Every 1€ invested in stipends for our Ashoka Fellows is multiplied 11 times in funds by supporters from the global Ashoka network who are connected to the Fellows' work through us.

German Fellow Frank Hoffmann participated in Join the Changemaker—an Ashoka and McKinsey & Company programme—to prepare his market entry strategy in 2012. In 2013 he received €525.000 from investors in Puls4 Startup show to replicate his work in Austria.



### WE EQUIP FELLOWS WITH KNOW-HOW AND NETWORKS

- 25** 25 new mentors engaged to consult Fellows.
- 12** 12 strategy and business plans developed.
- 3** 3 strategy & impact workshops held with 33 participants.
- 7** 7 social impact reports based on Social Reporting Standard (SRS).
- 15** 15 Fellows supported to bring their ideas to the region.
- 11** 11 regional meetings bringing together 97 Fellows.

**Ashoka Globalizer:** A two-day summit in Vienna matched 12 international "ready to globalize" Ashoka Fellows with business entrepreneurs and resources needed to effectively reach global scale. 2 Fellows from the region were selected to participate.

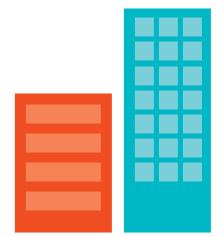


FELLOWS HAVE BEEN ELECTED IN THE REGION SINCE 1995

## SOCIAL & BUSINESS PARTNERSHIPS

### WE WORK WITH ORGANIZATIONS ON NEW SOCIAL-BUSINESS PARTNERSHIPS FOR SOCIAL CHANGE

- ACCENTURE "SKILLS TO SUCCEED"**  
Supporting 10 Ashoka Fellows to equip people with the necessary skills to succeed in the job market.
- SAP**  
Supporting 12 social leaders and emerging Changemakers in developing business skills and social-business partnerships.
- POLISH PRIVATE EQUITY ASSOCIATION**  
Supporting 22 Ashoka Fellows to develop their social business ventures and increase their impact.
- HILTI YOUTH EMPLOYMENT PROGRAMME**  
HILTI and 4 Ashoka Fellows support the professional development of 32 disadvantaged young people.
- CZECH PRIVATE EQUITY AND VENTURE CAPITAL ASSOCIATION**  
Management and strategic support to 2 Ashoka Fellows to develop their ventures.
- BOEHRINGER INGELHEIM "MAKING MORE HEALTH"**  
Improving health in communities around the world with 4 Ashoka Fellows in the region.
- BEN & JERRY'S**  
Ben & Jerry's and Ashoka awarded and supported 2 out of 44 young Changemakers in a joint competition.



MORE THAN 500 REPRESENTATIVES OF THE BUSINESS COMMUNITY ENGAGED THROUGH ONE-TO-ONE CONVERSATIONS ON SOCIAL-BUSINESS COLLABORATION

## ECOSYSTEM

### WE CREATE AN ECOSYSTEM TO FOSTER CHANGEMAKING

WE CREATE AWARENESS AND VISIBILITY ABOUT THE VALUE OF SOCIAL INNOVATION



22 OWN EVENTS REACHING OVER 1000 PARTICIPANTS  
**1000**



PUBLIC PRESENTATIONS & SPEECHES  
**69**



ARTICLES IN MEDIA  
**190**



WE WORK WITH OVER 25 PARTNERS TO CREATE AN ECOSYSTEM OF SUPPORT FOR CHANGEMAKERS

## IMPACT

### OUR FELLOWS HAVE SIGNIFICANT IMPACT ON OUR SOCIETY

**140.000**

Márta Bácskai has reached **1.300 pre-schools** and **140.000 parents** with her Go Healthy! packages distributed to raise awareness about healthy living.

**17.350**

Jacek Strzemieczny's Civic Education Center has reached over 5,2 million young people through its programs on citizen education. Only in 2013, the number of schools participating in the programs reached **17.350**.

**25.000**

Andrzej Augustynski provides education and physical development activities to **25.000 young people** on a monthly basis through the network of 24 facilities and sport centers.

**4.000**

Gerald Koller and his international network of experts have taught **4.000 young people** techniques to deal with risky situations and provided guidance to **1.500 educators, parents and decision makers**.

- Johannes Lindner has innovated Austria's education system by bringing debating to 14 to 19 year old pupils in middle school and **integrating it into the formal curriculum** and teachers trainings.
- Gregor Demblin's platform Career Moves has increased the number of jobs offered to persons with disability by nearly 50% to **5.000 jobs** in 2013 only.
- László Jakubinyi's Symbiosis Foundation has helped **300 people with intellectual disabilities** to reach a higher standard of living and worked with **200 corporate volunteers** on changing their attitude towards people with disabilities.
- Jeremy Druker has trained over **4.000 young journalists** in Eastern Europe and Central Asia.
- Katerina Thorova's association to support people with autism (APLA) provided early care to 275 children and **529 consultations** in five regions of the Czech Republic.

### OUR FELLOWS ARE LEADERS IN THEIR SECTORS

- Martin Hollinetz: "Austrian of the year 2013" by newspaper "Die Presse"
- Gregor Demblin: "Sustainable Entrepreneurship Award"
- Martina Bodnarova: Changemakers Competition Award "Learning in the 21st century" with Chemins d'Enfances and French magazine Interdépendances
- Márta Bácskai & Erzsébet Szekeres: "Looking for Good People"- Award by Média Unió
- Krzysztof Czyzewski: "Dan David Prize"



### WHAT OUR FELLOWS THINK ABOUT US

**83%**

83% of our Fellows found the coaching received from Ashoka in their selection process helpful in developing their venture.

**88%**

88% of our Fellows state that the stipend received from Ashoka is strategically important for their current success.

**85%**

85% of our Fellows benefit from increased media exposure and visibility.

**75%**

75% of our Fellows feel that their selection as Ashoka Fellows has resulted in increased public acknowledgment.