



ASHOKA VISIONARY PROGRAM EAST AFRICA

EMPOWERING A NEW GENERATION OF LEADERS



! WHY

Have you ever dreamed of solving **societies biggest challenges?**
Do you want to expand your knowledge about **new tools and methods?**
Do you want to become part of a global **community of changemakers?**

The Ashoka Visionary Program is a **pioneering leadership program** for Social Entrepreneurs, decision makers and leaders of change from the corporate world, the public sector and civil society. The program helps develop and support new leadership styles, new organizational as well as business models, and a **renewed sense of mission or social entrepreneurship.**

💡 WHAT

The Ashoka Visionary Program is arriving in East Africa in Partnership with CARE, supported by PricewaterhouseCoopers (PWC) and Austrian Development Agency (ADA). The 9-month long part-time program includes 7 modules.

It offers the possibility to work either with a social entrepreneur or to develop a new social venture. Participants gain **access to Ashoka's 35 years of experience** working with leading social entrepreneurs, corporations, the finance industry and public institutions in order to **address the world's most pressing societal issues in unprecedented ways.**

❤️ VISION

Empowerment of pioneering executives to initiate and accelerate social projects. In Partnership with CARE, supported by ADA and PWC, we aim to contribute to a movement of *visionaries* who **solves systemic societal problems at grassroots level in an entrepreneurial way** in East Africa.

🌍 HOW

Participants of the Ashoka Visionary Program are equipped with the skills to increase both their **entrepreneurial success and their social impact.**

The **interactive program** is now launching in East Africa after five years in Central Europe and the Mediterranean region. It has been attended by over 150 high level participants who are supported to **address society's challenges** while simultaneously achieving economic value and impact for their organizations and target communities.

👥 WHO CAN APPLY?

Executives from the public, private, non-profit sector and civil society; Social Entrepreneurs or Corporate Sustainability Managers and everybody else, who is interested in becoming a changemaker!

APPLY NOW

Any Questions?

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The **Ashoka Visionary Program** is a part-time executive program for decision makers from all sectors. The pioneering leadership program is now launching in East Africa in Partnership with CARE, supported by ADA and PWC, to build new collaborations & to maximize the impact of the region. Every year we gather 30 social leaders – from business, government bodies, welfare organizations, academia, the citizen sector – all under one roof for a 9-month education journey. The program will take place in three cities: **Nairobi, Dar-es-Salam and Kampala** and consists of **7 modules** that cover the life cycle of a social enterprise.

MODULE 1 Social Entrepreneurship & Innovation	MODULE 2 Impact & Social Business Modeling	MODULE 4 Managing Talents & New Organizations	MODULE 5 System Change	MODULE 7 The Art of Storytelling & Marketing
MODULE 3 Funding & Scaling Social Innovation	MODULE 6 Partnerships & Co-Creation			
NAIROBI 14TH – 16TH MAY 2020	DAR-ES-SALAM 21ST – 25TH JULY 2020	NAIROBI 24TH – 26TH SEPT 2020	KAMPALA 24TH – 28TH NOV 2020	NAIROBI 21ST – 23RD JAN 2021
Develop a new way of seeing opportunities for system changing ideas, social innovations, and collaborations in the market of social entrepreneurship.	Interact with our network and learn from years of experience in applying an impact model and impact-oriented business plan.	By being immersed in our diverse network, you will see new pathways to scale and maximize social impact.	Our success stories will inspire you to leverage the collaborative power of private companies, public institutions and welfare organizations.	Mobilizing stakeholders requires effective and compelling communication of a vision. Cultivate these skills in an inspiring new environment.

*in total: 14 days of in-class sessions. The indicated dates include an extra day per city for inward/outward journeys.

FELLOWS & SPEAKERS

The program is unique through its involvement of **Ashoka Fellows**, pioneers of social innovation and change. Social Entrepreneurs - such as **David Kuria** who has raised the quality of public sanitation in Kenya through his organization **Iko Toilet** and **Mwalimu Musheshe** who combines local rural expertise with modern teaching methodology through the **African Rural University** - will participate as speakers and mentors. You will meet business leaders such as **Emmanuel de Lutz**, Vice President **BNP Paribas** or **Stephan Dertnig**, founder **BCG Russia**.



PARTICIPANTS & ALUMNAE*1

Our participants accelerate social initiatives in their environment and solve societal problems at grassroots level. Concrete outcomes are for example **Bildünger**, an education initiative, **Ideegration**, a collective impact accelerator for best solutions in refugee integration or the **social impact academy**.



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WITH FUNDING FROM
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