

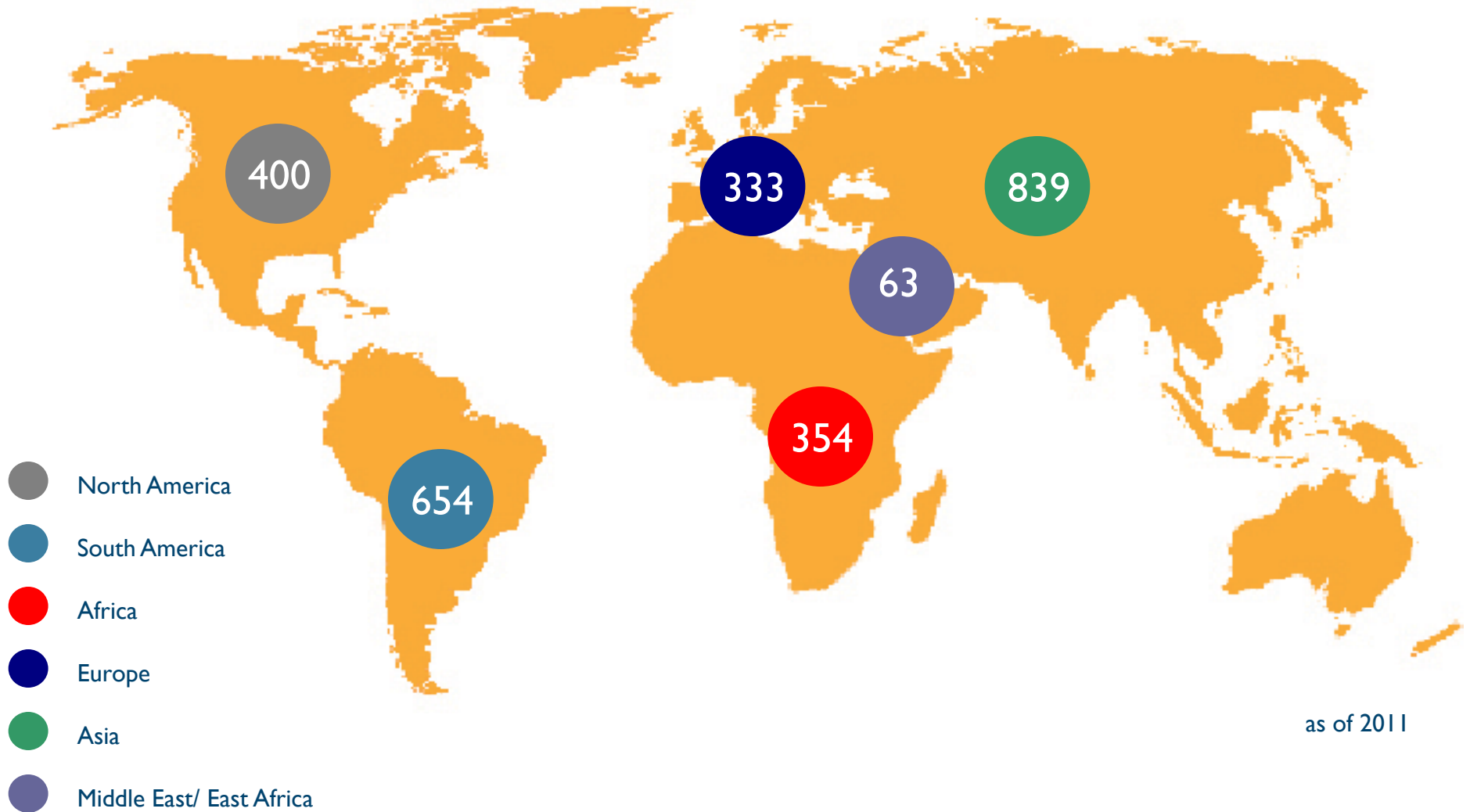
SOCIAL ENTREPRENEURSHIP –

A NEW PLATFORM FOR COOPERATION ACROSS SECTORS

Marie Ringler
@marieringler



~3000 Ashoka FELLOWS Worldwide







ALOGO NEL BUIO Rom 1997
ALOG IM DUNKELN Zürich, 1
ALOGUE IN THE DARK
ALOG IM DUNKELN
ALOGI PIMEÄSS
ALOG I MÖRKRE





THE SOCIAL IMPACT

**94% of Fellows
engaged**

**57% of Fellows
changed
national
policies**

**75% of Fellows
considered
leaders**

**89% of Fellows`
ideas replicated**

(and that is good news for all of us)

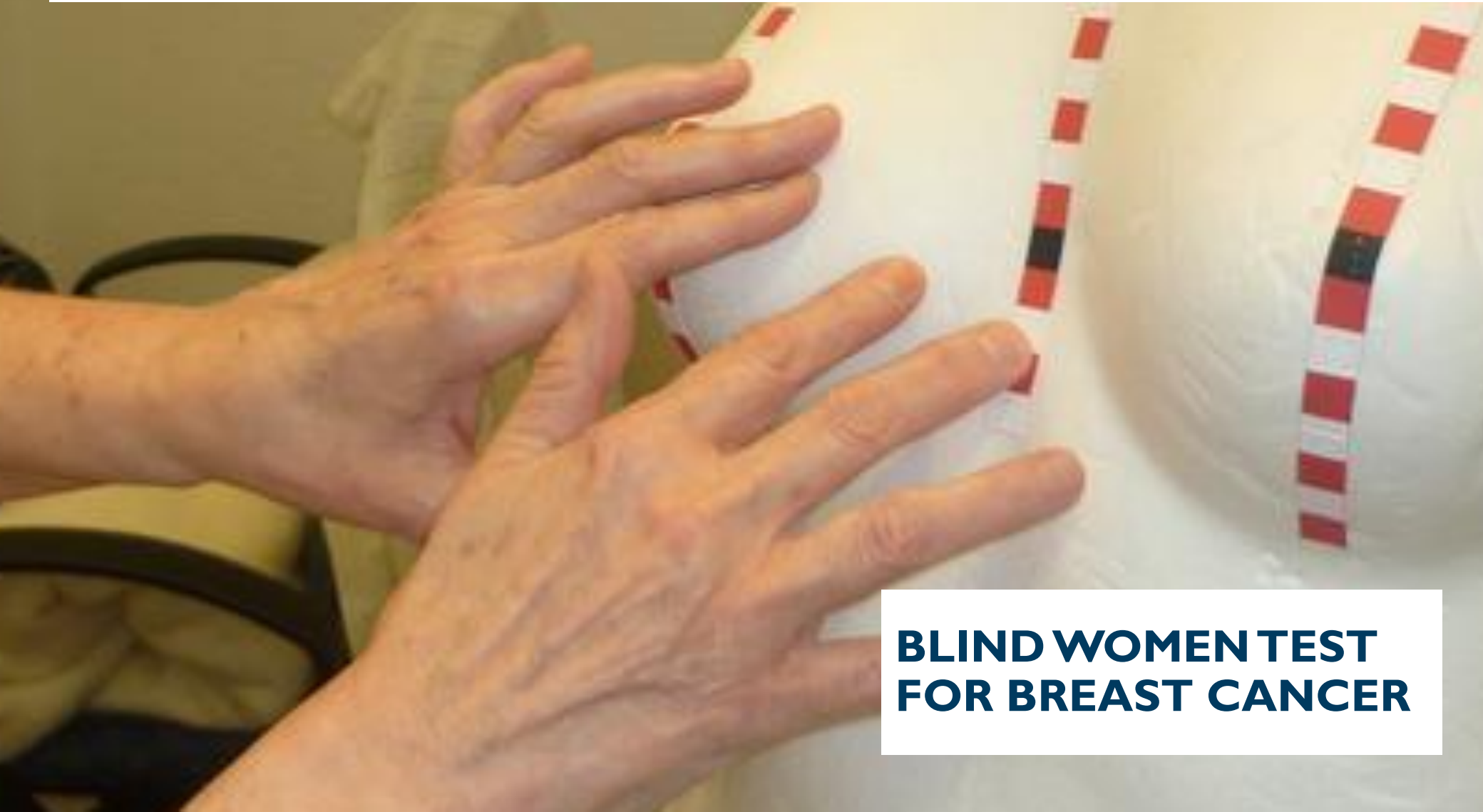
PROFIT FOR SOCIETY



**€50
Billion**

10 FRENCH ASHOKA
FELLOWS IN 2012
MCKINSEY STUDY

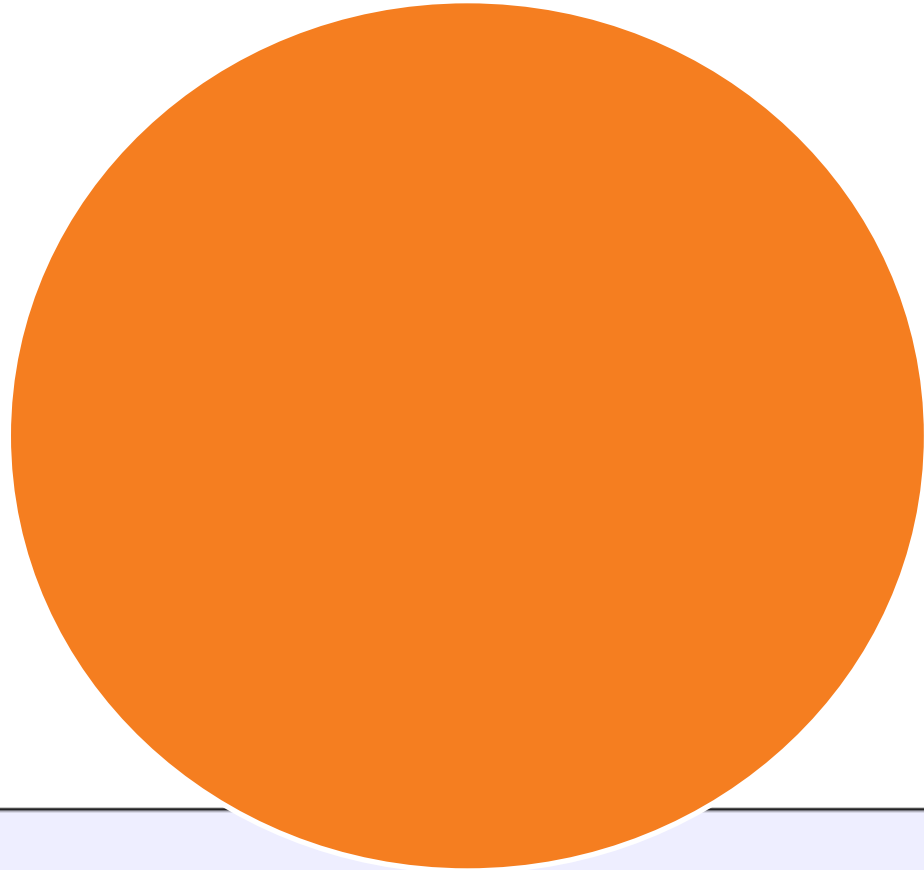
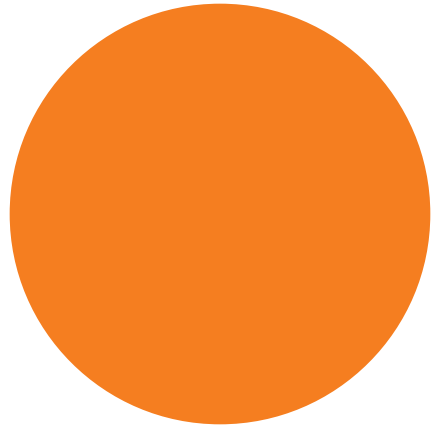
HOW TO INCREASE BREAST CANCER DETECTION?



**BLIND WOMEN TEST
FOR BREAST CANCER**

THE IMPACT

8,000+ examinations



THE BUSINESS MODEL

ADHESIVE
STRIP



TRAINING
AND
LICENSING



PRIVATE
INVESTORS

HOW TO PREVENT FRACTURES, DIABETES AND KEEP FIT?



**SYSTEMATIC,
ADEQUATE PHYSICAL
EXERCISE**

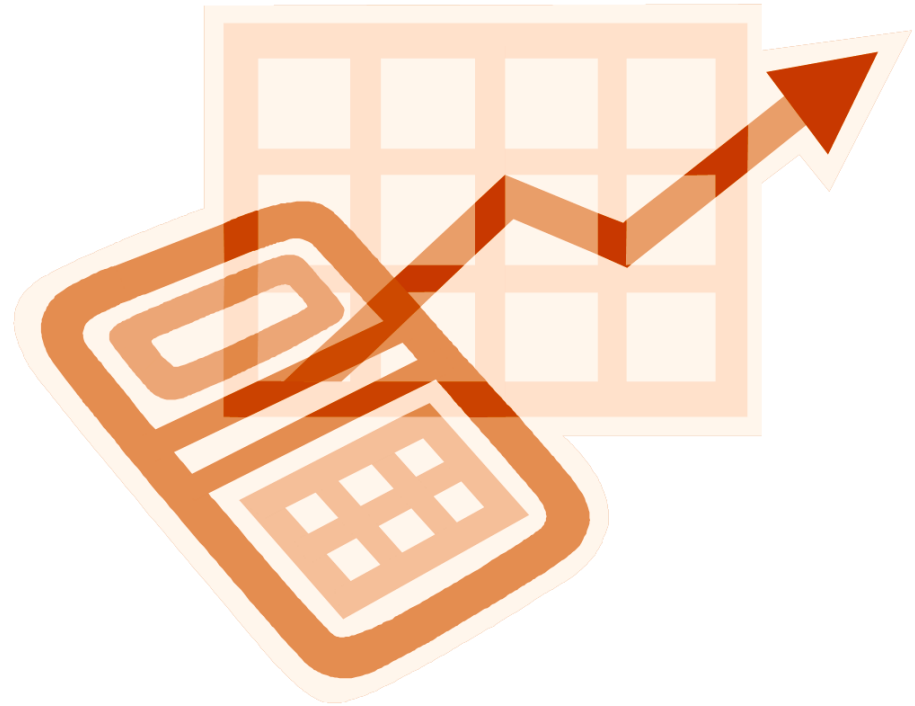
THE IMPACT

2,500 facilities



60,000 weekly users

+70% demand



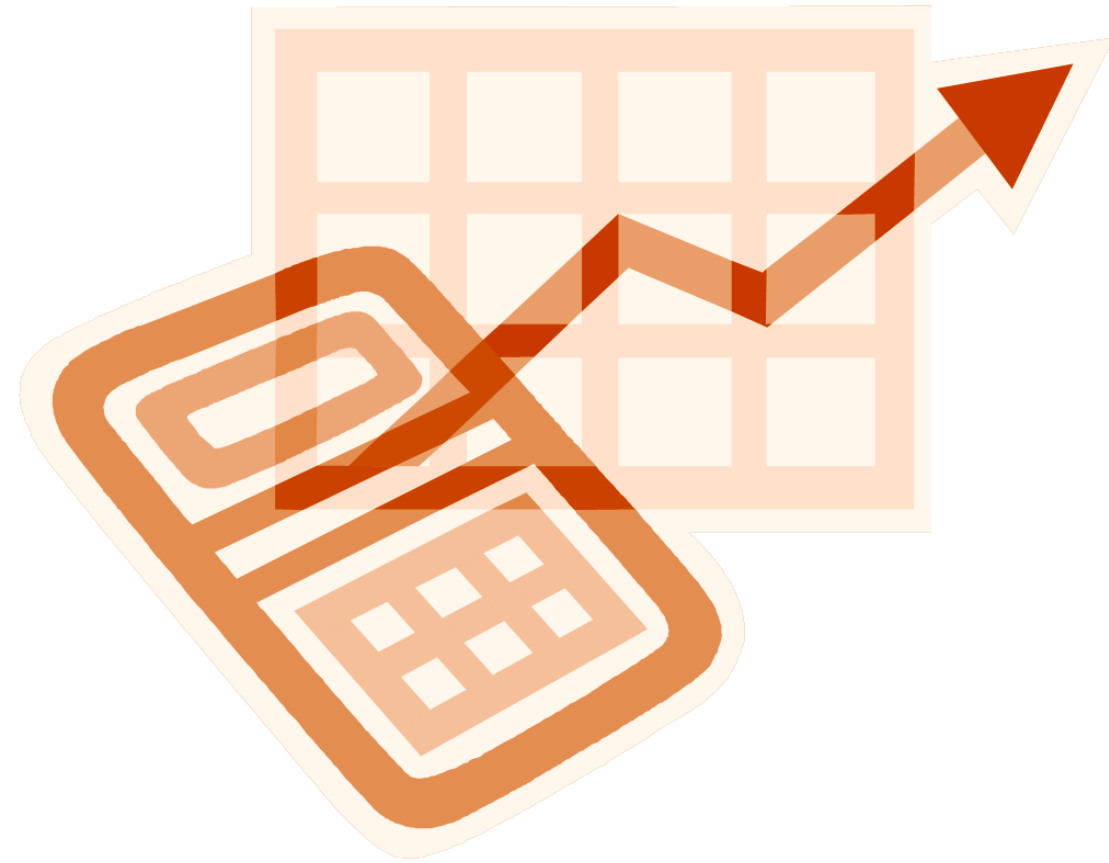
THE BUSINESS MODEL



THE IMPACT AT SCALE

- **7 million fractures**
 - **30% diabetes**
-

- **260 billion Euros
net savings**



TRANSFORMING SECTORS THROUGH COLLABORATION



Emmanuel Faber
COO Danone

“As large companies, we need to break our mental barriers, think in terms of shared value creation and create **hybrid value chains** with civil society organizations, and show evidence that other value sharing paradigms are possible.”

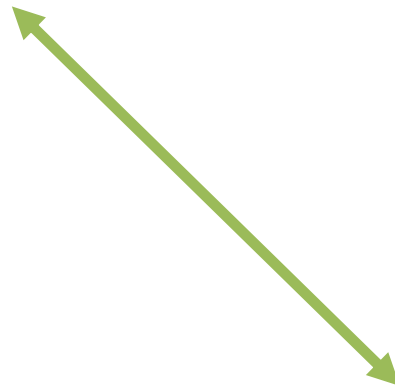
HOW 28,000 LOW-INCOME FAMILIES IMPROVED THEIR HOMES

ColCerámica S.A.
Empresa de la Organización Corona

Business



Community



Citizen Sector Organizations



THE IMPACT IN 8 CITIES



28,000 low-income families improved their homes



Over **260** community promoters earn **US\$ 200** monthly



US \$ 12mill sales



US\$ 150,000 in income for CSOs

US\$ 200,000 in funding for community projects

THE IMPACT WITH SCALE

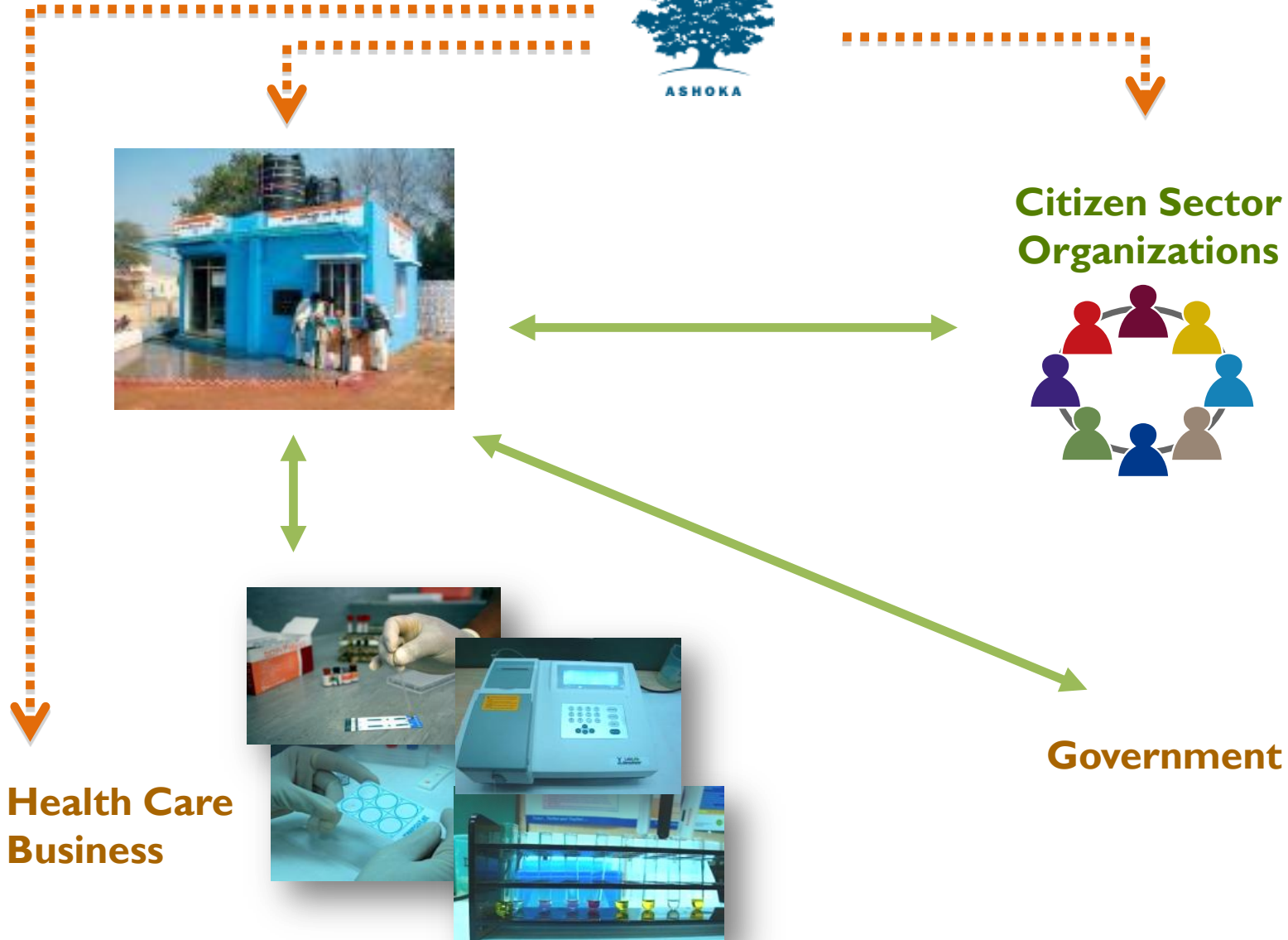


New Home Improvement Financial Entity created:

Providing US\$ **3,500** average loans, 2-5 yr loan duration

Over **1 million homes** improved

HEALTH SERVICES FOR RURAL INDIA



THE IMPACT



Three pilot E
Health Point units

Telemedical
Consultation

Basic Diagnostics

Pharmacy

Clean water

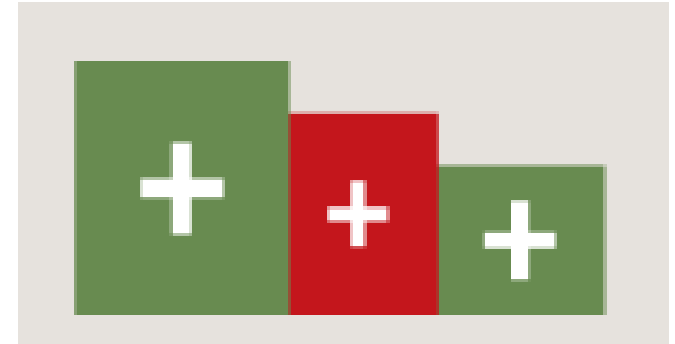


33,500 telemedical
consultations

19,500 diagnostic
investigations

39,000 prescriptions

500,000 water users
daily



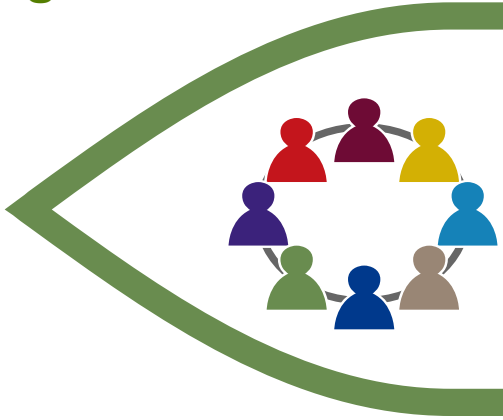
US\$ 0.40 per consultation
US\$ 0.60 per diagnostic test
US\$ 1,50 per month for 20l
water daily

ASSETS AND BARRIERS



BARRIERS

**Citizen Sector
Organizations**



ASSETS

ASSETS

WHAT CAN YOU DO?



Customers



Business

- **Work with citizen sector to understand challenges, needs and markets**
- **communicate about importance of innovation and organizational flexibility to find new customers and tailor products**
- **Identify internal champions**
- **Pilot ideas/markets**



Citizen Sector Organizations



www.ashoka.org

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ASHOKA INNOVATORS FOR THE PUBLIC