SOCIAL ENTREPRENEURSHIP –
A NEW PLATFORM FOR COOPERATION ACROSS SECTORS

Marie Ringler
@marieringler
~3000 Ashoka Fellows Worldwide

North America: 400
South America: 654
Europe: 333
Asia: 354
Middle East/East Africa: 839
Africa: 63

as of 2011
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 EXCERCISE
THE IMPACT

2,500 facilities

+70% demand

60,000 weekly users
THE BUSINESS MODEL

IN HOUSE ASSISTANTS + TRAINING + INSURANCE COMPANIES
THE IMPACT AT SCALE

- 7 million fractures
- 30% diabetes
- 260 billion Euros net savings
TRANSFORMING SECTORS THROUGH COLLABORATION
“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.”

Emmanuel Faber
COO Danone
HOW 28,000 LOW-INCOME FAMILIES IMPROVED THEIR HOMES
THE IMPACT IN 8 CITIES

- **28,000** low-income families improved their homes
- **Over 260** community promoters earn **US$ 200** monthly
- **US $12 million** sales
- **US$ 150,000** in income for CSOs
- **US$ 200,000** in funding for community projects
New Home Improvement Financial Entity created:

Providing US$ 3,500 average loans, 2-5 yr loan duration
Over 1 million homes improved
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

Businesses

BARRIERS

Citizen Sector Organizations

ASSETS

ASSETS
WHAT CAN YOU DO?

Customers

→ 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

Business

Citizen Sector Organizations
Contact:
Marie Ringler
Country Director Austria and CEE
mringler@ashoka.org

www.ashoka.org