ASHOKA
Everyone a Changemaker.

Erlijn Sie – Director Ashoka Netherlands
radical
innovative
system-changing
radical system-changing

innovative
33 years
80 + countries
3400 + fellows
250 + ChangeMaker Schools
350 + Ashoka Support Network
100 + co-creation businesses
Future for All

The world is moving fast. Faster than ever. Opportunity is more abundant, information more accessible, connections more expansive, feedback more immediate. Nothing is settled for long. We all need to help solve problems because we’ve got lots of them. And it no longer matters what your job is, or your industry, or your income level, or your location. Ideas and initiative can come from anywhere, and the world needs everyone contributing.
MAPPING CHANGEMAKERS

Building Everyone A Changemaker societies.
Nowadays, health & care is all about:

- **illness care system,**
- based in hospitals and clinics, that is **too expensive,**
- ill-suited for managing **chronic diseases,**
- ineffective at prevention and behavior change, and
- largely **inaccessible** to many **low-income and rural populations.**

=> We need a shift in mindset from illness care to **vitalness**
The **focus of vitalness** is on enabling and empowering individuals to become changemakers in their own lives, by adopting

- **healthy lifestyles** and
- **managing their own health**
- **with the help of frontline health coaches** and
- **smart digital devices**, so that they learn better in school, are more productive at work, and prevent or manage chronic disease.
Vitalness principles

- Empowers Everyone
- Breaks Barriers
- Collaborative Entrepreneurship
- Shifts current mindsets
Vitalness in the Netherlands

63% of health innovations in NL enables/encourages consumer self-management.

Empowerment through:
- Self-management
- eHealth & mHealth

Breaking Barriers through:
- eHealth & mHealth
- Doorstep care (mostly of lay health workers)
- training of professionals

40% of researched Dutch enterprises employ eHealth innovations.
Vitalness in the Netherlands

20% of Dutch innovations rely on peer support groups

Collaborative entrepreneurship through:
- Education of consumers
- Peer support

Shift mindsets through:
- Early risk detection
- Holistic caregiving
- Focus on prevention
- Promote wellbeing
- Inclusiveness

24% of the surveyed innovations enable early risk identification, while only few 13% aim to encourage wellness and well-being, even less: 9% applies an holistic approach.
Thank you!

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=> Special thanks to PwC

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Appendices

- Target groups
- Scaling impact, how does it work?
- It’s all about ...
Scaling impact, how does that work?

A social entrepreneur finds & implements an innovative solution to a social problem

- 1 Ashoka Fellow/10m people
- 94% still active after 5 years

The social entrepreneur scales the venture and others begin to follow

- 93% replicated after 10 years
- 66% seen as leaders in their field after 10 years

Through example the social entrepreneur mobilizes other changemakers

- 85% change a system after 10 years
It’s all about ...

the whole eco system
indirect impact
openness

Tipping point
Impact is large enough to trigger irreversible system change – irrespective of your organization’s activity

Impact that you helped others to create (indirect)
Impact created by your organization (direct)