



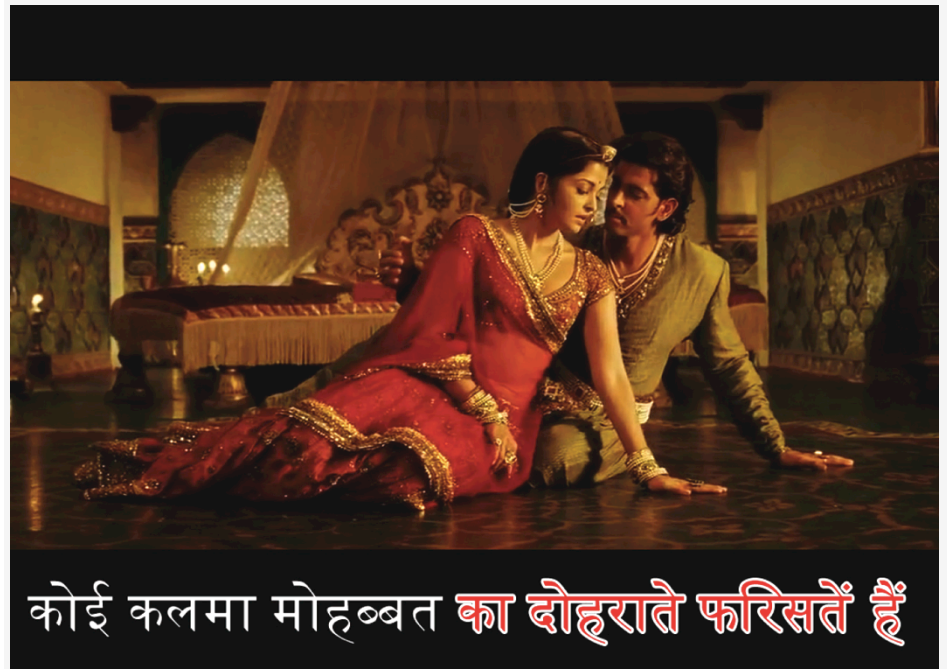
ASHOKA

Everyone a Changemaker.

Erlijn Sie – Director Ashoka Netherlands



radical
innovative
system-changing



कोई कलमा मोहब्बत का दोहराते फरिसतें हैं



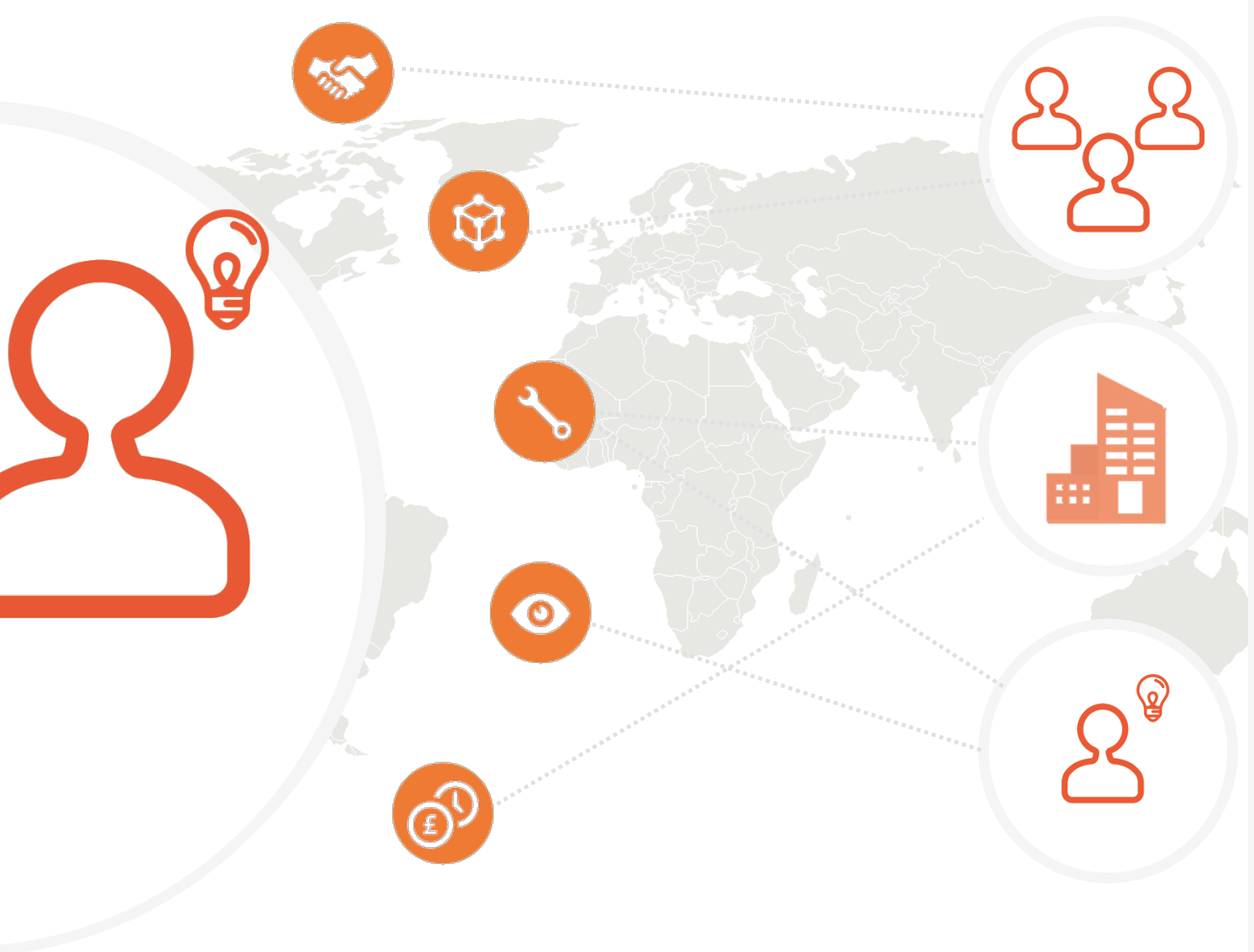
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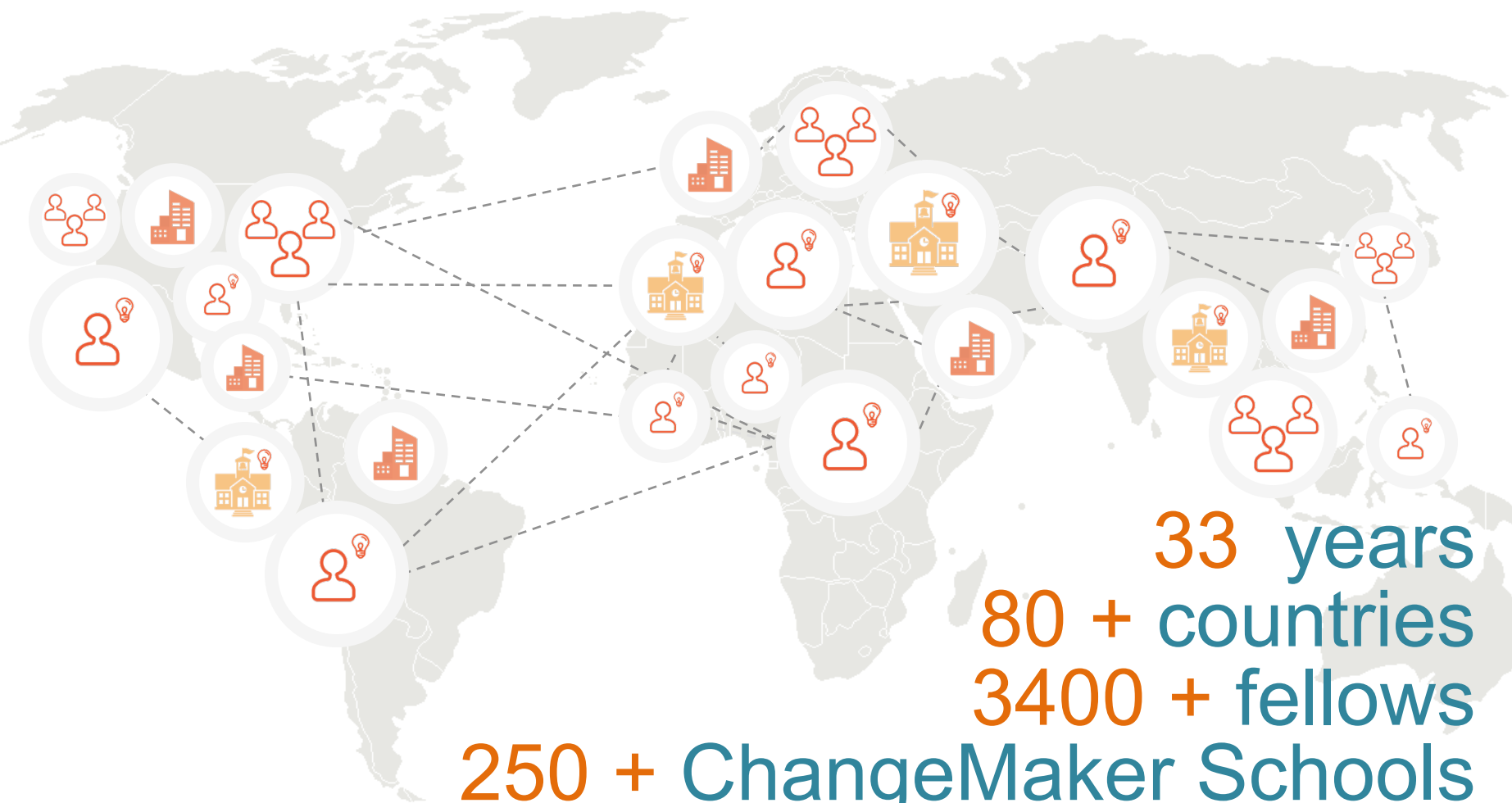
WERK MAKEN VAN DE GROENE ECONOMIE
Voorop
in de
vergroening





ASHOKA





33 years

80 + countries

3400 + fellows

250 + ChangeMaker Schools

350 + Ashoka Support Network

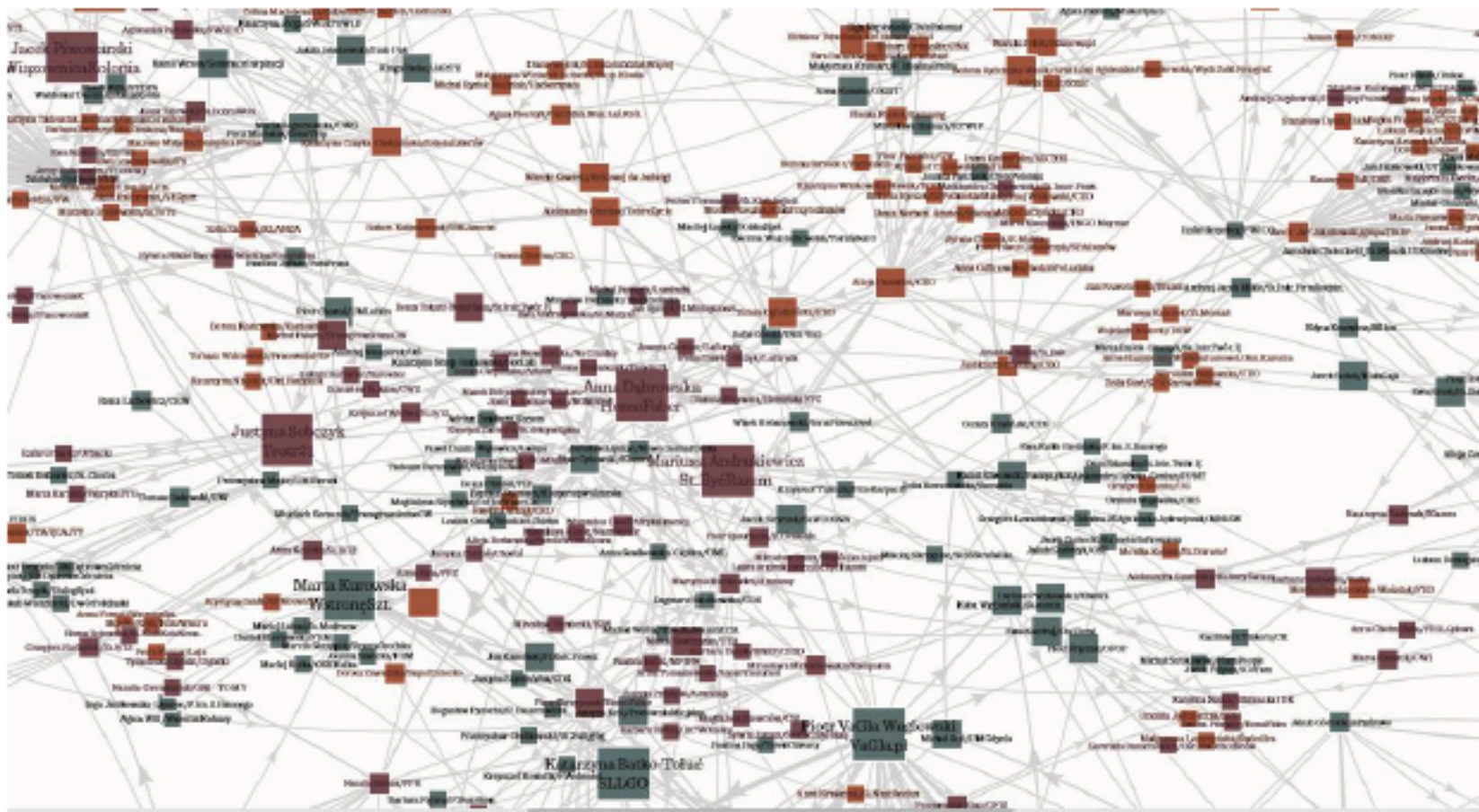
100 + co-creation businesses



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.



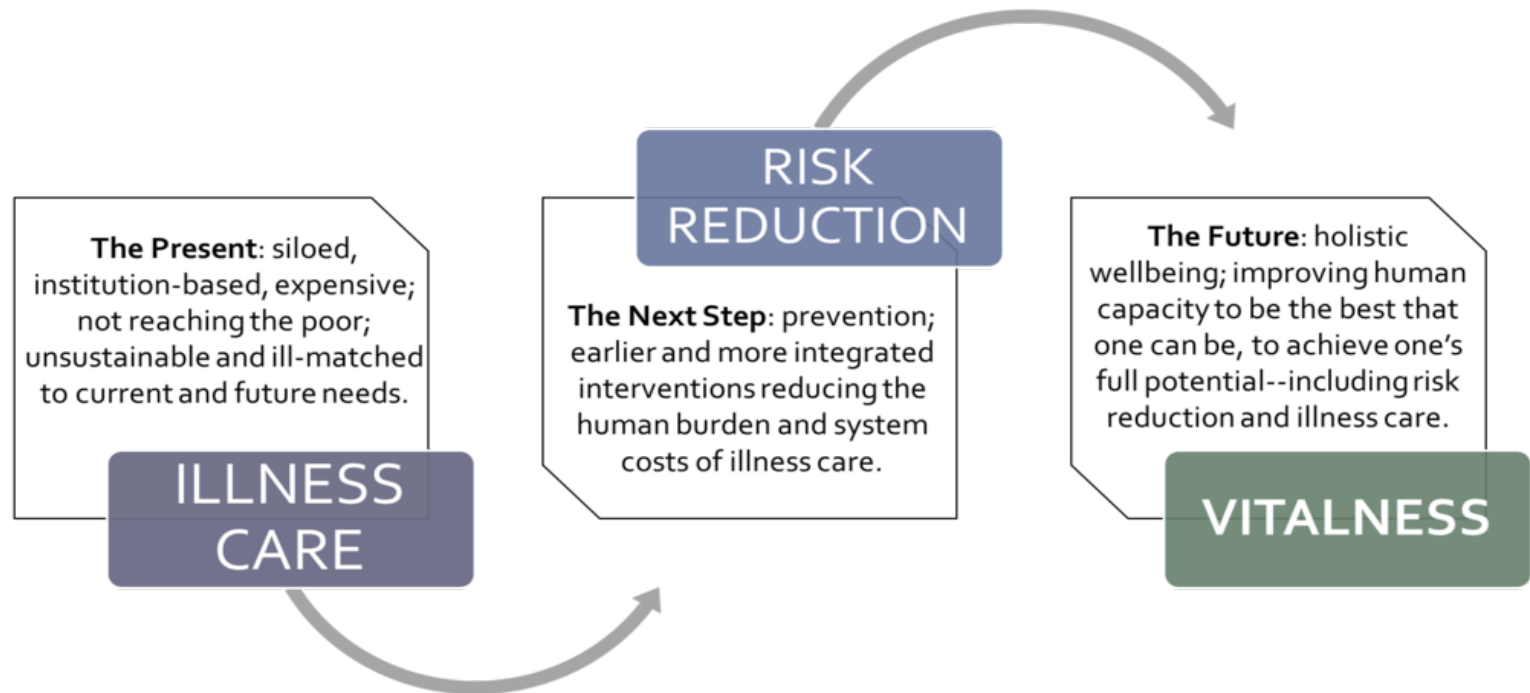
MAPPING CHANGEMAKERS

Building Everyone A Changemaker societies.

Health & care

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**

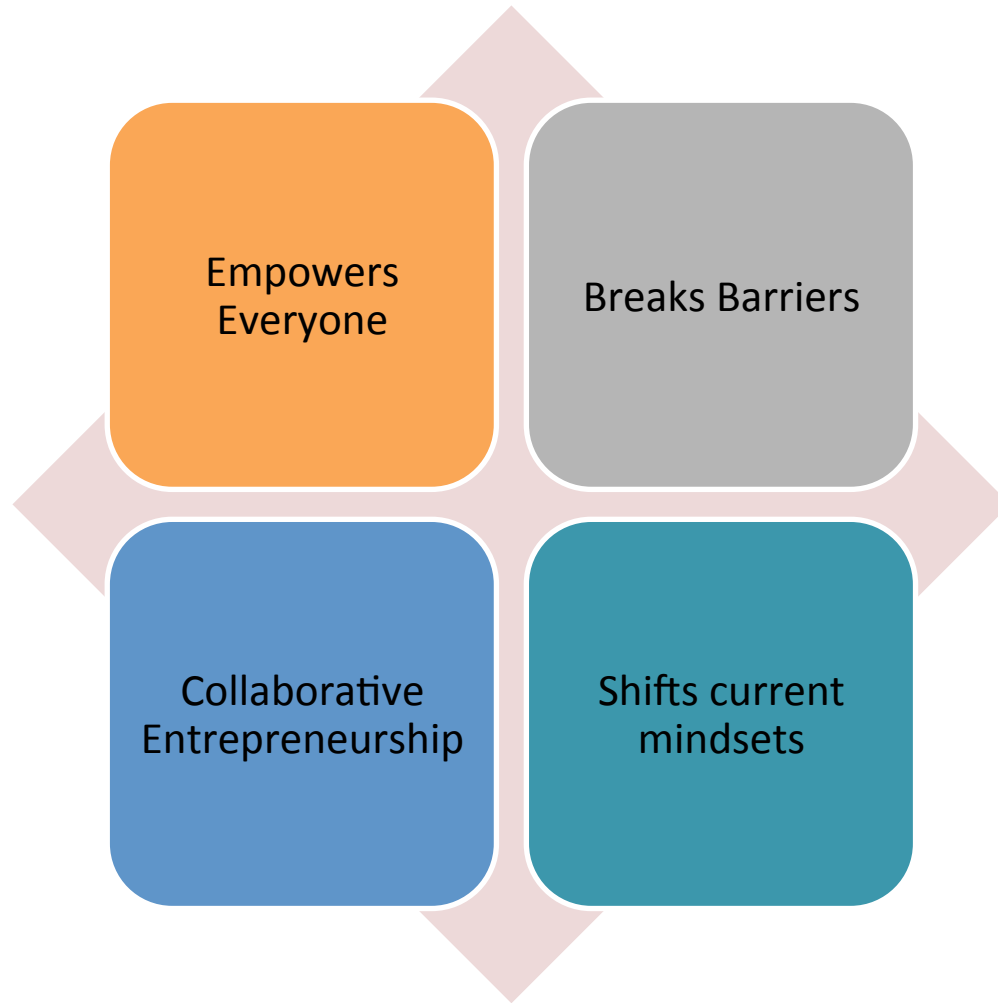
Vitalness

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.

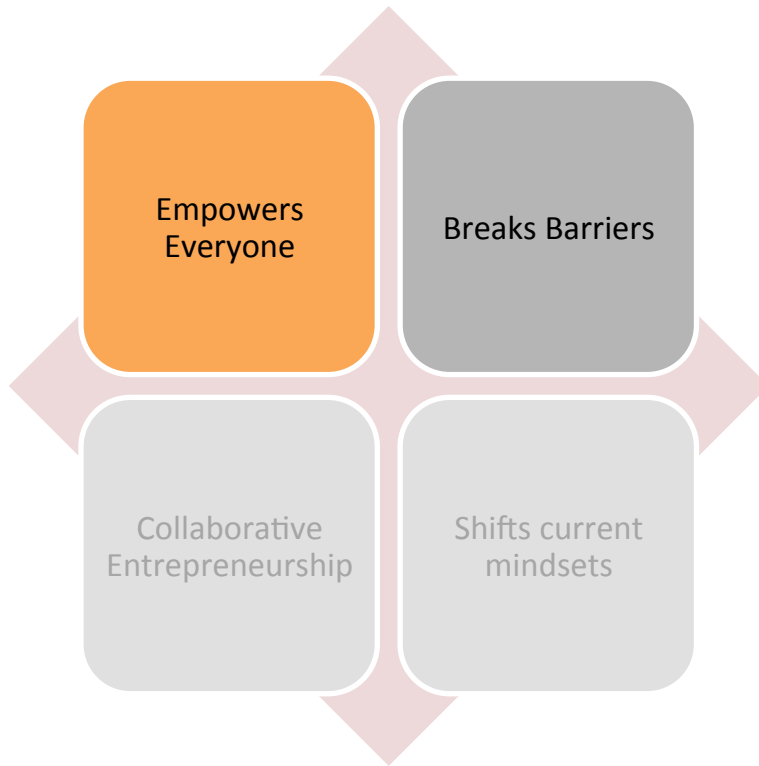


Vitalness principles



Vitalness in the Netherlands

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



Empowerment through:

- Self-management
- eHealth & mHealth

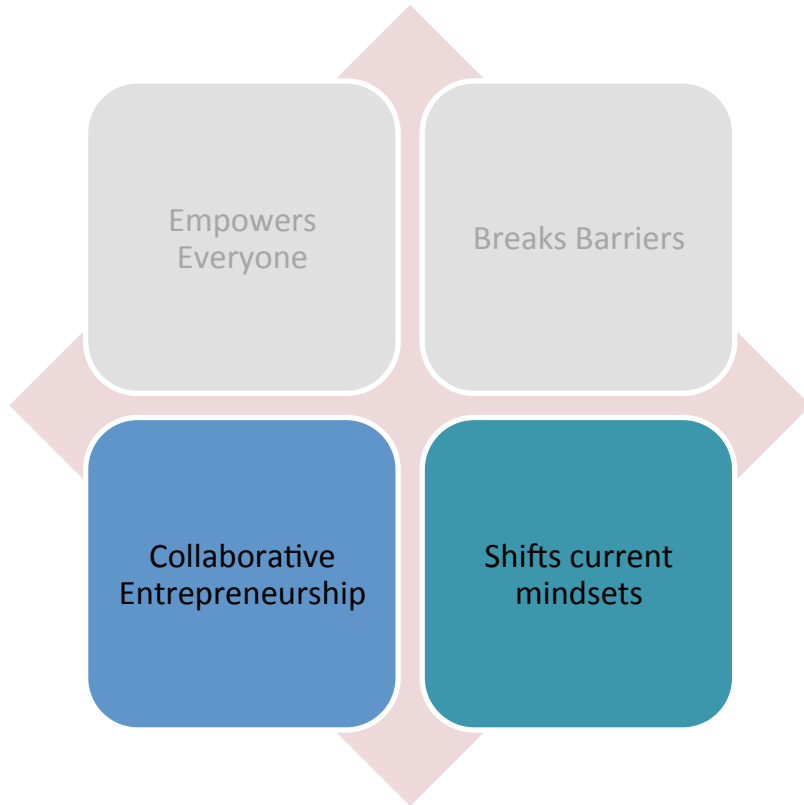
Breaking Barriers through:

- 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!

INTERESTED in the **PUBLICATION**?

- Leave you name card, and/or
- Subscribe to our newsletter!

=> Special thanks to PwC



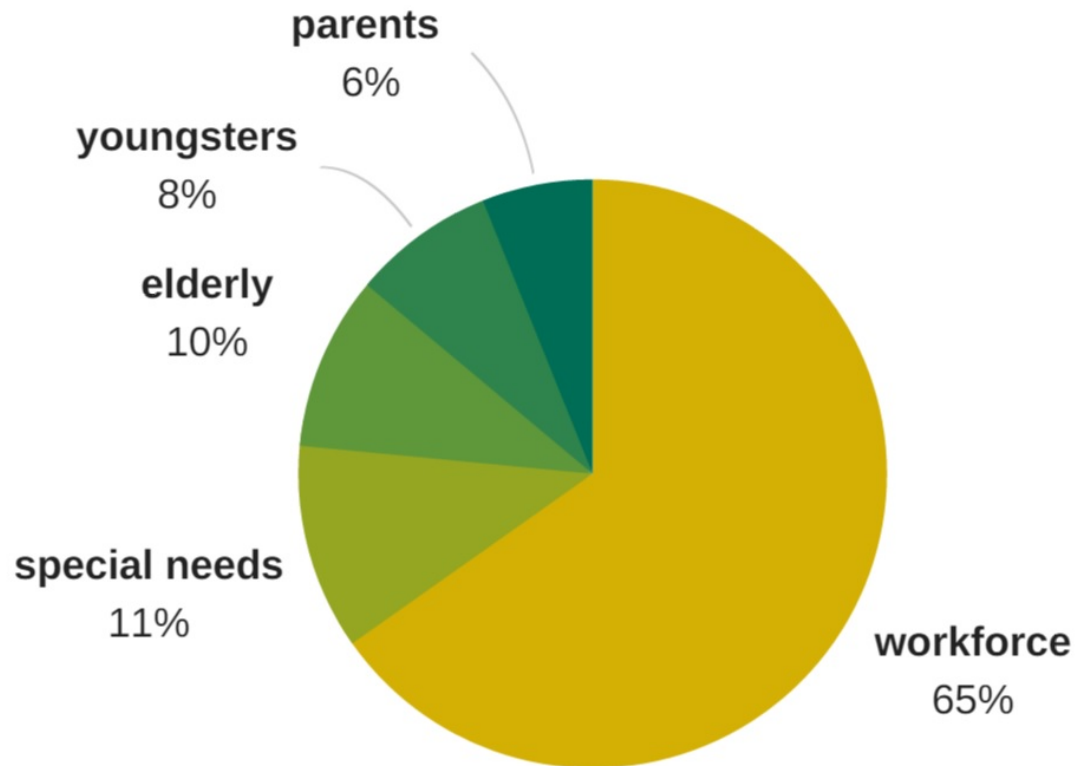
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Appendices

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

Target groups



Scaling impact, how does that work?

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

The social entrepreneur scales the venture and others begin to follow

Through example the social entrepreneur mobilizes other changemakers



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



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



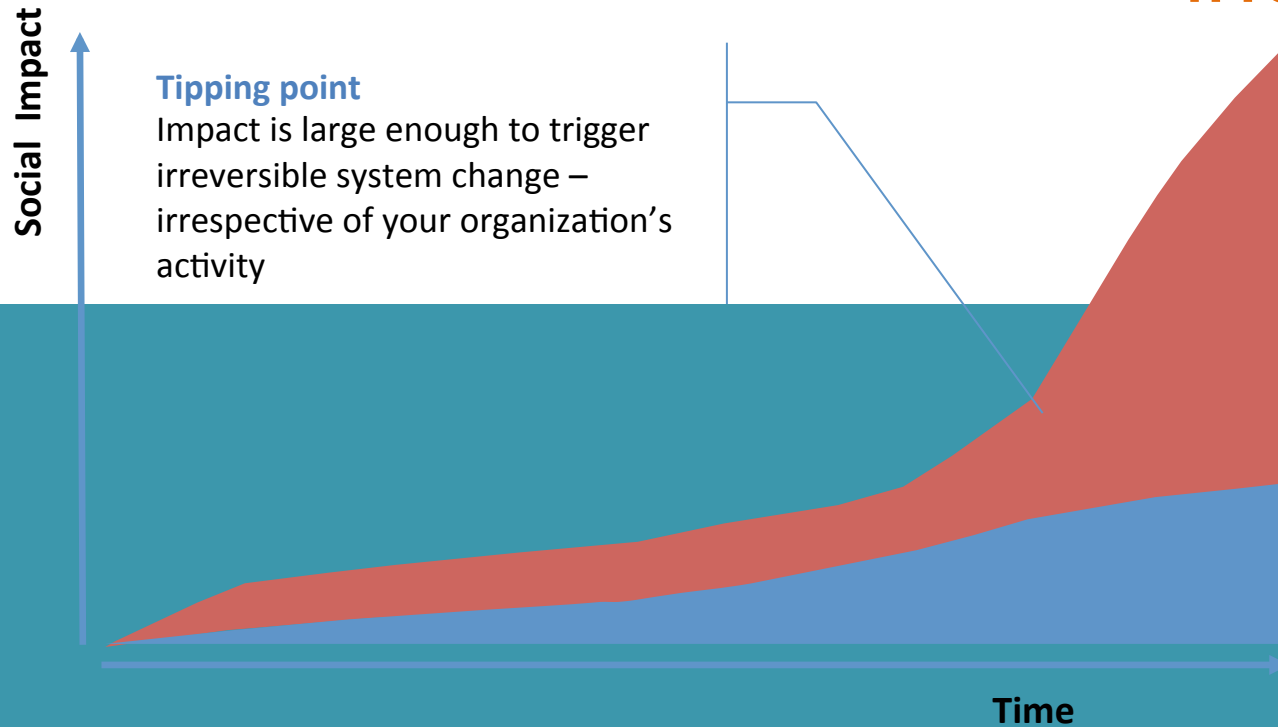
- 85% change a system after 10 years

It's all about ...

the whole eco system

indirect impact

openness



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