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## Executive Summary

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<td>Opening Ceremony rated 8.4 out of 10 by attendees</td>
<td>Page 11</td>
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<tr>
<td>Impact in media reaches an audience of 51.3 M people and an economic value of € 807.417</td>
<td>Page 30</td>
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<td>Engagement rate in social media of between 1.1% and 10% during Summit</td>
<td>Pages 39 and 42</td>
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<td>ECMS increases agency in Summit attendees (between 5% and 9%)</td>
<td>Pages 48 and 49</td>
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<td>ECMS attendees made high quality connections (90%) that will end up in concrete collaborations in 2020 (75%)</td>
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<td>Donors interest in the Ashoka Community grows by 25% at a European level</td>
<td>Page 57</td>
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<td>Donors seem to be the group who got more value out of ECMS</td>
<td>Page 58</td>
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<td>Tickets selling represented one fifth of the total income</td>
<td>Page 60</td>
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<td>ECMS generated an income of € 248.368 and € 237.789 expenses</td>
<td>Pages 60 and 61</td>
</tr>
<tr>
<td>ECMS had 23 sponsors and collaborators</td>
<td>Page 63</td>
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New Ashoka Fellows
New Ashoka Fellows elected in Europe in 2019

The European Changemaker Summit served as a platform to present the new social entrepreneurs Ashoka elected in Europe in 2019.

Meet them and click below for more information.
The European Changemaker Summit served as a platform to present the new social entrepreneurs Ashoka elected in Europe in 2019.

Meet them and click below for more information.
New Ashoka Fellows elected in Europe in 2019

The European Changemaker Summit served as a platform to present the new social entrepreneurs Ashoka elected in Europe in 2019.

Meet them and click below for more information.

MEET THE NEW FELLOWS
The Summit Experience:
Summary
The Summit Experience: Summary

We designed an experience built on 4 main pillars: celebrate, connect, learn and collaborate.
The Summit Experience: Celebrate
The Summit Experience: Celebrate

**Opening Ceremony:**

We officially started the European Changemaker Summit at the historical Tívoli Theatre where we introduced the new Ashoka Fellows elected in 2019 and celebrated their solutions to the most pressing European challenges.

- 950 attendees
- Rated 8.4 out of 10 by attendees
The Summit Experience:
Celebrate

Welcome Drink and Tapas:

Right after the Opening Ceremony and only 5 minutes walking from Teatre Tívoli, ECMS attendees were hosted at Casa Battló, a modernist building designed by Gaudí, to keep celebrating the solutions from Ashoka Social Entrepreneurs in a more intimate way.

- 400 attendees
- Celebrated at Casa Battló, designed by Gaudí
The Summit Experience: Connect
The Summit Experience: Connect

Yoga and mindfulness:

Fundación Radika, our wellbeing partner, offered yoga and mindfulness sessions at the beginning of each day for those who have already included this practice in their daily lives and for those who wanted to explore.

Connecting and networking session:

An interactive session to connect with other participants on a personal and professional level, to share expectations for the summit, and to explore common topics of interest.

Highly valued by attendees as shown in qualitative data
The Summit Experience: Connect

Community Dinners:

Ashoka Spain has a large community of co-creators in Barcelona who joined the Summit as dinner hosts on the second night of the conference.

23 members of our community hosted 410 ECMS attendees in their places in private dinners of no more than 20 people. The goal of these dinners was to provide an intimate space for attendees to connect at a personal level.

- 23 dinners organized
- 410 attendees to dinners
- Highly valued by attendees as shown in qualitative data
The Summit Experience: Learn
The Summit Experience: Learn

Learning paths:

There were a total of 37 learning sessions where summit attendees shared with each other the latest trends on social innovation in Europe. From Venture Philanthropy to Migrations, Gender, Education or Climate Change, a wide range of topics were treated with a focus on innovation and systems change. The five different learning paths were:

- Venture Philanthropy
- Changemaker Companies
- Capacity Building
- Sustainable Development Goals
- Social Entrepreneurship

FULL AGENDA HERE
The Summit Experience: Learn

Sessions most accessed in App:

<table>
<thead>
<tr>
<th>Session</th>
<th>Accesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Changemaker Companies</td>
<td>454</td>
</tr>
<tr>
<td>Unlocking the multi-billion euro potential of systems change</td>
<td>415</td>
</tr>
<tr>
<td>How can funders and social entrepreneurs strengthen their partnership for system change?</td>
<td>358</td>
</tr>
<tr>
<td>Cancel the Apocalypse - Designing for the futures we want</td>
<td>351</td>
</tr>
<tr>
<td>Building a European ecosystem for replicating the solutions of leading social entrepreneurs across the continent</td>
<td>350</td>
</tr>
<tr>
<td>Opening Ceremony</td>
<td>319</td>
</tr>
<tr>
<td>Connecting and networking sessions</td>
<td>305</td>
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<tr>
<td>Social &amp; Business Co-Creation: Exploring concrete examples of win-win relationships</td>
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<td>Challenges of collaboration among sectors</td>
<td>292</td>
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<tr>
<td>Is impact investment letting down social entrepreneurs? - A conversation</td>
<td>287</td>
</tr>
</tbody>
</table>
The Summit Experience: Learn

Plenary Sessions:

The focus of the summit was to enable personal relationships that could potentially end up in impactful collaborations. Therefore, we organised only two plenary sessions that everyone was invited to attend:

- **Everyone a change maker**: we kicked off the second day of the summit with a plenary about summit participants, their aims and expectations for the following two days.

- **The potential and obstacles towards systemic change in Europe**: we explored how valuable targeted system changes are in economic terms as well as insights on the most important barriers and enablers from the perspective of Fellows and donors.
The Summit Experience: Collaborate
The Summit Experience: Collaborate

Tackling the challenges of Europe’s leading social entrepreneurs:

The last afternoon of the summit included a collaborative session to spark innovation and help Ashoka Fellows move forward with their projects.

Also, these sessions served to put into practice the theory of systems change with real examples. Summit participants were invited to dig into the root causes of the social issues Ashoka Fellows are trying to solve and spent two hours analysing the systemic approaches of their strategies to change.
The Summit Experience: Collaborate

Unconference. Your ideas to change Europe:

We closed the Summit opening the agenda to attendees, asking them about their ideas for collaborations towards creating collective impact in Europe.

This resulted in a series of sessions where attendees explored how to tackle different social issues together.
Ecosystem Events
Ecosystem Events (EE) are free, public, independently organised events hosted during the week of the European Changemaker Summit. EE organizers play a critical role in making sure that the knowledge and experiences coming from around Europe reach local actors. Also, they make ECMS a week long celebration of social innovation, engaging citizens from different sector in the Summit.

- 14 ecosystem events organised
- 420 attendees to ecosystem events

FULL AGENDA HERE

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Attendees
## Attendees

### Full Ticket

- **Ashoka Staff**: 72
- **Ashoka Fellows**: 104
- **Ashoka Support Network**: 68
- **Companies & Foundations**: 146
- **Others (academy, public, EE organizers)**: 20

**Total**: 410

### Opening Ceremony

- **Opening Ceremony Summit**: 410
- **Opening Ceremony External Public**: 540

**Total**: 950

### Ecosystem Events

- **Ecosystem Events attendees**: 420

**Total**: 420

---

### Total ECMS Attendees

- **Full ticket**: 410
- **Opening Ceremony**: 540
- **Ecosystem Events**: 420

**Total**: 1370

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# Attendees

<table>
<thead>
<tr>
<th>Category</th>
<th>Attendees</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ashoka Staff</td>
<td>72</td>
<td>18%</td>
</tr>
<tr>
<td>Ashoka Fellows</td>
<td>104</td>
<td>25%</td>
</tr>
<tr>
<td>Ashoka Support Members</td>
<td>68</td>
<td>17%</td>
</tr>
<tr>
<td>Companies &amp; Foundations</td>
<td>146</td>
<td>36%</td>
</tr>
<tr>
<td>Others (academy, public, EE organizers)</td>
<td>20</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>410</strong></td>
<td></td>
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Attendees

Some of the many companies attending the Summit and bringing expertise in health, technology, sustainability, leadership, investment and others were:

- Google
- Ikea
- Nestlé
- Purina
- Danone
- Channel
- BMW Foundation
- Glovo
- Sage
- Boehringer Ingelheim
- CaixaBank

<table>
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<tr>
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<td>20</td>
</tr>
<tr>
<td>Total</td>
<td>410</td>
</tr>
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</table>
Impact in media
As of today, January 24th, the ECMS has obtained 65 impacts in the media, with an economic value of €807,417 and an estimated audience of 51.3 M:

- 10 impacts in print press and supplements
- 16 in digital press
- 33 in webs
- 1 on radio
- 1 on television

The most relevant media that have echoed the summit are: La Vanguardia, El País, Cinco Días, the diari Ara, La Razón, ABC, Agencia EFE, Europa Press, Junior Report (La Vanguardia), El 9 Nou, Canal 24 hours of RTVE, Revista Compromiso Empresarial, En Positivo, Efecto Colibrí, BePow, Junior Report and Corresponsables.
Impact in media

Most relevant impacts in media about the summit:

**EL PAÍS**

**Emprendedores que contribuyen a un mayor progreso social**

La Fundación Ashoka celebra el European Changemaker Summit en Barcelona para impulsar proyectos

**LA VANGUARDIA**

**Barcelona acoge el mayor evento europeo sobre innovación social**

El European Changemaker Summit reúne a 350 líderes del ámbito filantrópico
La primera imatge que veiem a la mètode, representem de un "emprenedor" a mena de diu que és com una revolució econòmica individual. Sin embargo, no todas las idees "son de negocio" ni todos los empresarios innovadores pretenden únicamente aumentar su fortuna o su prestigio cuando pueen en marcha un proyecto. Tampoco hay muchas personas que...
Most relevant impacts in media about Ashoka Fellows:

“En España aún cuesta aceptar que hay pacientes infantiles incurables”

“Tratamos a personas trans de dos años”
Most relevant impacts in media about Ashoka Fellows:

10 pasos necesarios para organizarnos y ser más efectivos a la hora de cambiar el mundo

Nos presentamos más líderes ciudadanos comprometidos. Hablamos con Alberto Akerman, creador del Good Lobby, p.s..
Impact in media

Most relevant impacts in media about Ashoka Fellows:

- Burak Arikan
- Emmanuel Vincent
- Elena Calistră
- Jen Lexmond
- Kristina Lunz
- Sue Riddlestone

ECMS 2019 Final Report / Impact in media

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Impact in media

Most relevant impacts in media about Ashoka Fellows:

Alp Toker
Alberto Alemanno
Steffi Biester
Rosa Almirall
Impact in media

Most relevant impacts in media about youth:

Katie Eder

Escuchar a los jóvenes para cambiar el mundo

Los niños y adolescentes pueden aportar ideas innovadoras y colaborar con los adultos para resolver los problemas que afectan a nuestra sociedad.

Los jóvenes y adolescentes tienen sus propias ideas y opiniones sobre cómo funciona el mundo y cómo podría mejorar, pero su voz no siempre se escucha. ¿Qué pasaría si se les tuviera en cuenta a la hora de tomar decisiones?
Impact in social media
Impact in social media

Twitter: 14th of November to 14th of December 2019

**Reach**
Total Impressions: 72.5K

- #ChangemakerSummit reach: 46,038 unique potential reach
- #ChangemakerSummit impressions: 50,345 total potential impressions
- #ECMS19 reach: 18,000 unique potential reach
- #ECMS19 impressions: 19,174 total potential impressions

**Community Growth**
- New followers: 350
- Total followers: 350

**Engagement Rate**
1.1% (3.5% max on Nov 25th)

- Link clicks: 81 / 3 per day / 17 on Nov 26
- Retweets: 121 / 4 per day / 36 on Nov 27
- Likes: 468 / 15 per day / 138 on Nov 26
- Comments: ?

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Impact in social media

Twitter: Audience and contributors

Audience per country:

- Spain: 35%
- United States: 11%
- UK: 7%
- France: 4%
- Germany: 3%
- Belgium: 3%
- Switzerland: 3%
- Turkey: 3%
- Italy: 3%
- Netherlands: 3%

Main contributors by number of impressions:

- @AshokaSpain: 19,800
- @VedatSamur: 8,500
- @AshokaTurkiye: 8,027
- @arikan: 5,847
- @NewLab: 4,827
- @TugcePekherCera: 1,288
- @MahalaAlzamora: 671
- @JoseJavierGali: 598
- @alemitjans: 406
- @ccnn_CFI EVA: 288
Kristina Lunz (Ashoka Fellow 2019, Center for Feminist Foreign Policy, Germany): “Violence becomes an acceptable option when women and other political minorities are not considered equals. There is no peace without feminism.” #ChangemakerSummit #ECMS19 #Ashoka #AshokaFellow

Welcome Ramon Roca to the #AshokaFellows community with the @guifinet project! #ChangemakerSummit #ECMS19 #Ashoka #AshokaFellow #Changemakers #SystemChange #socialinnovation

Alp Toker (Ashoka Fellow 2019, NetBlocks, Turkey) “Imagine that the internet has cut out. Imagine that it cut out not because of an emergency, but because authorities don’t want your voice to be heard. This is why NetBlocks was born.” #ChangemakerSummit #ECMS19 #Ashoka
Impact in social media

LinkedIn: 15th of November to 15th of December 2019

Reach
Total Impressions: 16.3K

Community Growth
New followers: 460
Total followers: 460

Engagement Rate
10% (42.4% max on November 27th)

Clicks: 20
Impressions per post: 260
Reactions: 25
CTR: 7%
Impact in social media

LinkedIn: Audience and contributors

Audience per country:

- Barcelona: 12%
- Madrid: 8%
- Paris: 5%
- Washington: 5%
- Brussels: 3%
- Sao Paulo: 3%
- New Delhi: 3%
- New York: 3%
- Lisbon: 2%
- London: 2%
Second day of the European Changemaker Summit 2019 happening at BCD Barcelona Centre de Disseny! The day started with yoga classes and breath techniques to begin the day with energy. During all the day, sessions and workshops about migration, climate change, impact investing, youth empowerment, gender equality and talks about many more topics related to social innovation and social entrepreneurship took place. Tonight, several community dinners are happening over Barcelona thanks to all the hosts! Big thank you again to everyone to make this event possible. We cannot wait to see you tomorrow! And thank you to our partners: Google, Boehringer Ingelheim Nestlé Purina PetCare Europe, Middle East & North Africa, (…)

Good morning everyone! Yesterday we had the pleasure to meet the new 16 European #AshokaFellows at Teatre Tivoli! The European Changemaker Summit has just begun and two days full of sessions and workshops about social entrepreneurship and social innovation are waiting for us. We are at BCD Barcelona Centre de Disseny. Come, learn, share and get inspired! #ChangemakerSummit #ECMS19 #Ashoka #AshokaFellow #Changemakers #SystemChange #socialinnovation

The European Changemaker Summit has been amazing, full of connections, collaborations, thoughts, learnings, creativity and inspiration! Ashoka Community is growing and we cannot be happier! Remember, everyone can be a changemaker! Big thank you to everyone that has made this event possible! #ChangemakerSummit #ECMS19 #Ashoka #AshokaFellow #Changemakers #SystemChange #socialinnovation

> 13,719 impressions
> 807 impressions
> 731 impressions
> 43 reactions
> 25 reactions
Impact in attendees
ECMS attendees filled an online survey pre and post summit that allowed us to gather sensible data.

202 out of 410 attendees completed the pre-summit survey:
- 54 Ashoka Fellows
- 42 Ashoka Staff
- 47 Ashoka Support Network
- 28 Another donor or partner of Ashoka
- 31 Other

165 out of 410 attendees completed the post-summit survey:
- 43 Ashoka Fellows
- 39 Ashoka Staff
- 38 Ashoka Support Network
- 16 Another donor or partner of Ashoka
- 29 Other
Attendees to the European Changemaker Summit left with more agency to change things in their countries (+9%) and in Europe (+5%). They made high quality connections (90%) that will end up in concrete collaborations in 2020 (75%) and learned new things that were relevant to them whether they come from the private or the social sector (88%).

They also seem to want more regional excuses to connect and collaborate, backing Ashoka One Europe Strategy to integrate European programs and offers to our community.

*How do we know this? Keep reading*
Q2. 11. There's very little someone like me can do to affect change in my country

- **Strongly disagree**: 47% (53% post)
- **Somewhat disagree**: 28% (31% post)
- **Neither agree nor disagree**: 12% (14% post)
- **Somewhat agree**: 9% (8% post)
- **Strongly agree**: 4% (4% post)

Agency to affect change at national level increases 9%
Q2. 12. There’s very little someone like me can do to affect change in Europe

- Strongly disagree: 39%
- Somewhat disagree: 34%
- Neither agree nor disagree: 17%
- Somewhat agree: 15%
- Strongly agree: 7%
- Agree: 4%
- Disagree: 4%
91% of attendees agree that ECMS was a great celebration of social innovation.
90% of attendees made high quality connections at ECMS

Q3.2 - I have made high quality connections at the European Changemaker Summit

- Strongly disagree: 0%
- Somewhat disagree: 1%
- Neither agree nor disagree: 8%
- Somewhat agree: 41%
- Strongly agree: 49%

90%
88% of attendees learned new things at ECMS

Q3.3 - I have learned new things at the European Changemaker Summit that are relevant to me

- Strongly disagree: 1%
- Somewhat disagree: 2%
- Neither agree nor disagree: 9%
- Somewhat agree: 37%
- Strongly agree: 50%
Q3.4 - I have started relationships during the European Changemaker Summit that will end up in concrete collaborations over the next year.

75% of attendees started relationships that will end up in concrete collaborations in 2020.
Impact in attendees

**Collaboration**

Q2.13 - I am satisfied about the number of collaborations that have emerged through my involvement with Ashoka

Q2.13 - I am satisfied about the number of collaborations that have emerged at ECMS

---

Satisfaction about number of collaborations increase by 14% compared to previous involvement with Ashoka

Pre | Post
---|---

| Strongly disagree | 1% | 1% |
| Somewhat disagree | 4% | 30% |
| Neither agree nor disagree | 7% | 20% |
| Somewhat agree | 42% | 47% |
| Strongly agree | 19% | 28% |

ECMS 2019 Final Report / Impact in attendees
**Impact in attendees**

*Ashoka One Europe*

Q2.9 - I wish Ashoka organized more occasions for me to meet the local community of changemakers where I live

Community’s desire to meet at a local level increase by 11%
Q2.10 - I wish Ashoka organized more occasions for me to meet the European community of changemakers

Community’s desire to meet at a European level increase by 8%
Impact in attendees

Cross tab analysis

Pre-Summit Survey
Q2.8: The Ashoka community in Europe is very important to me

<table>
<thead>
<tr>
<th>Category</th>
<th>Disagree, Somewhat disagree, Neither agree nor disagree</th>
<th>Somewhat agree or Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fellow</td>
<td>20%</td>
<td>80%</td>
</tr>
<tr>
<td>ASN</td>
<td>30%</td>
<td>70%</td>
</tr>
<tr>
<td>Staff</td>
<td>8%</td>
<td>92%</td>
</tr>
<tr>
<td>Donor</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
<td>0%</td>
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</tbody>
</table>

Post-Summit Survey
Q2.8: The Ashoka community in Europe is very important to me

<table>
<thead>
<tr>
<th>Category</th>
<th>Disagree, Somewhat disagree, Neither agree nor disagree</th>
<th>Somewhat agree or Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fellow</td>
<td>12%</td>
<td>88%</td>
</tr>
<tr>
<td>ASN</td>
<td>17%</td>
<td>83%</td>
</tr>
<tr>
<td>Staff</td>
<td>6%</td>
<td>94%</td>
</tr>
<tr>
<td>Donor</td>
<td>25%</td>
<td>75%</td>
</tr>
<tr>
<td>Other</td>
<td>24%</td>
<td>76%</td>
</tr>
</tbody>
</table>

Donors were the least interested group in the Ashoka Community prior to the summit. ECMS increased their interest in the Ashoka Community by 25%.
Donors were the group who got more value out of ECMS in general.

Q3.2: I have made high quality connections at ECMS

Q3.3: I have learned new things at ECMS that are relevant to me

Q3.4: I have started relationships during ECMS that will end up in concrete collaborations over the next year
Budget
Budget

*Income: € 248.368*

Income by source. Tickets vs partnerships
> 20% of income came from tickets selling

Income by source. Tickets and countries

- Germany: €115.000,00
- Spain: €57.205,00
- Tickets: €49.063,00
- Sweden: €12.100,00
- Russia: €10.000,00
- Belgium: €5.000,00
Budget

Expenses: €237,789

Expenses by type

- Comms: €86,216,00
- Staff: €46,497,00
- Catering: €42,275,00
- Travel & Lodging: €23,423,00
- Venues: €17,743,00
- Unforeseen: €21,635,00
Sponsors
## Strategic Partners
- Boehringer Ingelheim
- Nestlé PURINA

## Media Partners
- BMW Foundation
- EL PAÍS

## Knowledge Partner
- LA VANGUARDIA
- ESADE

## Wellbeing Partner
- Fundación Radika

## Collaborators
- BCD
- Trete Tivoli
- Hoist Finance
- JCDecaux
- ALTAVIA
- accenture
- Fundación Renta
- philanthropic.org