Ashoka Changemaker Summit

Impact Report

Results from Ashoka Changemaker Summit – A New Togetherness
Sept – Dec 2021
Index

Learnings  Page 06
Registrations Page 11
Agenda & Engagement Page 17
Reach & Comms Page 25
Survey Results Page 41
Summit Partners Page 53
# Executive Summary

- Most registered people are not from Ashoka community  
  - Page 12
- Most registrations from Europe and North America  
  - Page 14
- 3,524 registrations  
  - Page 16
- 5,785 total session views  
  - Page 20
- 27,000 total video views  
  - Page 36
- 590,420 people reached on social media  
  - Page 27
- 4,400 new followers  
  - Page 27
- 27,475 website visits (38% engagement rate)  
  - Page 32
- 51,376 emails opened (14% engagement rate)  
  - Page 32
- Doubled number of subscribers to our database (+1,200)  
  - Page 32
- In-person event scored higher than online event  
  - Page 41
- Attendees to Summit in Turin felt safe thanks to the adoption of Covid measures.  
  - Page 50
- Attendees to both online and in-person event think that Ashoka does a good job at ensuring safe spaces and diversity  
  - Page 50
Learnings
Learnings

We designed the Ashoka Changemaker Summit 2021 around two main goals:

• **Goal 1:** To increase the impact capacity and self-organization of the Ashoka community

• **Goal 2:** To improve global positioning of the Ashoka community and vision

Continue reading to see our learnings for each of the two goals.
## Learnings

**Goal 1: To increase the impact capacity and self-organization of the Ashoka community**

<table>
<thead>
<tr>
<th>What worked</th>
<th>What didn’t work</th>
</tr>
</thead>
<tbody>
<tr>
<td>• <strong>In-person event.</strong> The in-person summit in Turin demonstrated to be a great tool for the Italian community to connect and collaborate.</td>
<td>• <strong>Community Building.</strong> The online part of the summit did not result in increased impact capacity and self-organization of the Ashoka community. Low attendance to the facilitated connecting sessions could be linked to:</td>
</tr>
<tr>
<td>• <strong>Community owners.</strong> The teams in charge of each Ashoka community (planet &amp; climate, gender, health, etc) were happy with the organization and logistics of the summit.</td>
<td>• Summit format: making the summit a three months process reduced the momentum generated by a two days summit</td>
</tr>
<tr>
<td></td>
<td>• Facilitated connecting sessions format: the format of the sessions themselves was not attractive enough to our community</td>
</tr>
<tr>
<td></td>
<td>• Online fatigue</td>
</tr>
<tr>
<td></td>
<td>• Separating online from in-person event: many members of our community lost interest in the online process when we communicated that it would be separated from the in-person event only for people residing in Italy</td>
</tr>
</tbody>
</table>
# Learnings

**Goal 2: To improve global positioning of the Ashoka community and vision**

<table>
<thead>
<tr>
<th>What worked</th>
<th>What didn’t work</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High audience reach through digital content.</strong> ~25% of people reached via website, video content, and e-mail showed positive engagement towards ACMS.</td>
<td><strong>Engagement on social media.</strong> By leveraging social media as a conversation tool (generating comments, questions, etc.) and by collaborating better with social media influencers, engagement on social media can be potentially doubled (to 4% from the current 2%)</td>
</tr>
<tr>
<td><strong>Video content took centerstage.</strong> 20% of viewers watched ACMS video content until the end (completed views), with a total video stream time of over 500 hours.</td>
<td><strong>Brand positioning and recall.</strong> The Summit (and its hashtag #ChangemakerSummit) competes with similar initiatives within and outside Ashoka (other events, for example). This can be confusing to audience that is engaging with our content and hashtag. Look for a more actionable hashtag in the future?</td>
</tr>
<tr>
<td><strong>Relevant external media and press coverage with ~86.5M audience size.</strong> 50% of all media and press coverage were from Italian entities. 40% of all news articles had a positive sentiment, while remaining 60% were neutral.</td>
<td><strong>Leverage partners to communicate about the Summit.</strong> Proactively have partners link to the ACMS on their websites and channels will help organically reach a larger audience cohort of the corporate partners.</td>
</tr>
<tr>
<td><strong>Well-rounded communications strategy and effort.</strong> AMCS 2021 engaged audience using a relatively larger variety of content across wider channels when compared to other communications at Ashoka.</td>
<td></td>
</tr>
<tr>
<td><strong>Focus.</strong> Reducing the number of sessions and themes by half brought more clarity in our messaging.</td>
<td></td>
</tr>
</tbody>
</table>
"One of the partners who attended [during the Gender session] had a total mental shift – he said after this he would not do training on gender, but actually listen to people.”
Ashoka Community Leader

"The content is of great help to learn and understand what it means to be a changemaker within the field in which each of the participants work.”
Ashoka partner

"The concept and design were amazing. With the intro video we nailed it. The comms was beyond our expectations”
Ashoka Community Leader
Registrations
Registrations online

The Summit Online had a total of 3,111 registrations that we classified in the following categories:

- Ashoka Fellows: 310
- Ashoka Fellows Staff: 83
- Ashoka Staff: 198
- ASN: 146
- Ashoka Young Changemaker: 86
- Partner Organization: 366
- Other: 1922
Registrations online

Most attendees to the summit were not from the Ashoka Community, meaning they are not Ashoka Staff, Fellow, Support Network Member, Ashoka Young Changemaker or member of a partner organization. These 1922 people are followers of Ashoka who found out about the summit on social media and registered to be informed of the sessions and follow them online without accessing the event platform.

Another interesting insight is that many partner organizations signed up to follow the summit as online viewers even though they could have opted to engage with other attendees in the event platform.
Registrations online

Origin of attendees (only including countries with more than 20 attendees)

- United States
- Italy
- Spain
- India
- Germany
- United Kingdom
- Turkey
- France
- Mexico
- Belgium
- Switzerland
- Nigeria
- Canada
- Austria
- Netherlands
- Portugal
- Kenya
- South Africa
- Romania
- Brazil
- Argentina
- Philippines
- Sweden
- Indonesia
- Uganda
- Peru
- Ghana
- Colombia
- Bangladesh
The Summit in Turin had a total of 413 attendees that we classified in the following categories:
In total, 3,524 people got a ticket to attend the Ashoka Changemaker Summit 2021 online or in person.
Agenda & engagement
The summit had an agenda with 45 sessions divided in 9 themes:

- Young Changemaking
- Tech & Humanity
- Planet & Climate
- New Longevity
- Migrations
- Health
- Gender
- Equity
- Changemaker Companies

45 SESSIONS
(107 IN PREVIOUS EDITION)

149 SPEAKERS
(361 IN PREVIOUS EDITION)

30 + HOURS
OF CONTENT
(100+ IN PREVIOUS EDITION)
Agenda and engagement online

Session views

See below the views of each session on Swapcard, Youtube, Facebook and LinkedIn.
Agenda and engagement online

Session views

See below the views of each session on Swapcard, Youtube, Facebook and LinkedIn.
Agenda and engagement online

Most viewed sessions
Facilitated Connecting Sessions

The facilitated connecting sessions were designed as a space to listen deeply and connect meaningfully as a community. Each session of the summit was followed by these connecting spaces where attendees got to know more members from the community that are passionate about the topic discussed previously. Sessions were designed by a core team of Fellowship and Learning & Development colleagues with additional co-facilitators from a dozen diverse Ashoka teams worldwide. More than 102 personal connections took place among ACMS participants.

102 personal connections (280 previous edition)
Out of the 3,408 attendees to the summit, 887 followed the sessions from Swapcard. Below are numbers describing their behavior.

- **54.7 AVERAGE REGISTRATION PER SESSION**
  (139.3 in previous edition)

- **5.3 AVERAGE REGISTRATION PER USER**
  (8.7 in previous edition)

- **514 MESSAGES EXchanged**
  (12,336 in previous edition)

- **0.2 CONTACTS MADE PER ACTIVE USER**
  (1.4 in previous edition)

- **102 USERS HAVE MADE 1+ CONNECTION**
  (852 in previous edition)

- **485 USERS HAVE REGISTERED TO 1+ SESSION**
  (1,718 in previous edition)
Out of the 3,408 attendees to the summit, 887 followed the sessions from Swapcard. Below are numbers describing their behavior.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Previous Edition</th>
<th>Current Edition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average registration per user</td>
<td>8.7</td>
<td>5.3</td>
</tr>
<tr>
<td>Average registration per session</td>
<td>139.3</td>
<td>54.7</td>
</tr>
<tr>
<td>Messages exchanged</td>
<td>12,336</td>
<td>514</td>
</tr>
<tr>
<td>Contacts made per active user</td>
<td>1.4</td>
<td>0.2</td>
</tr>
<tr>
<td>Users registered to 1+ session</td>
<td>1,718</td>
<td>485</td>
</tr>
</tbody>
</table>

We reduced by half the number of sessions from the previous edition on purpose, which resulted in less options for attendees to register to. Also, spreading the sessions over four months did not result in more engagement as we planned.
Reach & Comms
Reach & Comms

Goals & principles

Our main communication goals were:

1. Position the Ashoka community and partners as thought leaders of changemaking in different topics or communities
2. Ensure high attendance (online and offline)

Our main principles were:

1. Strengthen our digital marketing
2. Create quality content to disseminate in different channels
3. Establish relationships with media and ensure media coverage
4. Integrate changemaking and systems change messaging across the different contents
Digital Marketing

Social Media

<table>
<thead>
<tr>
<th>Social Media Reach</th>
<th>2021</th>
<th>2020</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>People reached</td>
<td>590,420</td>
<td>519,647</td>
<td>+70,773</td>
</tr>
<tr>
<td>Engagement rate</td>
<td>2%</td>
<td>7%</td>
<td>-5%</td>
</tr>
<tr>
<td>Posts shared (total times)</td>
<td>944</td>
<td>369</td>
<td>+575</td>
</tr>
<tr>
<td>Hashtag usage</td>
<td>269</td>
<td>475</td>
<td>-206</td>
</tr>
<tr>
<td>LinkedIn Event page members</td>
<td>2,012</td>
<td>4,060</td>
<td>-2,048</td>
</tr>
</tbody>
</table>

The Ashoka Changemaker Summit strategically focused its efforts on LinkedIn, Twitter and Facebook, generating the following impacts.

Growing our Community

We focused on digital marketing to organically grow our online community, attracting new members interested in changemaking and social innovation.

<table>
<thead>
<tr>
<th>Growing our Community</th>
<th>2021</th>
<th>2020</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total new followers 2021</td>
<td>+4400</td>
<td>+4000</td>
<td>+400</td>
</tr>
<tr>
<td>New Social Media followers</td>
<td>+3200</td>
<td>+2900</td>
<td>+300</td>
</tr>
<tr>
<td>New Newsletter subscribers</td>
<td>+1200</td>
<td>+1100</td>
<td>+100</td>
</tr>
</tbody>
</table>

Diversifying Streaming Channels

We tested new livestreaming methods through social media, in order to attract those were not registered to the event.

<table>
<thead>
<tr>
<th>Diversifying Streaming Channels</th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total livestream video views</td>
<td>3507</td>
<td>-</td>
</tr>
<tr>
<td>LinkedIn Live</td>
<td>746</td>
<td>-</td>
</tr>
<tr>
<td>Facebook Live</td>
<td>441</td>
<td>-</td>
</tr>
<tr>
<td>YouTube Live</td>
<td>2320</td>
<td>-</td>
</tr>
</tbody>
</table>
## Digital Marketing

### Social Media

The Ashoka Changemaker Summit strategically focused its efforts on LinkedIn, Twitter and Facebook, generating the following impacts.

<table>
<thead>
<tr>
<th>Social Media Reach</th>
<th>2021</th>
<th>2020</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>People reached</td>
<td>590,420</td>
<td>519,647</td>
<td>+70,773</td>
</tr>
<tr>
<td>Engagement rate</td>
<td>2%</td>
<td>7%</td>
<td>-5%</td>
</tr>
<tr>
<td>Posts shared (total times)</td>
<td>944</td>
<td>369</td>
<td>+575</td>
</tr>
<tr>
<td>Hashtag usage</td>
<td>269</td>
<td>475</td>
<td>-206</td>
</tr>
<tr>
<td>LinkedIn Event page members</td>
<td>2,012</td>
<td>4,060</td>
<td>-2,048</td>
</tr>
</tbody>
</table>

### Growing our Community

We focused on digital marketing to organically grow our online community, attracting new members interested in changemaking and social innovation.

<table>
<thead>
<tr>
<th>Growing our Community</th>
<th>Total new followers 2021</th>
<th>2020</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total new followers</td>
<td>+4,400</td>
<td>+4,000</td>
<td>+400</td>
</tr>
<tr>
<td>New Social Media followers</td>
<td>+3,200</td>
<td>+2,900</td>
<td>+300</td>
</tr>
<tr>
<td>New Newsletter subscribers</td>
<td>+1,200</td>
<td>+1,100</td>
<td>+100</td>
</tr>
</tbody>
</table>

### Diversifying Streaming Channels

We tested new livestreaming methods through social media, in order to attract those were not registered to the event.

<table>
<thead>
<tr>
<th>Diversifying Streaming Channels</th>
<th>Total livestream video views</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total livestream video views</td>
<td>3,507</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LinkedIn Live</td>
<td>746</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook Live</td>
<td>441</td>
<td></td>
<td></td>
</tr>
<tr>
<td>YouTube Live</td>
<td>2,320</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Digital Marketing

### Social Media

The Ashoka Changemaker Summit strategically focused its efforts on LinkedIn, Twitter and Facebook, generating the following impacts.

<table>
<thead>
<tr>
<th>Social Media Reach</th>
<th>2021</th>
<th>2020</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>People reached</td>
<td>590,420</td>
<td>519,647</td>
<td>+70,773</td>
</tr>
<tr>
<td><strong>Engagement rate</strong></td>
<td>2%</td>
<td>7%</td>
<td>-5%</td>
</tr>
<tr>
<td>Posts shared (total times)</td>
<td>944</td>
<td>369</td>
<td>+575</td>
</tr>
<tr>
<td><strong>Hashtag usage</strong></td>
<td>269</td>
<td>475</td>
<td>-206</td>
</tr>
<tr>
<td>LinkedIn Event page members</td>
<td>2,012</td>
<td>4,060</td>
<td>-2,048</td>
</tr>
</tbody>
</table>

### Growing our Community

We focused on digital marketing to organically grow our online community, attracting new members interested in changemaking and social innovation.

<table>
<thead>
<tr>
<th>Growing our Community</th>
<th>2021</th>
<th>2020</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total new followers</td>
<td>+4400</td>
<td>+4000</td>
<td>+400</td>
</tr>
<tr>
<td>New Social Media followers</td>
<td>+3200</td>
<td>+2900</td>
<td>+300</td>
</tr>
<tr>
<td>New Newsletter subscribers</td>
<td>+1200</td>
<td>+1100</td>
<td>+100</td>
</tr>
</tbody>
</table>

### Diversifying Streaming Channels

We tested new livestreaming methods through social media, in order to attract those who were not registered to the event.

<table>
<thead>
<tr>
<th>Diversifying Streaming Channels</th>
<th>Total livestream video views</th>
<th>LinkedIn Live</th>
<th>Facebook Live</th>
<th>YouTube Live</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3507</td>
<td>746</td>
<td>441</td>
<td>2320</td>
</tr>
</tbody>
</table>

Less people felt engaged directly with the Summit. Even if there was more reach, there was less engagement in the online event itself. This is also reflected in the lower numbers of attendance during live streamings. A change in certain social media algorithms may also be responsible, as they favor paid media over organic reach (no paid media was used for the Summit).
The steady and consistent content creation and dissemination strengthened our community growth, with thousands of new followers across our digital platforms during the Summit. We doubled the number of subscribers to the Summit newsletter.

<table>
<thead>
<tr>
<th>Social Media Reach</th>
<th>2021</th>
<th>2020</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>People reached</td>
<td>590,420</td>
<td>519,647</td>
<td>+70,773</td>
</tr>
<tr>
<td>Engagement rate</td>
<td>2%</td>
<td>7%</td>
<td>-5%</td>
</tr>
<tr>
<td>Posts shared</td>
<td>944</td>
<td>369</td>
<td>+575</td>
</tr>
<tr>
<td>Hashtag usage</td>
<td>269</td>
<td>475</td>
<td>-206</td>
</tr>
<tr>
<td>LinkedIn Event page members</td>
<td>2,012</td>
<td>4,060</td>
<td>-2,048</td>
</tr>
</tbody>
</table>

| Growing our Community | Total new followers 2021 | +4400 | +4000 | +400 |
|                       | New Social Media followers | +3200 | +2900 | +300 |
|                       | New Newsletter subscribers | +1200 | +1100 | +100 |

| Diversifying Streaming Channels | Total livestream video views | 3507 | - | - |
|                                | LinkedIn Live | 746   | - | - |
|                                | Facebook Live | 441   | - | - |
|                                | YouTube Live | 2320  | - | - |
Digital Marketing

Social Media

<table>
<thead>
<tr>
<th>Social Media Reach</th>
<th>2021</th>
<th>2020</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Ashoka Changemaker Summit strategically focused its efforts on LinkedIn, Twitter and Facebook, generating the following impacts.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>People reached</td>
<td>590,420</td>
<td>519,647</td>
<td>+70,773</td>
</tr>
<tr>
<td>Engagement rate</td>
<td>2%</td>
<td>7%</td>
<td>-5%</td>
</tr>
<tr>
<td>Posts shared (total times)</td>
<td>944</td>
<td>369</td>
<td>+575</td>
</tr>
<tr>
<td>Hashtag usage</td>
<td>269</td>
<td>475</td>
<td>-206</td>
</tr>
<tr>
<td>LinkedIn Event page members</td>
<td>2,012</td>
<td>4060</td>
<td>-2,048</td>
</tr>
</tbody>
</table>

Growth our Community

- We focused on digital marketing to organically grow our online community, attracting new members interested in changemaking and social innovation.
- Total new followers 2021: +4400
- New Social Media followers: +3200
- New Newsletter subscribers: +1200

Diversifying Streaming Channels

- We tested new livestreaming methods through social media, in order to attract those who were not registered to the event.
- Youtube is by far the most effective tool for livestreaming. Other channels (LinkedIn and Facebook) helped us in reaching a few extra viewers who may not have seen us otherwise but was not the most impactful format.
- Total livestream video views: 3507
- LinkedIn Live: 746
- Facebook Live: 441
- YouTube Live: 2320

Note: The information is presented in a tabular format with data for two years (2020 and 2021) and the difference between the two years.
# Digital Marketing

## Website and Mailing

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Website visits</strong></td>
<td>28,655</td>
<td>26,125</td>
<td>+2,530</td>
</tr>
<tr>
<td><strong>Engagement rate</strong></td>
<td>47%</td>
<td>48%</td>
<td>-1%</td>
</tr>
<tr>
<td><strong>Average time spent (mm:ss)</strong></td>
<td>03:19</td>
<td>03:17</td>
<td>+00:02</td>
</tr>
</tbody>
</table>

**Email Marketing**

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Emails opened</strong></td>
<td>51,376</td>
<td>46,036</td>
<td>+5,340</td>
</tr>
<tr>
<td><strong>Engagement rate (clicks)</strong></td>
<td>14%</td>
<td>23%</td>
<td>-9%</td>
</tr>
<tr>
<td><strong>New subscribers</strong></td>
<td>1,200*</td>
<td>1,100</td>
<td>+100</td>
</tr>
</tbody>
</table>

*subscribers doubled during ACMS 2021

The Ashoka Changemaker Summit website has been the repository of all the information of the summit. We also redirected followers to the Medium page to engage with our content (see next slides).

This was our most effective way of engaging our audience. We sent over 300,000 emails to our different Ashoka databases – also providing content & templates to Ashokans across the world.
## Digital Marketing

### Website and Mailing

The Ashoka Changemaker Summit website has been the repository of all the information of the summit. We also redirected followers to the Medium page to engage with our content (see next slides).

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Website visits</strong></td>
<td>28,655</td>
<td>26,125</td>
<td>+2,530</td>
</tr>
<tr>
<td><strong>Engagement rate</strong></td>
<td>47%</td>
<td>48%</td>
<td>-1%</td>
</tr>
<tr>
<td><strong>Average time spent (mm:ss)</strong></td>
<td>03:19</td>
<td>03:17</td>
<td>+00:02</td>
</tr>
</tbody>
</table>

This was our most effective way of engaging our audience. We sent over 300,000 emails to our different Ashoka databases – also providing content & templates to Ashokans across the world.

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Emails opened</strong></td>
<td>51,376</td>
<td>46,036</td>
<td>+5,340</td>
</tr>
<tr>
<td><strong>Engagement rate (clicks)</strong></td>
<td>14%</td>
<td>23%</td>
<td>-9%</td>
</tr>
<tr>
<td><strong>New subscribers</strong></td>
<td>1,200*</td>
<td>1,100</td>
<td>+100</td>
</tr>
</tbody>
</table>

* subscribers doubled during ACMS 2021

In email marketing, 2-5% is considered an average click rate. We are well above average (14%), reflecting the high engagement of our online community with our content. The rate lowered from last year because we sent more emails across a longer time period, generally reducing the engagement in the longer term.
Reach

Top three LinkedIn post

We invite you to the Ashoka #ChangemakerSummit 2021 🌍
Hear from leading changemakers and connect with a community of people who drive social innovation in these 9 fields:
🌟 Young Changemaking
🌱 Planet&Climate
💡 Tech&Humanity
📈 New Longevity
🏥 Gender Equity
❤️ Health
🌍 Migrations
⚖️ Equity
💡 Changemaker Companies

Which are you most excited for? Let us know and register now 👉 https://lnkd.in/e8zKB4h #SocEnt #EveryoneAChangemaker

What does it take to build a world where each and every person has the confidence and support to create positive change?

This question is grounded in the daily work of changemakers who are taking action to transform the way our world works, from health care, to technology, to how we grow food.

Over the past three months, we’ve heard from many of these global voices as we embarked on a collective learning journey at the #ChangemakerSummit to discover A New Togetherness.

Thank you for joining us!
https://lnkd.in/dE9r83YF

Changemakers should not shy away from using powerful tools to influence policies.

Last week, Turin hosted this year’s #ChangemakerSummit, with hundreds of participants gathering for the first time in nearly two years.

One of the panels, echoed by Pioneers Post, reflects the power of social innovators in making politicians “braver” to embrace new ideas.

Are we seeing the start of a new breed of “political entrepreneurs”? 

Thank you Alberto Alemano, Viviane Ogou Corbi, Marie Ringler, Alessandro Valera, Fabio Sgaragli.
https://lnkd.in/ejgbyM8c

<table>
<thead>
<tr>
<th>Impressions</th>
<th>15,260</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement rate</td>
<td>4.5%</td>
</tr>
<tr>
<td>Reactions</td>
<td>182</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Impressions</th>
<th>12,367</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement rate</td>
<td>3.0%</td>
</tr>
<tr>
<td>Reactions</td>
<td>149</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Impressions</th>
<th>10,873</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement rate</td>
<td>3.2%</td>
</tr>
<tr>
<td>Reactions</td>
<td>148</td>
</tr>
</tbody>
</table>
The time has come! This Thursday, Turin will be the capital of changemaking for a day, hosting 300 partners, social innovators, young changemakers, business leaders... Don't miss out and follow all the plenary sessions of the #ChangemakerSummit online 🔄 https://acms.ashoka.org/live

EXCITING NEWS: We just launched the ticket sale for our global gathering of leading changemakers🌍: The @Ashoka #ChangemakerSummit. A 3-month journey starting online and culminating in December in the Italian city of Turin. Get your ticket👉 https://acms.ashoka.org/summit-2021

Fixing systems is not just about shifting power from where it purposefully is to where it purposefully isn’t. You also need to shift something a lot more difficult: values. @tarekzeidan A thread with highlights from last week’s #ChangemakerSummit session on Gender Equity

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Total engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,061</td>
<td>88</td>
</tr>
<tr>
<td>4,505</td>
<td>68</td>
</tr>
<tr>
<td>4,138</td>
<td>125</td>
</tr>
</tbody>
</table>

Rethinking policymaking: what role for social innovation?

Ashoka Changemaker Summit

[Image of people speaking at an event]
Content Creation
Strengthening our narrative in different formats

Video and articles were our biggest bet in terms of content creation.

Videos were streamed, and later edited and published, on various public platforms: YouTube, Twitter, LinkedIn and Facebook.

We received a total of 27,000 views of videos generated by the Summit (including the livestreams and post-produced videos).

On YouTube, there was a +46% completion rate of videos, and video links were shared 390 times, suggesting there was a genuine interest in the content.

Ashoka’s YouTube channel audience streamed ACMS 2021 videos for a total watch duration of 370 hours.

We published 10 articles on Ashoka’s Medium platform, with a total of 2,745 views.
Content Creation
New formats for the Summit

MEDIUM INSIGHTS

Changing systems can be slow — and maybe it should be
At the Ashoka Changemaker Summit, women and queer entrepreneurs share wisdom for changing systems, shifting mindsets, and healing ourselves.

VIDEO CLIPS

What feminist practice teaches us for systems change -
Ashoka

We can't fix systems by building power to oppose...
Ashoka

The power of one girl changing her mindset — Aditi Gera at th...
Ashoka

Systems change often comes from a place of dominance &...
Ashoka

Resources aren't just monetary, but also emotional - Aditi Ger...
Ashoka

TWITTER THREADS

Ashoka @Ashoka - Dec 6, 2021
Replying to @Ashoka
There is no such thing as a “DEI expert”. The learning journey, within our organizations and companies, is for everyone, not just a few.

More from Berio Amin, from @Deloitte, during the #ChangemakerSummit

Ashoka @Ashoka - Dec 6, 2021
In the entertainment and storytelling sector: From the script to the set, who is on the crew? Who is in the writer's room? And do they feel the safety to bring their full selves and creativity to that space?

Miki Woodard from @BadRobot during the #ChangemakerSummit.
Media Engagement
Increasingly engaging journalists in our work

For the first time, we organized a digital press conference, with Bill Drayton, to launch the Summit, testing a new format to engage journalists. 8 journalists from UK, Indonesia, Austria and Spain registered, and two requests for Op-Eds were received.

43 media articles were published as a result of the Summit.

44% of the media presence reflected a positive sentiment (the remaining 56% was neutral).

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated audience size</td>
<td>86M</td>
<td>33.8M</td>
<td>51.3M</td>
</tr>
<tr>
<td>Estimated audience impressions</td>
<td>2.2M</td>
<td>0.8M</td>
<td>1.3M</td>
</tr>
<tr>
<td>Economic value (based on AVE)</td>
<td>$800,000</td>
<td>$300,000</td>
<td>€807,417</td>
</tr>
</tbody>
</table>
Media Engagement
Increasingly engaging journalists in our work

For the first time, we organized a digital press conference, with Bill Drayton, to launch the Summit, testing a new format to engage journalists. 8 journalists from UK, Indonesia, Austria and Spain registered, and two requests for Op-Eds were received.

43 media articles were published as a result of the Summit.

44% of the media presence reflected a positive sentiment (the remaining 56% was neutral).

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated audience size</td>
<td>86M</td>
<td>33.8M</td>
<td>51.3M</td>
</tr>
<tr>
<td>Estimated audience impressions</td>
<td>2.2M</td>
<td>0.8M</td>
<td>1.3M</td>
</tr>
<tr>
<td>Economic value (based on AVE)</td>
<td>$800,000</td>
<td>$300,000</td>
<td>€807,417</td>
</tr>
</tbody>
</table>

This year we had a significant increase in our audience reach, in part due to big media outlets such as Forbes or Corriere della Sera. But in 2019, the AVE was higher because there was a higher number of print media, among other factors.
Media Engagement

Three examples of media impact

LA REPUBBLICA

Giovani, creativi e impegnati: chi sono i changemaker under 25

FORBES

Growing Food To Heal The Planet

PIONEERS POST

Bill Drayton: Changemaking skills as vital as literacy
Survey Results
Respondents surveyed about the online part of the summit seem to be happy about the learnings, the quality of the speakers and the general organization of the summit, but they found difficulties to connect with other attendees.

Respondents also think that Ashoka does a good job at ensuring safe spaces and diversity in the Ashoka Changemaker Summit.
Survey results

Online attendees

We sent a post summit survey to all online summit attendees getting 27 responses. Here is how respondents look like:

<table>
<thead>
<tr>
<th>General numbers</th>
<th>Relationship with Ashoka</th>
<th>Knew Ashoka Prior to Summit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of respondents</td>
<td>Ashoka Fellows</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>Ashoka Special Relationship</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>Ashoka Staff</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>ASN</td>
<td>22%</td>
</tr>
<tr>
<td></td>
<td>Ashoka Young Changemaker</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>Work with Ashoka Fellow</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>Work with Ashoka Partner</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>15%</td>
</tr>
</tbody>
</table>
Survey results
Online attendees

Q1: Please read the statements below and tell us how much you agree or disagree with them

- Through the Changemaker Summit I learned about relevant global social challenges
- Participating in the Changemaker Summit has made me more aware that I am a changemaker
- Participating in the Changemaker Summit has made me more conscious that Everyone should...
- During the Summit I forged collaborations with other participants
- The Summit is a space where I connect with people that are highly strategic for my work
- The Summit is a space where I connect with people that give me a sense of community and identity
- Ashoka does a good job at ensuring diversity and safe spaces
Q2: How do you feel about the organization of the online Changemaker Summit? Please let us know through the following statements:

- The information I received before and during the Summit was clear
- The Summit was well organized
- The quality of the speakers was high
- I was able to share my ideas with likeminded individuals
- The online platform “Swapcard” was user-friendly and easy to navigate
Survey results

Online attendees

Q3: Overall, how would you rate the Ashoka Changemaker Summit: A New Togetherness?

7.1
Respondents surveyed about the onsite part of the summit seem to be happy about the learnings, the technology and the general organization of the summit. They are also happy about the connections made during the summit and felt safe thanks to the adoption of Covid measures.

Respondents also think that Ashoka does a good job at ensuring safe spaces and diversity in the Ashoka Changemaker Summit.
We sent a post summit survey to all onsite summit attendees getting 79 responses. Here is how respondents look like:

**General numbers**
- Number of respondents: 79
- Female: 58%
- Senior Professional: 27%
- Social Enterprise: 22%
- Heard about the summit from Ashoka Staff: 47%

**Relationship with Ashoka**
- Ashoka Fellows: 8%
- Ashoka Special Relationship: 3%
- Ashoka Staff: 4%
- ASN: 0%
- Ashoka Young Changemaker: 10%
- Work with Ashoka Fellow: 3%
- Work with Ashoka Partner: 23%
- Work with Summit Sponsor: 13%
- Volunteer: 9%
- Other: 29%

**Knew Ashoka Prior to Summit**
- Yes: 82%
- No: 15%
- Not Sure: 3%
Survey results
Onsite attendees

Q1: Please read the statements below and tell us how much you agree or disagree with them

- During the Changemaker Summit I learned about relevant global social challenges
- Participating in the Changemaker Summit has made me more aware that I am a changemaker
- Participating in the Changemaker Summit has made me more conscious that Everyone should...
- During the Summit I forged collaborations with other participants
- The Summit was a space where I connected with people that are highly strategic for my work
- Participating in this year's summit made me feel part of a cohesive community at the forefront of...
- The Ashoka community in my country is very important to me
- The Ashoka community in Europe is very important to me
- Ashoka does a good job at ensuring diversity and safe spaces
Survey results
Onsite attendees

Q2: How do you feel about the organization of the onsite Changemaker Summit? Let us know how much you agree or disagree with the following statements:

- The information I received before and during the Summit was clear
- The logistics (reception, information, spaces etc.) during the event were well organized
- The quality of the speakers was high
- I felt safe thanks to the adoption of and compliance with COVID measures
Survey results
Onsite attendees

Q3: Overall, how would you rate the Ashoka Changemaker Summit: A New Togetherness?

8,18
Summit Partners
# Summit Partners

### Summit Co-Oргanizers:

- Boehringer Ingelheim
- Making more health
- Fondazione CRT
- Fondazione sviluppo e crescita CRT
- Torino Social Impact

### Ashoka Strategic Partners:

- IKEA
- Target
- THE INKEY LIST
- BNL Gruppo BNP Paribas
- BNP PARIBAS

### Summit Partners:

- Pioneers Post
- Evpa
- Città di Torino
- Moovit