Demographics

Brazilian Fellow Claudia Vidigal
Response Rate

Total Response: 817 Fellows from 81 countries
Response Rate (out of 3,109 Fellows): 26.3%

Canada: 22 responses
In which context does your organization operate?

- Mostly Rural: 18% World, 5% Canada
- Mostly Urban: 28% World, 33% Canada
- Both: 54% World, 62% Canada

N = 799
N = 22
Fellows’ Impact

German Fellow Daniel Kerber
How many people have directly received your services/program in the last year?

Total # of People: 652,461,548

N/A: 13%
1-99: 0%
100-999: 20%
1,000-9,999: 36%
10,000-99,999: 20%
100,000-999,999: 9%
More than 1 million: 6%

Canada total: 20,644,468

N = 793
N = 20
Can you estimate how many changemakers you have activated through your work in the last 12 months?

Total # of Changemakers: 3,005,328

Canada total: 96,476

N = 461
N = 17
How many countries are you active in (including your own)?

World average: 6
Canada average: 5.5

N = 811
N = 22
Since becoming an Ashoka Fellow, has your idea been replicated by other groups or institutions?

- Yes - overall: 77% (World), 67% (Canada)
- No/Not sure: 23% (World), 33% (Canada)

N = 803
N = 21
Since becoming an Ashoka Fellow, to what extent has your idea achieved change in market systems?

- Market transparency: 336 (58%) in the World, 6 (32%) in Canada
- Accessibility: 344 (60%) in the World, 6 (32%) in Canada
- Created a new market: 425 (71%) in the World, 11 (55%) in Canada
- Created value for a product or service: 429 (70%) in the World, 12 (60%) in Canada
- Changes in the code of conduct: 420 (68%) in the World, 10 (53%) in Canada
- Encouraged to modify their business model: 426 (69%) in the World, 10 (50%) in Canada
- New sources of income: 410 (67%) in the World, 11 (55%) in Canada

N = 815
N = 20
Since becoming an Ashoka Fellow, to what extent has your idea and work achieved change in public policy?

<table>
<thead>
<tr>
<th>Action</th>
<th>World</th>
<th>Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Achieved legislative change</td>
<td>514</td>
<td>11</td>
</tr>
<tr>
<td>Provided evidence</td>
<td>503</td>
<td>15</td>
</tr>
<tr>
<td>Advised policymakers</td>
<td>542</td>
<td>15</td>
</tr>
<tr>
<td>Represented marginalized groups in court</td>
<td>254</td>
<td>3</td>
</tr>
<tr>
<td>Convinced government to allocate funds</td>
<td>468</td>
<td>23</td>
</tr>
</tbody>
</table>

N = 815
N = 20
Since becoming an Ashoka Fellow, to what extent has your idea and work achieved change in public policy?

N = 815

Achieved legislative change
- Regional/Local: 71%
- National: 68%
- International: 69%

Provided evidence
- Regional/Local: 40%
- National: 38%
- International: 39%

Advised policymakers
- Regional/Local: 69%
- National: 63%
- International: 64%

Represented marginalized groups in court
- Regional/Local: 17%
- National: 15%
- International: 21%

Convinced government to allocate funds
- Regional/Local: 64%
- National: 63%
- International: 64%

World

N = 20

Achieved legislative change
- Regional/Local: 30%
- National: 56%
- International: 61%

Provided evidence
- Regional/Local: 10%
- National: 6%
- International: 17%

Advised policymakers
- Regional/Local: 28%
- National: 28%
- International: 22%

Represented marginalized groups in court
- Regional/Local: 11%
- National: 6%
- International: 0%

Convinced government to allocate funds
- Regional/Local: 28%
- National: 28%
- International: 28%
Since becoming an Ashoka Fellow, have you partnered with any of the following stakeholders?

- Local/regional government: 77% (World), 73% (Canada)
- National government: 62% (World), 64% (Canada)
- Primary and secondary schools: 54% (World), 59% (Canada)
- Universities: 72% (World), 73% (Canada)
- Media and journalists: 61% (World), 36% (Canada)
- NGOs: 85% (World), 77% (Canada)
- For-profit companies: 67% (World), 64% (Canada)
- International or Supranational Organization: 43% (World), 32% (Canada)
- Ashoka Support Network (ASN): 35% (World), 36% (Canada)

N = 817
N = 22
Does your idea focus on influencing societal mindsets / cultural norms?

- Encourages people to think differently: 88% World, 95% Canada
- Based on campaigns: 43% World, 32% Canada
- Mindset of those involved in the program: 21% World, 18% Canada
- No/Not sure: 4% World, 0% Canada

N = 815
N = 22
In your country, has Ashoka been a leader in...

...founding the field of social entrepreneurship?

- Yes: 64% (World), 55% (Canada)
- No: 15% (World), 18% (Canada)
- Not sure: 21% (World), 27% (Canada)

N = 795
N = 22

...fostering an enabling ecosystem for social entrepreneurs to thrive?

- Yes: 69% (World), 59% (Canada)
- No: 14% (World), 9% (Canada)
- Not sure: 17% (World), 32% (Canada)

N = 777
N = 22
Do you feel connected to the Ashoka community?

N = 817
N = 22

80% Strongly connected
82% Connected
10% Not or formerly connected
5% Canada
14% Canada
Have you received any of the following help through the Ashoka network?

- Strategic guidance: 82% (World), 63% (Canada)
- Mentorship: 55% (World), 55% (Canada)
- Connections to funders: 50% (World), 50% (Canada)
- New partnerships: 70% (World), 40% (Canada)
- Access to new team members: 23% (World), 27% (Canada)
- Support wellbeing: 55% (World), 53% (Canada)
- Media visibility: 50% (World), 27% (Canada)

N = 815
N = 22
Which of these has been the most important for your work?

- Strategic guidance: 63%
- Mentorship: 56%
- Connections to funders: 64%
- New partnerships: 60%
- Access to new team members: 33%
- Support wellbeing: 20%
- Media visibility: 20%

N = 628
N = 18
How many other Fellows have you collaborated/partnered with?

Average collaborations per Fellow: 4
Canada average: 2.3

- 25% (World)
- 35% (Canada)
- 24% (World)
- 30% (Canada)
- 21% (World)
- 25% (Canada)
- 17% (World)
- 0% (Canada)
- 7% (World)
- 10% (Canada)
- 0% (World)
- 6% (Canada)

N = 749
N = 20
Did the Ashoka selection process help you strengthen and articulate your idea?

<table>
<thead>
<tr>
<th>Response</th>
<th>World</th>
<th>Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>64%</td>
<td>67%</td>
</tr>
<tr>
<td>To some extent</td>
<td>27%</td>
<td>19%</td>
</tr>
<tr>
<td>No</td>
<td>6%</td>
<td>14%</td>
</tr>
<tr>
<td>Don't remember</td>
<td>3%</td>
<td>0%</td>
</tr>
</tbody>
</table>

N = 815
N = 21
Has Ashoka helped you see your work at a systems-change level?
0: lowest help. 5: greatest help.

As a result, have you made changes to your strategy?

N = 805
N = 20

N = 644
N = 17
Has Ashoka helped you see the importance changing collective mindset on the social issue you are trying to address?

As a result, did you make changes to your strategy?

**World**
- Yes: 50%
- To some extent: 37%
- No: 33%

**Canada**
- Yes: 29%
- To some extent: 38%
- No: 13%

**World**
- Yes: 46%
- To some extent: 36%
- No: 9%

**Canada**
- Yes: 36%
- To some extent: 45%
- No: 14%

N = 805
N = 21

N = 644
N = 14
Has Ashoka changed how you see yourself as a leader?

As a result, are you leading differently?

<table>
<thead>
<tr>
<th></th>
<th>World</th>
<th>Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>48%</td>
<td>48%</td>
</tr>
<tr>
<td>To some extent</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td>No</td>
<td>12%</td>
<td>12%</td>
</tr>
</tbody>
</table>

N = 805
N = 21

<table>
<thead>
<tr>
<th></th>
<th>World</th>
<th>Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>46%</td>
<td>40%</td>
</tr>
<tr>
<td>To some extent</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>No</td>
<td>4%</td>
<td>0%</td>
</tr>
</tbody>
</table>

N = 698
N = 16
Has Ashoka helped you increase your impact?

<table>
<thead>
<tr>
<th></th>
<th>World</th>
<th>Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>No help</td>
<td>4%</td>
<td>14%</td>
</tr>
<tr>
<td>2</td>
<td>11%</td>
<td>29%</td>
</tr>
<tr>
<td>3</td>
<td>28%</td>
<td>19%</td>
</tr>
<tr>
<td>4</td>
<td>37%</td>
<td>38%</td>
</tr>
<tr>
<td>Greatest help</td>
<td>20%</td>
<td>0%</td>
</tr>
</tbody>
</table>

N = 795
N = 21
Ashoka’s vision is summarized with “Everyone a Changemaker”. How relevant is this strategic framework to your own work?

N = 791
N = 21
What issues do you think are most critical to systemically address in order to recover from the multiple challenges that COVID–19 has revealed?

<table>
<thead>
<tr>
<th>Issue</th>
<th>World</th>
<th>Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Longevity and ageing</td>
<td>7%</td>
<td>0%</td>
</tr>
<tr>
<td>Planet and climate</td>
<td>62%</td>
<td>47%</td>
</tr>
<tr>
<td>Gender equity</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Tech and Humanity</td>
<td>24%</td>
<td>5%</td>
</tr>
<tr>
<td>New Economy</td>
<td>29%</td>
<td>29%</td>
</tr>
<tr>
<td>Migration and Mobility</td>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>Democracy and Political system</td>
<td>12%</td>
<td>20%</td>
</tr>
<tr>
<td>Education</td>
<td>33%</td>
<td>24%</td>
</tr>
<tr>
<td>Access to HC and effective HC</td>
<td>39%</td>
<td>29%</td>
</tr>
<tr>
<td>Mental Health</td>
<td>39%</td>
<td>39%</td>
</tr>
<tr>
<td>Inequality</td>
<td>52%</td>
<td>52%</td>
</tr>
<tr>
<td>Future of work</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>N/A</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

N = 773
N = 21