

THIS WORKS

IDEAS & SOLUTIONS FOR
EMPLOYMENT & RECOVERY
IN SOUTHERN EUROPE



THE INITIATIVE

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THIS WORKS is a new initiative launched in 2014 by Ashoka with the support of the Robert Bosch Stiftung and a consortium of local partners, with the aim of accelerating social innovation in the field of employment in Greece, Italy and Spain. The program will showcase and bring to these countries the most effective citizen-led solutions from the Ashoka network that could help generate change and create an ecosystem for social entrepreneurship and employment in Southern Europe.



Financial hardship, increasing and persistent unemployment, lack of a workable model for their economic future are just some of the challenges confronting citizens in Southern Europe. Social entrepreneurs can play a key role in addressing these challenges through their innovativeness, resilience, and, ulti-

mately their competitiveness. Their work may not always generate immediate large-scale employment opportunities, but such innovators do solve many of the problems resulting from economic crises and they do create growth and employment.



While social entrepreneurs exist in every society, their impact greatly depends on a culture of recognition, supporter communities, and sector infrastructure. Based on our 30 years experience in scaling social entrepreneurship globally, we designed a three-step process aimed at spreading proven social entrepreneurship and employment solutions into Italy, Spain and Greece, strengthening the efforts of local changemakers, innovators and leaders, and serving as the catalysts for new partnerships.

GET INVOLVED!

We offer different opportunities to become part of this outstanding changemaking initiative. Only with your help and support will we be able to build an ecosystem of **changemakers!**



PREPARATION & ACCELERATION

We identified over 25 proven solutions internationally to bring to the target countries in Southern Europe. Many of the social entrepreneurs behind these selected solutions joined Ashoka's GlobalizerX, a specially designed program to enable them to explore and develop a strategy for spreading their idea. Through the GlobalizerX program Ashoka Fellows have the opportunity to collaborate with Ashoka's network of high level mentors on elaborating their replication strategies and to present and refine their work in a two-day GlobalizerX Summit with other selected Ashoka Fellows and leading entrepreneurs from the private and social sectors.



SHOWCASE & CONNECT

These solutions will be showcased in selected cities in Southern Europe in 2014 and 2015. Ashoka will co-host local events to spread these solutions and business models to local (social) entrepreneurs, social economy actors, policy makers, and other strategic partners across sectors who could help replicate, launch and grow their businesses. The events will also aim to inspire citizens to say, "I can do it!"—encouraging them to become changemakers themselves and reinforce those communities that have already started building parts of the social innovation ecosystem.



LOCAL ROADMAPS & IMPLEMENTATION

The outcome of these local events will be local roadmaps for launching sustainable support programs and communities for citizens to start their own social enterprises, and grow them successfully. Each roadmap will contain the pitches of the most relevant innovations for the city or country, along with concrete pre-commitments from funders and other supporters to implement the agreed roadmap. The aim is to create a collective local effort to set objectives and pre-commitments for the creation of a social entrepreneurship ecosystem.

Local Ashoka offices will then support these efforts on the ground and facilitate connections to local partners to enable the implementation of the selected innovations.

ASHOKA

Ashoka envisions an Everyone a Changemaker™ world: a world that responds quickly and effectively to social challenges, and where each individual has the freedom, confidence and societal support to address any social problem and drive change.

At the heart of Ashoka's model is this simple idea: there is nothing more powerful than a new idea in the hands of a leading social entrepreneur.

Ashoka elected its first Fellow in India in 1981. Since then, it has grown to be the world's largest association of leading social entrepreneurs, counting over 3,000 across 76 countries and six continents.

ASHOKA FELLOW

An Ashoka Fellow is a social entrepreneur with a new idea to systemically address the world's biggest challenges and the entrepreneurial skill to transform that idea into a solution with national, regional and global social impact.

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