

GlobalizerX on Employment

Fellows

London

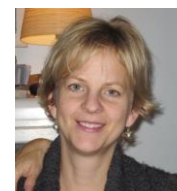
19th – 20th September 2014

www.ashokaglobalizer.org/GlobalizerXEmployment



Ana Bella Estévez, Spain – Ana Bella is demonstrating that women with experience of gender-related violence shouldn't be seen as "victims", but rather as "survivors" with unique employable skills. As a survivor of domestic abuse, she works to empower abused women by leveraging their strengths and capabilities in order to regain self-confidence and begin the separation process from their abuser. In addition to leading a survivor movement network in Spain helping 1200 women a year, the Ana Bella Social School for Women Empowerment trains women to realise their potential and become agents of change. In the programme, women are trained for valuable jobs as sales promoters or in HR rather than for invisible jobs which create double victimization. Over 200 women were trained in 2012 and 2013 and worked as commercial Ambassadors, contributing to the proven economic and social growth of companies including Danone. Now, Ana Bella's challenge is to refine this employment model for it to be truly sustainable, attractive, and scalable through other major business partners worldwide.

Charlie Murphy & Gwyn Wansbrough, USA – Charlie Murphy is the CEO and Co-founder of Partners for Youth Empowerment (PYE), a global non-profit organisation that collaborates with communities to awaken the creative leadership of young people. PYE provides training and support to practitioners, schools and youth-serving organisations on using the arts to create dynamic and engaging learning experiences. This is based on PYE's proven approach called the Creative Community Model. External evaluation shows that young people who participate in programs based on the Model are more self-confident and motivated to learn, and they take on leadership roles within their schools and communities. In 2013, they trained 2,000 adult practitioners representing 500 organisations in 8 countries reaching over 200,000 youth. PYE's online learning network regularly engages online with over 10,000 practitioners around the world, offering free resources and the opportunity to connect, learn and share. Future growth plans include further developing online tools, webinars and resources, and leveraging their recent book publication, "Catch The Fire".



Christian Vanizette, France – Christian has fostered a global community of thousands of individuals and groups who share a common passion for social change and engage with the goal of solving specific challenges for social entrepreneurs. Christian's carefully thought-through online and offline collaborative processes have allowed any social entrepreneur to submit a challenge to the MakeSense community and tap into its collective wisdom to obtain a satisfying solution within a few days. Christian has made this possible through highly structured problem-solving mechanisms that are based on collaborative design and are open-sourced within the community. Make Sense is currently scaling beyond France, across Europe and into Mexico. Through GlobalizerX, Christian aims to develop a strong model and curriculum that could be replicated across the globe, and to identify potential partners in Southern European countries.



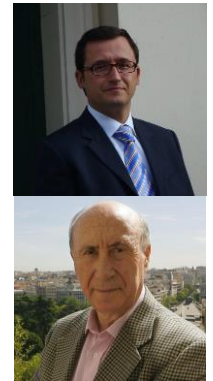
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Ercan Tatal, Turkey – Ercan Tatal is the Founder of the Alternative Life Association “AYDER” and the creator of Dreams Academy. Since 1997, he has been leading a mindshift change across Turkey in public perceptions of disabled people, changing oppressive attitudes and securing greater freedom of opportunity for those affected by disabilities. As a first step, Ercan’s work has offered disabled people of all ages and abilities opportunities to confront and overcome challenges through the arts and through sports – for example over 2,000 young people with disabilities have participated in scuba diving through his initiative, and 7,000+ have participated in diverse arts and sports camps. In doing challenging activities, they show themselves, their families, neighbours and the public what they can do, a first step in changing attitudes. After gaining widespread public awareness of his work, Ercan now directs his attention towards employment: creating greater opportunities for disabled and socially disadvantaged people to participate in economic life both as producers and consumers.



Gregor Demblin, Austria – Gregor started Career Moves in Austria with the goal of fostering a more inclusive job market. Gregor has designed Europe’s first online career platform that provides a simple and efficient way to include people with disabilities in all types of jobs. Career Moves closely integrates the needs of disabled workers into an online job platform, providing a centralized virtual space for all Austrian job seekers, irrespective of any disabilities they might have. Gregor’s initiative transforms traditional business culture and attitudes of distrust about hiring disabled people by combatting the prevailing lack of knowledge regarding their abilities. He is working to promote this awareness about abilities to show that disabled people can also be top performers

José Marial Pérez “Peridis” & Gumersindo Bueno, Spain – José Manuel Pérez (aka “Peridis”) is working across Spain to mobilise local solidarity, increase community bonds, combat feelings of despair and in turn improve employability. He is closely supported by Gumersindo Bueno, the CEO of The Fundación Santa María La Real, a non-profit organisation with over 30 years’ history, whose mission is to generate sustainable development in Spain and beyond in ways that leverage local cultural, natural and social heritage. In reaction to current high unemployment levels in Southern Europe, they have launched a targeted Career Boosting and Social Entrepreneurship Programme, a new approach to tackling unemployment which brings together teams of 20 people that, coordinated by a professional coach, work together to find jobs or develop their own entrepreneurial activities. In 2013, 5 pilot experiences were developed, and the organization aims to launch 50 such experiences by the end of 2014 across Spain. Their mission is now to spread the impact of their work across Southern Europe.



Lucas Simon, Netherlands – Through ScopeInsight, Lucas has designed a tool for rating and assessing the strengths and weaknesses of agricultural producer groups, to bridge the information gap between rural farmers and financial services or other external stakeholders. This provides a common language and standard of information which enables mainstream banks to provide financial support to the ‘missing middle’ of farmer groups, and assess risk in an affordable and transparent manner. In turn, farmers are aided to access finance and other inputs, but also understand their strengths, weaknesses and how to improve their “bankability”. SCOPEinsight has regional offices in East Africa and Central America and a track record of over 330 assessments in 14 countries, in turn reaching over 1.4 million farmers. SCOPEinsight aims to scale up these activities in different regions, improve its tools, systems and analyses, establish more partnerships and coalitions with large organizations and make the assessments into a new, globally-recognised standard.



Sandra Schürmann & Lukas Harlan, Germany – Sandra's Non-Profit-Organisation "Projektfabrik" and its special programme JobAct® pioneers intertwined paths of self-discovery and skills training to dramatically increase the chances of employment for unemployed people of all ages. Instead of using theatre pedagogy to prepare for creative or artistic careers, she turns it into an empowerment instrument to leave the circles of dependence and frustration. With a 43% success rate of finding a job or vocational training they strongly outperform the state agencies' rate of 24%. On top of the 43%, an additional 24% of JobAct® participants go either back to school to finish a degree or go into other programs that keep them off the streets.

Johannes Lindner, Austria – He believes that entrepreneurial skills are essential to educate independent young people and create active citizens. Lindner has compiled a comprehensive set of innovative teaching materials now integrated in school curricula for all grades, including handbooks, exercise books, case studies, and CDs for teachers and students, as well as business plan competitions that encourage young people to combine their entrepreneurial thinking with self-driven actions. The fact that debate is built into the social entrepreneurship curriculum ensures that students will not simply be socially entrepreneurial but will have the communication skills needed to drive the dissemination of their ideas.



Martin Hollinetz, Austria – founded the bottom-up OTELO network, which fosters creativity, principles of sharing and action in rural parts of Austria that were previously isolated and lacking creative spirit. OTELO is an abbreviation for “open technology lab” —spaces designed for and by people of all ages in which to experiment, collaborate and communicate about topics they want to take action on or simply learn about. Each OTELO consists of a number of meeting spaces, a kitchen in which to cook and share meals together, an open area for exchanging ideas, open labs for textiles, mechanics, and rooms called NODES. These NODES are given to a minimum of five people who come together to pursue an idea in areas such as creative economy, media, education, agriculture and robotics.

Rodrigo Brito & Lina Maria Useche, Brazil – Through the non-profit Aliança Empreendedora (Entrepreneurs Alliance), Rodrigo Brito has created unique infrastructure and services to encourage and ensure the success of entrepreneurial initiatives in low-income communities across Brazil, including existing businesses, promising start-ups, and the revenue-generating projects of community groups. The Aliança's method is based on forming people into collaborative groups or ‘cells’. Each cell has both young and mature entrepreneurs who exchange experience and knowledge. Since 2005, the Aliança has worked with over 40 sponsors and clients including Coca-Cola, Danone and Santander, partnered with 50 local NGOs, and supported over 16,000 micro-entrepreneurs in 15 locations throughout Brazil. Now, their vision is to disseminate their knowledge and methods internationally, fostering entrepreneurial inclusion and championing inclusive business models.



Serra Titiz, Turkey – Serra Titiz has created “Gelecek Daha Net” (The Future is Brighter) to empower, encourage and enable youths to design their own unique futures, formulate proactive plans and make fully-informed life, education and career choices. Her digital platform is lowering high school, university and job dropout rates, creating more fulfilled personal lives, and a more productive economy and society overall. Her initiative combines both on- and off-line counseling, workshops, mentoring, coaching and skills development while involving hundreds of diverse professional role models, organisations and companies as voluntary contributors. Having run successful pilot modules for the initial launch years, Serra recently launched the refined platform in October 2013 and is entering a crucial scaling phase, including working with schools and universities to replicate her initiative locally.

Eddi Eidsvåg & Caroline Harnesk, Norway – Eddi Eidsvåg is working with young people who fall through the cracks in Norway's social support systems, to help them recognise their own skills, find career paths and connect with personal meaning. Accordingly, he designed the Pøbelproject to work directly with disengaged young people, and help both society and the youths themselves fully value their personal skills, life experience, resilience and creativity. In Eddi's model, youths go through an intensive six week course in which they learn to believe in themselves and utilize those capacities in productive employment. The programme has worked with over 1300 hard-to-reach youths, 930 of whom have gone from a situation of inactivity to pursuing employment or education. Since launching in Stavanger, Norway in 2007, the Pøbelproject has now been established in much of the South of Norway, with 3 new local offices. The organisation aims to be nationwide by 2016, and spread their practice to additional countries where the need is greatest across Europe.



Shauneen Lambe & Anne Marie Douglas, UK – Shauneen Lambe is changing the criminal justice system's treatment of young offenders from one of punishment and stigmatisation into a unique opportunity for positive intervention. Through Just for Kids Law, Shauneen is reframing the way in which the criminal justice system interacts with children in the UK by training legal practitioners, advocating for legislative reform and bringing legal expertise to tackle the root causes of youth offending. In 2012-13 they have worked intensively with 280 vulnerable young people, supporting them with a wrap-around, holistic model of care which builds long-term stability in their lives and bridges into education and employment. Just For Kids Law currently have three community offices reaching across London's regions, and the organisation is now developing a sustainable and scalable model for growth, through independently managed community offices and partnerships.



Will Byrne, USA – Will Byrne co-founded Groundswell to help communities move the dial on some of today's biggest challenges through "Civic Consumption". This model provides an easy path for communities to come together and use their buying power to access clean energy while also reducing their costs. a new model that allows people to drive social change through their shared power in the marketplace. For the last five years, Groundswell has been applying Civic Consumption to help people and organizations switch to clean energy, recently crossing the \$10 million mark in people-powered clean energy projects. While Groundswell will continue to grow in its clean energy division, it is now incubating a major initiative to drive change across a wider range of issues and sectors, while engaging exponentially more citizens in the process. Groundswell is entering a period of testing around consumer-facing online platforms and tools that can explosively scale its model of aggregated buying for social change. It seeks primary support on structuring this test-iterate-and-scale process through GlobalizerX.



Ashoka is the global association of the world's leading social entrepreneurs, men and women with system changing solutions for the world's most urgent social problems. Since 1981, we have elected nearly 3000 leading social entrepreneurs as Ashoka Fellows, providing them with living stipends, professional support, and access to a global network of peers in more than 70 countries.

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