BEACON CAPITAL FELLOWS PROGRAM

Participating org:
Ashoka Innovators for the Public
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The organization
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, Ashoka has elected over 1,800 leading social entrepreneurs as Ashoka Fellows, providing them with living stipends, professional support, and access to a global network of peers in more than 60 countries.

To ensure that the leading ideas for social change are fully developed and sustained, we have designed an approach that offers critical interventions on three levels—the individual, the group, and the sector.

- **Supporting Social Entrepreneurs**: Social entrepreneurs are the engines of social change and role models for the citizen sector. Ashoka identifies and invests in leading social entrepreneurs and helps them achieve maximum social impact.
- **Promoting Group Entrepreneurship**: Groups and networks of social entrepreneurs working together accelerate and spread social impact. Ashoka engages communities of entrepreneurs and develops patterns of effective collaborations that change entire fields.
- **Building Infrastructure for the Sector**: A global network of changemakers requires tools and support systems to deliver sustainable social solutions. Ashoka creates needed infrastructure, such as access to social financing, bridges to business and academic sectors, and frameworks for partnerships that deliver social and financial value.

Project ideas for the Beacon Capital Fellows program:

**Full Economic Citizenship**
Work with Ashoka’s Full Economic Citizenship (FEC) project team to identify pilot projects/industries and pair these with social entrepreneurs in ways that realize new market opportunities for companies and serve low-income consumers. Now in its third year, FEC has demonstration projects in several industries (housing, agriculture, health) and staff in three Ashoka countries: Mexico, Brazil, and India.

**Changemakers/Open-sourcing solutions for social change**
Work with the Changemakers.net team to create and implement Changemakers’s online collaborative competitions. This includes creating the intellectual framework for each competition through a “mosaic,” coordinating all activities with competition sponsors, and managing the timeline and related activities (i.e., promotion, judging, etc.).

**People at Ashoka/Recruiting and retaining entrepreneurial talent**
Systematize ways to source entrepreneurial people who will be strong staff candidates for Ashoka careers in Asia, Africa, Europe, North and South America. Three years ago, Ashoka began a focused effort to find entrepreneurial talent and to shift to a firm model. Ashoka seeks to expand and retain its brilliant team globally and to open new pathways for resourcing the citizen sector more broadly with the best talent.

**Ashoka’s Youth Initiative**
Ashoka’s Global Youth Initiative program is building a movement of young social changemakers. Ashoka believes that young people are huge resource for ideas and leadership that are generally overlooked and undervalued by society today. But when young people do take initiative and lead, then it is highly likely that
they will continue to lead and create positive social change throughout their lives. Ashoka, working together with major youth-led organizations around the globe, aims to change fundamentally the role of young people in society and to give young people the inspiration, support and opportunities to become leaders of positive social change. Ashoka is doing this by reaching out to, investing in and providing ongoing support to young people to launch and lead their own social ventures, and by connecting these venturers into a larger movement.

**Earned Income Strategy Project Entrepreneur**

**Locations:** Washington DC, Frankfurt, New Delhi, Mumbai, Sao Paulo, Mexico City or Buenos Aires

The Project Entrepreneur will be responsible for:

- Working together with Ashoka senior management to develop and implement 1-2 new earned income strategies for Ashoka’s youth social venture program
- Developing and refining earned income ideas with a core group of young people in Ashoka’s program and Ashoka’s global program staff
- Doing the market research, sizing, mission fit and internal capability assessment to prioritize earned income strategies
- Detailing implementation plans for launching the 1-2 earned income models
- Working with senior Ashoka management to market and launch the earned income models