

The
**EUROPEAN
ASHOKA
SUPPORT
NETWORK
FORUM**

BARCELONA
NOV 23RD - 24TH
2017

ASHOKA
SUPPORT
NETWORK



FUNDACIÓN
PUIG

01.
**Welcome
letter from
Ashoka Spain 03.**

02.
**Welcome
letter from
The Puig
Foundation 04.**

03.
Agenda 05.

04.
**Guest
Fellows 09.**

05.
**Forum
Participants 12.**

06.
**Forum
Venues 15.**

07.
**Contact
Information 16.**

01.

Welcome letter from Ashoka Spain

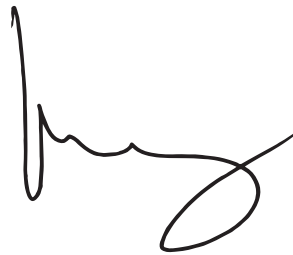
Dear European ASN Forum participants,

On behalf of the Ashoka team in Spain: welcome to Barcelona! It is a true honour for us to host the 2017 European ASN Forum in our beloved city. We sincerely hope you enjoy your stay and, above all, that you leave with a renewed sense of mission, vision and purpose.

These two days will provide a space for reflection, connection and deeper understanding of the role of the Ashoka Support Network in accelerating a world of innovators. We will be able to both experience changemaking first hand and to work around Ashoka's strategic "Everyone a Changemaker" framework.

The Ashoka Europe Team thanks you for taking the time and being part of this forum. Your commitment, experience, passion and interest fuels and motivates our work.

With warmth,



Maite Arango
Chair and ASN Member
Ashoka Spain



Alexandra Mitjans,
Ashoka Spain Co-Director
Ashoka Global Partnerships



02.

Welcome letter from The Puig Foundation

Committed to our legacy

Family businesses such as ours behave and develop just as any other company would but in certain specific aspects the differences in our priorities become more obvious. The first difference is our long-term vision. The second one is our eagerness to benefit not only our clients, suppliers, employees and shareholders, but also the communities around us and more generally our society.



When in addition we take into consideration that the company's mission is to pass onto the next generations a better and bigger company, sustainability and social action become primary concerns.

This is why the Invisible Beauty project was launched in 2014, driving initiatives with a high social impact and giving the opportunity to willing employees to carry out social actions through these projects.

Marc Puig

This project wouldn't have been possible without our partnership with Ashoka. Thanks to its reputation, expertise in social innovation and its commitment to social change, we were able to start a new chapter for the company, with a higher social commitment, and therefore meet the challenge of protecting the legacy we pass over to the future generations.

I trust that the European ASN Forum will not only strengthen the community of Ashoka supporters but above all, that it will continue to inspire worldwide actors like it has done for the past 37 years.

A handwritten signature in black ink, appearing to read 'Marc Puig', located at the bottom right of the page.

Marc Puig
Chairman and CEO
PUIG

03.

Participants:
Early Arrivals

Agenda Wednesday Nov 22nd

8:30 pm	Optional Dinner for early arrivals	<i>Restaurant Mika Milan</i> <i>Rambla de Poblenou, 127, 08018 Barcelona</i>
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03.

Agenda Thursday Nov 23rd

Participants:

Ashoka Support Network Members, Ashoka Fellows, Ashoka Changemaker School Leaders, Ashoka Staff and the wider Ashoka community

Morning: Changemaker Journey

9:30 am	Arrival at TeamLabs and informal breakfast	
10.00 am	TeamLabs Session <ul style="list-style-type: none">• Maite Arango, President of Ashoka Spain and ASN Member• Berta Lázaro, Co-Founder of TeamLabs• Isaac Marcet, Founder and CEO of Playground (global Ashoka media partner)• Pablo Santaefemia, Ashoka Fellow, Founder and CEO of Bridge for Billions	<i>TeamLabs</i> <i>Carrer de Casp, 80, 08010 Barcelona</i>
11.00 am	Transportation Bus to Col·legi Montserrat <ul style="list-style-type: none">• David Martín, Co-Director of Ashoka Spain and Director of the Education Strategy: the Educational Landscape in Spain	<i>Bus</i>
11.30 am	School Visit Guided visit to Col·legi Montserrat, founded by Ashoka Fellow Montserrat del Pozo	<i>Col·legi Montserrat</i> <i>Av. de Vallvidrera 68, 08017 Barcelona</i>
12.00 pm	Col·legi Montserrat Session <ul style="list-style-type: none">• Monika Horsch, External Relations of Col·legi Montserrat• Roser Ballesteros, Ashoka Fellow, Founder and CEO of Voxprima• Luz Rello, Ashoka Fellow, Founder and CEO of Change Dyslexia	<i>Col·legi Montserrat</i> <i>Av. de Vallvidrera 68, 08017 Barcelona</i>
1.00 pm	Transportation Bus to PUIG headquarters office. <ul style="list-style-type: none">• Alexandra Mitjans, Director of Ashoka Barcelona: Introducing Ashoka Spain	<i>Bus</i>

03.

Agenda Thursday Nov 23rd

Participants:

Ashoka Support Network Members, Ashoka Fellows, Ashoka Changemaker School Leaders, Ashoka Staff and the wider Ashoka community

Afternoon: Ecosystem Session

1:30 pm	Informal lunch & Get to know each other	
2.30 pm	Introduction and welcome <ul style="list-style-type: none">• Alexandra Mitjans, Director of Ashoka Barcelona, and Elena Gibson, Co-Director of Ashoka UK: Welcome and Agenda• Marc Puig, CEO of PUIG: Welcome Words	
2.40 pm	Strategy Sessions <ul style="list-style-type: none">• Olivier Kayser, ASN Member: the history of the Ashoka Support Network• Mark Cheng, Ashoka European Director: personal journey and European strategy• Vishnu Swaminathan, Global Leader for Partnerships: Ashoka Global and the EACH vision	
3.20 pm	Coffee Break	
3.30 pm	Break out sessions <ul style="list-style-type: none">• Problem Solving Sessions with international Fellows• Globalizer: An introduction to Scaling and Systems-change	
5.00 pm	Coffee Break	
5.10 pm	Storytelling sessions <ul style="list-style-type: none">• ASN sharing success stories	
5.30 pm	Keynote speaker <ul style="list-style-type: none">• Olivier Onghena, Keynote Speaker: Purposeful Leadership	
6:30 pm	Group picture	
6.40 pm	Free time	
8:30 pm	Dinner Local ASN Members host attendees in their houses for dinner	Information will follow shortly

Puig Office

*Plaça d'Europa
46-48,
08902
L'Hospitalet
de Llobregat,
Barcelona*

03.

Agenda Friday Nov 24th

Participants:

Ashoka Support Network Members, Ashoka Fellows, Ashoka Changemaker School Leaders, Ashoka Staff and the wider Ashoka community

Full day: Deep dive into the Ashoka Support Network

8.00 am	Breakfast	
9.00 am	Ice Breaker	
9.20 am	Introductory Session <ul style="list-style-type: none">• Vishnu Swaminathan, Global Leader for Partnerships: the ASN Community and the Ashoka strategy focusing on the Ashoka fellows.	
9.35 am	Collective session What should a European ASN Community look like ?	<i>Puig Office</i>
10.45 am	Coffee Break	<i>Plaça d'Europa 46-48, 08902 L'Hospitalet de Llobregat, Barcelona</i>
11.15 am	Summary & restitution of the collective session	
11.45 am	Open Forum What are we going to do together in and for the European ASN Community? <i>Come with your ideas!</i>	
1:45 pm	Closing of the Forum	
2.00 pm	Transport to restaurant	<i>Bus</i>
2:30 pm	Lunch at Green Spot Restaurant	<i>Green Spot Restaurant</i> <i>Carrer de la Reina Cristina 12, 08003 Barcelona</i>
5.00 pm - 7.00 pm	Barcelona Tour Optional walking tour through the most emblematic attractions in Barcelona	<i>Starting at Green Spot Restaurant (see above)</i>

04.

Guest Fellows



Marjan Gryson

Belgium
Touché

Using a method to re-channel aggression in inmates throughout the Belgium prison system, Marjan Gryson is creating opportunities for inmates to set positive goals, chart a course for a more constructive life outside of prison and reintegration into society as full citizens. Focusing on transforming destructive and debilitating anger into positive activities for groups outside the prison walls and often confronted to aggression, she educates a wider public to empathy and creates the conditions for more successful reintegration in society and reduction in recidivism and violence.



Mel Young

UK
Homeless World Cup

Mel Young has dedicated over two decades to tackling homelessness in Scotland, in the UK and around the world. As serial entrepreneur, his most recent achievement is catalysing the global use of football as a means to engage and empower homeless people to change their lives, and successfully bridge them into a sphere of inclusion.



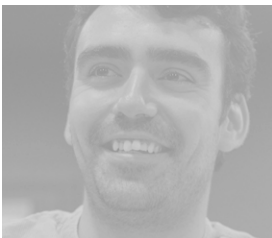
Montserrat del Pozo

Spain
Misioneras Hijas de las Sagrada Familia de Nazaret

Responding to the Spanish educational system that is rooted in standardized curricula and outdated pedagogical methods that emphasize rote memorization and passive learning, Montserrat del Pozo is building an educational reform movement in Spain and abroad connecting teachers, administrators, parents and both private and governmental institutions. Focusing on frontline educators, the movement stimulates teachers to see themselves as agents of change, able to innovate, in order to meet the needs of their students by drawing on a wealth of educational resources, tools and methodologies drawn from the field of education and beyond globally.

04.

Guest Fellows



Pablo Santaefemia

Spain
Bridge for Billions

Pablo is democratizing access to high quality professional support and business mentoring for early stage entrepreneurs who have been excluded from the traditional entrepreneurial ecosystem for gender, racial and socioeconomic reasons. Thanks to his accessible and scalable online incubator, Pablo fosters employment creation and positively affects the lives of thousands, unleashing the power of entrepreneurship to create social and economic growth.



Luz Rello

Spain
Change Dyslexia

Luz is eliminating barriers for people with dyslexia to learn on equal terms with the rest, adapting systems to make it easier to read and understand. Her work, based on research, defines the characteristics that a text must have in order to be accessible to people with dyslexia.



Gwyn Wansbrough

UK
Partners for Youth Empowerment

Recognizing that the teenage years are not simply a “holding pen for adulthood,” PYE is helping youth discover who they are, what they can do, and how they can make a difference now. Through a new model of youth work based on creative engagement and partnership, PYE prepares adults to work side-by-side with teens, inspiring youth to find their creative gifts while at the same time discovering their own. The Power of Hope (POH) brings people of all ages, cultures, and backgrounds together; empowers them to challenge the passivity and negativity around them; and engages them in creating the communities we need.

04.

Guest Fellows



Francesca Fedeli

Italy
Fight the Stroke

Francesca has always shown leadership skills and abilities to promote changes. Her life has changed dramatically with the birth of his son Mario, affected by perinatal stroke. Through his organization, Fight the Stroke (FTS), Francesca Fedeli is developing a holistic approach to the problem of childhood stroke, with important implications also in the care of many other diseases. Francesca has applied the most advanced neurological research to improve the technologies available for the care of young infarction victims, thus giving families the opportunity to play a more important role in the medical needs of their children.



Roser Ballesteros

Spain
VoxPrima

Roser has designed an innovative learning process that transforms the way the essential skill of writing is taught in primary schools, inspiring measurable higher performance, increased self-esteem and improved attitude for both students and teachers. Her transformative and scalable methodology inspires creativity through visual thinking, storytelling and drawing, not only helping students dramatically improve their academic and personal performance but also empowering teachers to lead an autonomous and creative teaching process across all subjects.



Nicole Rycroft

Canada
Canopy

Nicole Rycroft is safeguarding the biodiversity and the long-term survival of ancient forests by shifting heavy paper consuming sectors away from products that originate in the ancient rainforests of British Columbia and endangered forests globally. Simultaneously, she is creating the market demand for ecologically viable alternatives.

05.

Forum Participants

ASN Members

Alejandro Gorodisch	Argentina	Sandrine Woitrin	Spain
Guillermo Laje	Argentina	Jean-Charles Aubert	Spain
Philipp Haydn	Austria	Aurelle Aubert	Spain
Silke Horakova	Austria	Helena Guardans	Spain
Alexander Ertler	Austria	Cristina Orpinell	Spain
Nancy Mortifee	Canada	Holger Kirgis	Spain
Peter Mortifee	Canada	Emmanuel Heurtier	Spain
Alain Crouy	France	Carmen Heurtier	Spain
Bruno Meurisse	France	Gerard Olivé	Spain
Carlos Gaviola	France	Isabel Rubió Badía	Spain
Hubert Bastide	France	Carola Rubiralta	Spain
Jean Marc Chicco	France	Lennart Grebelius	Sweden
Pascal Steffani	France	Daniela Sorio	Switzerland
Philippe Vaysettes	France	Hans-Jürgen Koch	Switzerland
Patrick Parent	France	Maureen O'Hanlon	Switzerland
Bjorn Struwer	Germany	Esther Rogier	Switzerland
Boris Börsch	Germany	Patrick De la Chesnais	Switzerland
Marc Schäfer	Germany	Andrea Sinclair	UK
Stefan Heilmann	Germany	Edna Kissmann	UK
Nicola Pangher	Italy	Maurits Schouten	UK
David Wallach	Italy	Fabienne Serfaty	UK
Valentina Scanziani	Italy	Maurice Ostro	UK
Arik Peretz	Israel	Marcelle Speller	UK
Dr Lee Oi Kum	Singapore	Mo Bulbrook	UK
Diana Legrain	Spain	Tharald Nustad	US
Gonzalo Rodés	Spain	Paul Tao	Hong Kong
Irene Rodés	Spain		
Luis Camilleri	Spain		
Mahala Alzamora	Spain		
Maite Arango	Spain		

05.

Forum Participants

Ashoka Fellows

Marjan Gryson	Belgium
Francesca Fedelli	Italy
Pablo Santaefemia	Spain
Luz Rello	Spain
Roser Ballesteros	Spain
Montserrat del Pozo	Spain
Mel Young	UK
Gwyn Wansbrough	UK
Nicole Rycroft	Canada

Guests

Livio Scalvini	Italy
Maria Cristina Ferradini	Italy
Belen Cabido	Mexico
Caroline Seow	Singapore
Alejandro Alvarez	Spain
Luis Bonell	Spain
Lluís Seguí	Spain
Mario Rotllant	Spain
Mar Martínez-Cosentino	Spain
Alexandra Maratchi	Spain
Ramón García Bragado	Spain
Alfonso Rodés	Spain
Blanca Muntadas-Prim	Spain
Olivier Kayser	France

Partners

Carme Gallardo	Puig	Spain
Eulalia Alfonso	Puig	Spain
Gonzalo Torrent	Puig	Spain
Javier Bach	Puig	Spain
Joan Albiol	Puig	Spain
Jose Manuel Albesa	Puig	Spain
Josep Vivas	Puig	Spain
Manuel Puig	Puig	Spain
Marc Puig	Puig	Spain
Mercedes Navarro	Puig	Spain
Sonia Navarro	ESADE Business School	Spain

05.

Forum Participants

Ashoka Staff

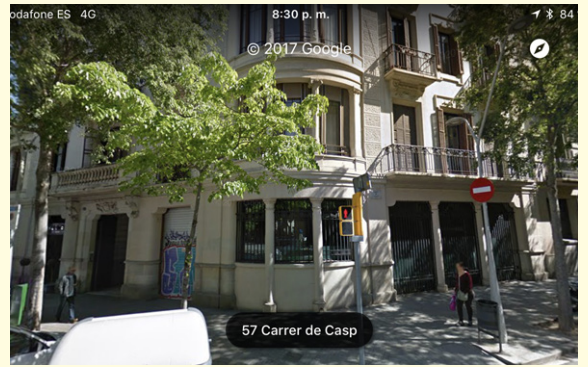
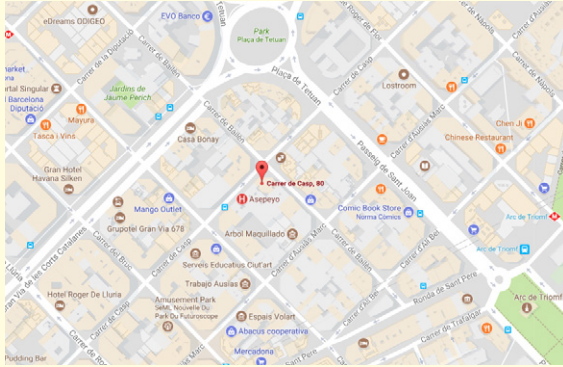
Daniela Kreimer	Executive Director: Ashoka Argentina, Paraguay y Uruguay	Argentina
Raphaela Tonic-Sorinj	Ashoka Visionary Program	Austria
Anne S. Lecointre	Head of Partnerships, Ashoka Belgium	Belgium
Elena Arene	Director, Ashoka Belgium	Belgium
Arnaud Mourot	Head of Global Corporate Partnerships, Ashoka.	France
Sarah Ertel	ASN and Partnerships, Ashoka France	France
Amir Nathan	Director, Ashoka Israel.	Israel
Carla Rivero	Director Alliances, Ashoka Mexico.	Mexico
Alexandra Mitjans	Co-Director, Ashoka Spain. Director, Ashoka Barcelona.	Spain
Casilda Heraso	Head of Venture and Fellowship, Ashoka Spain.	Spain
Celeste Barrera	Director Operations, Ashoka Spain	Spain
David Martin	Co-Director, Ashoka Spain. Director, Youth Ashoka Spain.	Spain
Maria Zapata	Co-Director, Ashoka Globalizer	Spain
Alexandra Maratchi	Senior Volunteer, Ashoka Spain	Spain
Ana Enrich	Head of Partnerships Management, Ashoka Spain.	Spain
Ana Sanahuja	Volunteer, Ashoka Spain	Spain
Mark Cheng	Europe Director, Ashoka.	UK
Elena Gibson	UK Country Rep, Ashoka.	UK
Vishnu Swaminathan	Head of Global Partnerships, Ashoka.	US
Lorena Garia Duran,	Head of ASN, Ashoka US.	US
Carla Gomez-Acebo Botin	Global Partnerships, Ashoka.	US

06.

Forum Venues

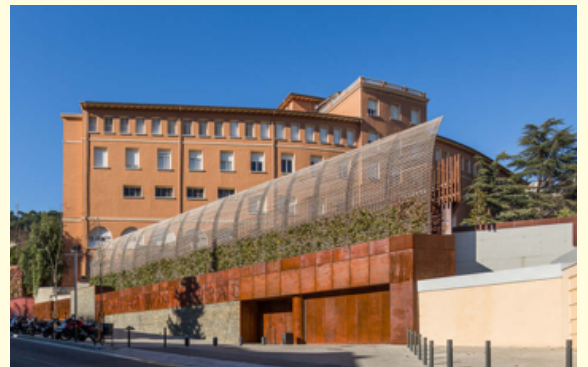
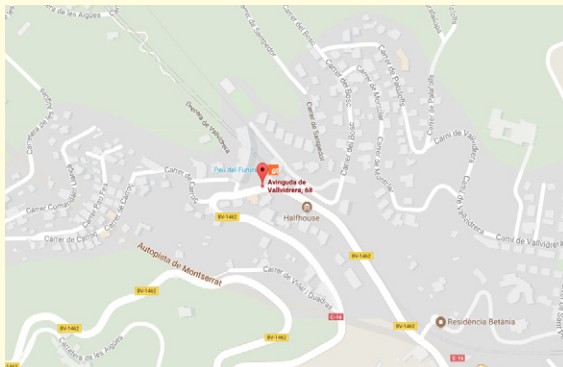
Teamlabs

Carrer de Casp, 80,
08010 Barcelona



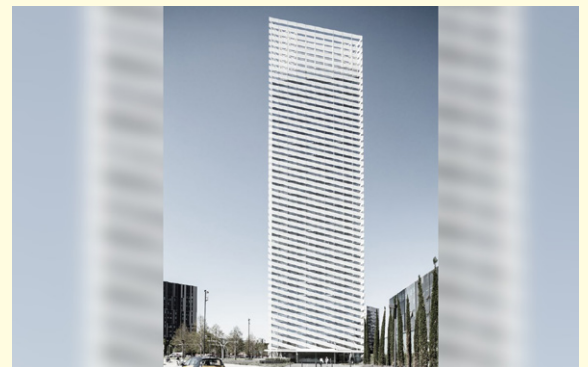
Col·legi Montserrat

Av. de Vallvidrera,
68,
08017 Barcelona



Torre PUIG

Plaça d'Europa,
46-48,
08902 L'Hospitalet
de Llobregat,
Barcelona



Green Spot Restaurant

Carrer de la Reina
Cristina, 12,
08003 Barcelona



07.

Contact information

Please make sure to contact us
if you need to, we will be more
than pleased to help you!

Ashoka Team members:

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Celeste Barrera (+34) 667 833 918
Ana Sanahuja (+34) 606 223 865
Carla Rivero (+52) 155 367 737 705
Sarah Ertel (+33) 650 618 891
Elena Gibson (+44) 755 434 9565
David Martín (+34) 636 498 908
Ana Enrich (+34) 650 266 181
Tito Spínola +34) 651 82 55 49

Ashoka Office in Barcelona.

Ashoka. Playground.
Calle Pujades 112
08005 Barcelona

In case of Emergency while in Barcelona:

- General Emergency - police, ambulance, fire brigade: 112
- Police: 091
- Local Police: 092
- Fire brigade: 080
- Accident / Ambulance: 061
- English-speaking police officers: +34 932 903 000

Medical Emergency

Hospital Clinico
Calle Casanova, 143
Tel +34 934 546 000

The
**EUROPEAN
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