



ASHOKA & THE GLOBAL GOALS



THE GLOBAL GOALS
For Sustainable Development

WE'D LOVE TO HEAR FROM YOU:

Ashoka UK
15 Old Ford Road
London E2 9PJ
UK Tel: +44 (0)20 8980 9416
Email: infouk@ashoka.org
uk.ashoka.org

Ashoka UK is a Registered Charity in England and Wales (1113246).



Follow us on Twitter at www.twitter.com/ashokauk



Find us on Facebook at www.facebook.com/ashokauk



INTRODUCTION	01
NO POVERTY	03
ZERO HUNGER	05
GOOD HEALTH AND WELL-BEING	07
QUALITY EDUCATION	09
GENDER EQUALITY	11
CLEAN WATER AND SANITATION	13
AFFORDABLE AND CLEAN ENERGY	15
DECENT WORK AND ECONOMIC GROWTH	17
INDUSTRY, INNOVATION AND INFRASTRUCTURE	19
REDUCED INEQUALITIES	21
SUSTAINABLE CITIES AND COMMUNITIES	23
RESPONSIBLE CONSUMPTION AND PRODUCTION	25
CLIMATE ACTION	27
LIFE BELOW WATER	29
LIFE ON LAND	31
PEACE AND JUSTICE	33
PARTNERSHIPS FOR THE GOALS	35

INTRODUCING ASHOKA AND THE GLOBAL GOALS

Ashoka's vision is to create an Everyone a Changemaker world, in which we all have the skills, drive and resources to be changemakers, solving the most pressing social problems of today. Ashoka Fellows are critical to the achievement of this vision. For the world to take on the Global Goals for Sustainable Development (Global Goals) we must work urgently to identify, support and scale the leading social entrepreneurs in society, whilst also empowering everyone to be proactive changemakers. This is a collective challenge that requires each and every one of us to take ownership of the changes needed.

For 35 years, Ashoka has pioneered the field of social entrepreneurship and developed the largest network of leading social entrepreneurs called Ashoka Fellows. More than 3200 Ashoka Fellows in 89 countries where we work with global partners to scale their solutions. We have a tried and tested selection process and when we select an Ashoka Fellow into the network we provide the financial and strategic support to scale their impact to a national, regional and often global scale.

Our powerful network of more than 3200 social entrepreneurs is driving innovative and systems changing solutions to the world's most critical areas of human and environmental need. Their solutions address the root causes and not just the symptoms of social problems in lasting and scalable ways, representing an accelerated pathway to achieving the Global Goals. As countries begin to tackle how to implement strategies to achieve the Global Goals, policy makers looking to Ashoka Fellows' work gain proven models and potential partners for ensuring an end to poverty, protection of the planet and prosperity for all. Over 50% of Fellows have contributed to changing national policy within 5 years of election to the Fellowship.

In addition to the ideas and solutions of our social entrepreneurs, there is a greater opportunity that Ashoka Fellows represent in our pathway to achieving the Global Goals: their know-how and impact in increasing the number of problem solvers in the world. The Global Goals build from the success of the MDGs but also commit to carry out their "unfinished business".

Ashoka has learned through our unique global network of social entrepreneurs that powerful problem solvers need to develop the skills of empathy, teamwork, new leadership and changemaking. If everyone in the world grew up with the expectation that they have the power to make a positive change and were able to practice that early on, we then have the chance to have solutions outpacing problems. Embedded in the work of Ashoka Fellows is how to achieve impact and it is through empowering all those involved in the solution to lead and realize their own potential as changemakers. If you increase the percentage of skilled change leaders within government, and companies as well as the citizen sector, the ability to find synergies and win-win solutions towards achieving the Global Goals grows exponentially. As we set our sights to fully and unequivocally achieving the Global Goals by 2030, a key factor to make our efforts and investments produce results and real change may be an underlying investment in increasing the density of problem solvers and changemakers in a given society.

We have an opportunity to come together and drive key investments to social entrepreneurs' proven models to accelerate the Global Goals as well as launching a new generation of solutions and leaders relevant to them.

This document illustrates just 85 of the 3,200 Ashoka Fellows within our network. We have highlighted 5 systems changing solutions to each Global Goal. We look forward to sharing more about our Fellows' work but also their methods of empowering other changemakers that have the potential to create a higher percentage of problem solvers in the world than there are development challenges.

Together we can identify, support and scale the next 85 solutions and work to empower a society of changemakers.

Contact robwilson@ashoka.org for further information and to continue the conversation.

1 NO POVERTY

End Poverty in all its forms everywhere



LOBE CISSOKHO

MUTUELLE DE SANTÉ OYOFAL PAJ DE KAOLACK

SENEGAL, CAPE VERDE, BRAZIL, DRC

Lobé Cissokho realized that most rural women could not repay their microcredit loans because they spent most of their money on healthcare costs rather than on income-generating activities. This limited their ability to save and without saving, poverty remains widespread in their communities. To tackle these related problems, Lobé is coupling mutual credit and savings institutions with health insurance. As a result, both are sustainable and better able to support the women they serve. The Ministry of Health in Senegal, inspired by this progress at the national level, has released funds to support the coupling of health insurance and credit mutual institutions. Lobé has also travelled to health insurance mutual institutions in Burkina Faso and they, in return, visited Senegal to learn from Oyofal Paj. She has had similar knowledge-sharing experiences in Cape Verde, Brazil and the DRC.

CELINA DE SOLA

GLASSWING INTERNATIONAL WWW.GLASSWING.ORG

EL SALVADOR, GUATEMALA, HONDURAS, PANAMA, COSTA RICA, AND THE UNITED STATES

Social inclusion in the region is fragmented, wealth is highly consolidated at the top 10% of the income distribution, and trust in institutions, especially political parties and the legislature, is extremely low. Celina has developed a methodology that breaks down systemic barriers of distrust between communities, corporations, and government, enabling sustainable collaboration across these sectors to create social impact. In the seven years since its founding, Glasswing has mobilized more than 60,000 corporate, citizen and public sector volunteers and has reached 500,000 beneficiaries. It has worked in over 400 communities, where it has revitalized 450 schools, trained 6,000 people in emergency response and engaged 15,000 people in community health programs.

MARK EDWARDS

UPSTREAM WWW.UPSTREAM.ORG

UNITED STATES

Mark believes that reducing unplanned pregnancy is one of the fastest, most evidence-based and least expensive ways to break the cycle of intergenerational poverty. Mark co-founded Upstream USA, a non-profit organization that is changing the U.S. healthcare system so that all women can receive the highest quality services and conveniently access the full range of modern contraceptive methods, particularly the most effective ones, IUDs and implants. Upstream USA has developed its training curriculum, completed twelve trainings in a wide variety of health centers in Texas, Arizona, Ohio, New York and Massachusetts that serve a total of 37,000 women per year; received early impact data from their first trainings that indicate a 700% year-over-year increase in IUD and implant rates compared to a similar period before the training.

MATT FLANNERY

KIVA WWW.KIVA.ORG

US (HQ) WORKS INTERNATIONALLY

Matt Flannery and his colleagues see that lending can be person-to-person in a global society. They are returning to microfinance to its human face, and building a citizen-based movement of micro-lenders as young as four years old. Starting with the online lending platform he initially coded in 2005, Matt and his team are now creating a new way for lenders of average means – primarily those living in more developed economies – to loan to poor, small-scale entrepreneurs living in less well-developed parts of the world. Since its founding in 2005, Kiva has built a pool of 1,438,250 lenders that has disbursed \$848,043,750 in loans across 84 countries with a 98.35% repayment rate.

JEROO BILIMORIA

AFLATOUN WWW.AFLATOUN.ORG

THE NETHERLANDS (HQ) WORKS INTERNATIONALLY

Jeroo is teaching children and youth at an early age the values of citizenship, instilling habits of healthy behavior and resource management to reduce their vulnerabilities and offer them hope for a future of health and security. Becoming economic citizens, children learn about rights and responsibilities, achieve greater economic and social well-being and are able to create sustainable livelihoods to lift and keep them out of poverty. Active in 113 countries, Aflatoun reaches over 3.9 million children each year; 730,000 of them were active savers in 2014, collectively saving EUR 2.76 million. That same year, 5,177 social enterprises and 11,449 financial ones were created by the children.

2 ZERO HUNGER



End hunger, achieve food security and improved nutrition and promote sustainable agriculture

KIRSTEN TOBEY, KRISTIN RICHMOND

REVOLUTION FOODS WWW.REVOLUTIONFOODS.COM

USA

Traditional school lunch suppliers - Sysco, Chartwell Compass, Preferred Meals, and others - are contract management companies operating with a commitment to profit, not a focus on the health of children. Kirsten Tobey and Kristin Richmond, both former educators, understand that the food that schools serve significantly impacts school performance, and lays the foundation for behavioral patterns around eating that extend both to the home and into adulthood. Poor quality school food services, then, can significantly contribute to a multitude of problems, including escalating obesity rates and the occurrence of Type II diabetes, particularly among low-income Americans. Kirsten and Kristin are creating demand for healthy, portioned school lunches, particularly in low-income charter schools. Revolution Foods serves fresh school meals - breakfast, lunch, snack, and supper - to 1,000 school programs nationwide, offering a total of over 60 million healthy meals since 2006.

SYLVIA BANDA

SYLVA FOOD SOLUTIONS WWW.SYLVAFOODS.CO.ZM

ZAMBIA, MOZAMBIQUE AND TANZANIA

Almost two-thirds of Zambia's 14.5 million people reside in rural areas, where most are engaged in smallholder subsistence farming. Unfortunately, much of the produced food is wasted due to a lack of markets for their produce, and inadequate knowledge of effective food preservation techniques. Sylvia has organized local farmers into farmers' clubs, called "out-grower schemes," which act like bulking centers. As such, Sylvia has created rural, entrepreneurial hubs with the objective of improving local farmer's incomes from produce. Sylvia has partnered with many international COs such as World Vision, Africare, and Care International in Zambia to provide the farmer's engaging in their projects with one of the main bottlenecks of their development work, which is access to markets. Her work has also been recognized internationally: The Bill & Melinda Gates Foundation invited her to share her ideas on rural community-based food programs in the United States.

DINESH KUMAR

EARTH360 WWW.EARTH360.IN

INDIA

Wheat and rice farming in India has boomed since the Green Revolution, but at the expense of the natural environment. Dinesh is creating an enabling environment to retrieve millets, a nutritious substitute to rice and wheat, and encourage their consumption as a staple food in India. By pioneering a much-needed processing system for millets, he is creating the capacity among farmers and micro-entrepreneurs to make available quality, nutritious, whole grain millet to the consumers at scale. Through his work, Dinesh is leveraging agriculture to meet the twin objectives of enhancing incomes and improving nutrition. Environmentally adaptive and drought tolerant, millets provide immense opportunity to revitalize the rainfed farming economy. The unit run by Earth 360 currently has 2000 families as a regular customer base and processes approximately 6 tons of millets every month.

JAMILA ABASS

M-FARM WWW.MFARM.CO.KE

KENYA, TANZANIA, RWANDA

Jamila Abass is helping farmers trapped in subsistence agriculture move into commercial farming by leveraging available mobile technology to provide needed real-time information and incentivize collective action. Jamila's technology platform links farmers to markets and creates an ecosystem of knowledge exchange, aggregation, and opportunity spotting that shifts them into productive commercial farming. Thus, Jamila is creating a path out of poverty for these farmers and enabling them to meet the growing demands for produce across the region. By accelerating improved agricultural production, Jamila is also addressing food and nutrition scarcity issues. The first 686 farmers using the platform on average saw a 100-percent increase in their profits. There are more than 14,000 farmers using M-Farm. Jamila has attracted attention from organizations in Tanzania, Rwanda, and seven other countries, for scaling partnerships.

TRISTRAM STUART

FEEDBACK GLOBAL FEEDBACKGLOBAL.ORG

UK (HQ), GLOBAL IMPACT

Tristram Stuart is triggering a global movement to eliminate preventable food waste, which today represents enough calories to feed three billion people every year. In doing so, the world's growing population will be fed while planetary pressures created by food production will be reduced. By engaging every stakeholder in the value chain, from farmers to supermarkets, policy-makers and consumers, Tristram is creating a series of powerful levers to shift markets and change the food system. Feedback is working to relax cosmic standards in order to reduce overall waste at the farm and supermarket levels. 6 major UK supermarkets, which control over 75% of the market, are now committed to publicly disclose their food wastage figures. Tristram has also worked to raise food waste up the government agenda and aims to change EU policy so that waste food can be safely converted into animal feed.

3 GOOD HEALTH AND WELL-BEING



Ensure healthy lives and promote well-being for all at all ages

JOSH NESBIT

MEDIC MOBILE WWW.MEDICMOBILE.ORG

US (HQ), GLOBAL IMPACT

Josh saw an opportunity to expand and improve healthcare to rural patients without relying on an influx of more doctors and nurses by leveraging mobile technology to build a system for “just-in-time” healthcare. Medic Mobile is a software toolkit that combines smart messaging, frontline decision support, easy data gathering and management, and health system analytics. It focuses on supporting health workers and families – using evidence-backed workflows – to ensure safe deliveries, track outbreaks faster, treat illnesses, keep stock of essential medicines, communicate about emergencies, and more. Now, it is able to use SMS to collect, convey, and receive important medical and logistical information without the need to travel back and forth between the point-of-care and the base hospital or clinic. Medic Mobile is currently used across 23 countries by over 12,500 healthcare workers.

STEPHEN FRIEND

SAGE BIONETWORKS WWW.SAGEBASE.ORG

USA

When Stephen began working on Sage Bionetworks, it had been twelve years since the completion of the Human Genome Project, the sequencing of three billion human genetic units that some experts hoped would yield a wealth of insights of immediate benefit to human health. Yet the medical promise of the project, and of the explosion of biological data that has occurred in the past several decades, remains largely unrealized. Stephen is harnessing a critical moment of transition in genomic and biomedical science—when we move from working with small data sets to ones too large for any one lab to build—to transition the field to practices of collaboration and non-duplicative efforts, and, most importantly, a stronger and more explicit alignment with human health and patient outcomes. Through Sage, Stephen is building an online “commons” or repository that houses and makes publically available rich data sets—called “globally coherent data sets”—to researchers in academia and industry.

MORGAN DIXON

GIRLTREK WWW.GIRLTREK.ORG

USA

African-American women are disproportionately affected by preventable, obesity-related diseases and are dying at higher rates than any other group of women in America. GirlTrek offers an innovative solution to the problem of obesity in the Black community that draws inspiration from Black history to contextualize health as a broader civil rights issue, meets women at their point of need with a feasible first step, and turns healthy living into a service opportunity by training women as health leaders in their communities. GirlTrek believes in the power of walking as a low-cost, high impact solution to this public health crisis and promotes walking as a simple, fun, affordable activity that all women can pursue. GirlTrek supports over 20,000 walkers in 120 cities, inspiring an ever-growing network of 175,000 supporters.

VERA CORDEIRO

SAÚDE CRIANÇA WWW.SAUDECRIANCA.ORG.BR

BRAZIL

Doctor Vera Cordeiro witnessed the constant admission/re-admission cycle of children treated in Brazil's public hospitals who were released without having the necessary resources to continue their treatment at home. She brought together doctors, nurses, and members of the civil society to create Saúde Criança, which works with severely ill children of poor families to ensure that they receive nutrition, sanitation, and psychological support post-hospital discharge for a full recovery. Thus Associação Saúde Criança successfully addresses the root causes that had earlier prevented their families from providing adequate care. 60,000 people have been supported by Saúde Criança, with a 92% increase in family income and an 86% decrease in hospitalization.

KRYSTIAN FIKERT

MYMIND WWW.MYMIND.ORG

IRELAND

In Ireland, adequate mental health care is out of reach for many who need it because public offerings are too slow and the private market is too costly. Krystian Fikert has created a new social business model of community-based mental health services, which has unleashed a movement for accessible, preventative mental health care. Initially begun for Polish immigrants, he quickly saw a much larger need for his work and expanded his efforts to include immigrants of all types as well as lower-income citizens and anyone else in need. Krystian's MyMind program offers both face-to-face and online programs to make mental health care available, and break down the barriers to accessing it. MyMind offers more than 1500 appointments every month in ten languages.

4 QUALITY EDUCATION



Ensure inclusive and equitable education and promote lifelong learning

DANA MORTENSON

WORLD SAVVY WWW.WORLDSAVVY.ORG

USA

Dana Mortenson is preparing students for citizenship and leadership in the 21st century by closing the global competency gap within K-12 education in the United States. She is thus ensuring that students and educators stop relating to global affairs as a separate subject. Instead, she is introducing them to global competency through an interdisciplinary lens with applications in math, science, English, art and history classes, among others. Dana is working on a Global Competency Certification system for educators, while positioning herself as a key contributor to the dialogue on national education standards to support the integration of global competencies across subject matters. Dana has reached more than 30,000 students and 1,700 teachers in San Francisco, New York, and Minneapolis-St. Paul since founding.

TADDY BLECHER

MAHARISHI INSTITUTE WWW.MAHARISHIINSTITUTE.ORG

SOUTH AFRICA

A pioneer of the free higher education movement in South Africa, Taddy Blecher created a university model that enables poor students to acquire a free, high-quality, professional education, while also employed by the university to gain practical experience and earn an income. Taddy's efforts to support free access to postsecondary education have led to over 5,500 unemployed South Africans being educated through CIDA City Campus' work, finding employment and moving from poverty to the middle-class. These formerly unemployed youth now have combined salaries in excess of R250 million (US\$26 million) per year and expected life earnings of R9.5 billion (US\$9.7 million). Additionally, over 600,000 young South Africans have also been trained in learning-skills courses in the other seven colleges or universities Taddy helped found with this model.

KIRAN SETHI

RIVERSIDE WWW.SCHOOLRIVERSIDE.COM

INDIA

Urban India is failing to provide a nurturing environment for its children. An urban child is typically influenced by three institutions: Her family, her school, and her city. Children at Riverside, as part of Kiran's A Protagonist in every Child (aProCh) campaign, learn how to be protagonists in their environment, to exercise full citizenship, and to find affirmation for their needs and ideas. Kiran promotes children's rights to move independently and safely from home, choose their friends, and experiment. Kiran founded the "Design for Change," a movement of change for and by children, impacting 25 million children in 30 countries. She is working with the NID to create a course on Design for childhood; she has also signed an MOU with Stanford University Design School to integrate design into their curriculum.

DORIEN BEURSKENS

YOUNG AFRICA WWW.YOUNGAFRICA.ORG

ZIMBABWE, MOZAMBIQUE, NAMIBIA

The International Labor Organization estimates there were 73 million jobs created in Africa between 2000 and 2008 but only 16 million were for people between 15 and 24-years-old. Many young Africans find themselves unemployed or underemployed in informal, low productivity jobs, with few opportunities for further development. Dorien Beurskens has developed an affordable way to provide vocational education and training to young people in Southern Africa, using training centers that are both learning spaces for students and business hubs for entrepreneurs in the community. Dorien has developed a creative model in which the centers' spaces, equipment and the Young Africa brand are rented to local entrepreneurs who, in turn, train students in their respective fields. 26,000 young people have been trained in vocational skills and 83% of the graduates are economically active, of which 32% are self employed.

SHARATH JEEVAN

STIR EDUCATION WWW.STIREducation.ORG

ZIMBABWE, MOZAMBIQUE, NAMIBIA

Sharath has launched an international movement of teacher changemakers who are innovating, implementing and influencing others to spread best practices of teaching. Sharath saw an opportunity in creating local hubs that carefully select teachers and engage them to share ideas to innovate in addressing challenges, implement solutions in classrooms, and influence other teachers to improve educational methods and practices. He founded STIR Education Initiative in 2012 to create these local teacher innovator networks that recognize and motivate the bright spots among teachers. To date, STIR has developed five networks in Delhi, another seven networks across six states in India, and 20 other networks in Uganda (run through partner organizations). The networks collectively include 1200 teachers or approximately 48000 children.

5 GENDER EQUALITY



Achieve gender equality and empower all women and girls

BETTY MAKONI

GIRL CHILD NETWORK WWW.GIRLCHILDNETWORKWORLDWIDE.ORG

ZIMBABWE

Betty Makoni is building a new generation of strong, active women citizens. In Zimbabwean society, girls are discriminated against, often abused, and given limited opportunities for expression and development. Through her Girl Child Network, Betty creates safe spaces for girls to grow and connect with each other. Betty uses advocacy campaigns, media projects, and works with community leaders to raise awareness and change attitudes at community and national levels. 300,000 girls have been served through the program, many of whom continue to serve through its alumni network. Thanks in part to the urging of program graduates, clubs have begun to appear in communities outside of school settings, providing opportunities for older women to get involved as well. There are 450 clubs currently operating in forty-five of Zimbabwe's fifty-eight rural districts.

SYLWIA CHUTNIK

FUNDACJA MAMA WWW.FUNDACJAMAMA.PL

POLAND

Sylwia proves that a mother's participation in public, economic, and social spheres is not just for the sake of respecting the mother's rights, but also creates a better environment for her child. By bringing women out of their homes to engage in "safe" public spaces, she directly challenges the public perception that mothers are selfish or uncaring when they address their own needs. Sylwia is also advocating for changes in public policy to improve the economic situation of mothers by enabling them to choose to be professionally active rather than remain at home. Apart from approximately 30 beneficiaries of legal counseling, in every month approximately 100 mothers contact a lawyer through Internet chat. Sylwia is using traditional media to empower mothers across Poland.

DEAN PEACOCK

SONKE WWW.GENDERJUSTICE.ORG.ZA

SOUTH AFRICA

Dean Peacock is challenging entrenched gender inequality in South Africa by engaging men as change agents to tackle health and violence issues that stem from the way they relate to women. Sonke has reached more than 250,000 men and women with its approach since its inception in 2006. Through this work, the number of men in South Africa getting tested for HIV/AIDS has increased along with the community-based forums that address the definition of manhood. A 2009 report on Sonke's programming found significant changes in short-term behavior in the weeks following its One Man Can activities: 25 percent of respondents accessed voluntary counseling and testing, 50 percent reported an act of gender-based violence, 61 percent increased their use of condoms, and over 80 percent talked to friends or family members about HIV, gender, and human rights issues.

SAMSIDAR

RPUK

INDONESIA

Samsidar is rebuilding community ties in Aceh, where the social fabric has been devastated by thirty years of armed conflict, military rule, and natural disaster. Samsidar links women victims with each other to promote healing, and then helps them to reconnect with their families and other women in the community as they rebuild their lives. Nationally, the National Commission on Violence Against Women has adopted her victim-based mechanisms for reporting and documenting civil rights abuses and is beginning to spread her methods to other parts of Indonesia. Her approach to reporting is currently being piloted by the Indonesian Ministry of Welfare in camps for displaced people in North Sumatra, Jogya, and Maluku. Internationally, the Asia Pacific Forum for Women on Law Development has also asked Samsidar to share her strategy.

MOLLY BARKER

GIRLS ON THE RUN WWW.GIRLSONTHERUN.ORG

USA

Young girls from all socioeconomic groups and cultures encounter strong pressure to conform to social norms. Without the support they need to let their personalities and abilities shine, many retreat to a socially acceptable place that Molly calls the "Girl Box." Molly coined the term to describe the place that previously happy, confident girls reluctantly go into about the time of fifth grade. In each biweekly session girls enjoy games and workouts while learning essential life skills. GOTR encourages the positive emotional, social, spiritual, intellectual and physical development of young girls, and most importantly, challenges girls to stay true to themselves in the face of pressures to conform. Girls on the Run has served one million girls since its founding.

6 CLEAN WATER & SANITATION



Ensure availability and sustainable management of water and sanitation for all

ALBINA RUIZ

CIUDAD SALUDABLE WWW.CIUDADSALUDABLE.ORG

PERU

Working through a nongovernmental organization that has succeeded in enlisting the cooperation of the relevant public authorities and marshaling the necessary funding from a wide variety of sources, Albina has developed, and is now expanding, a remarkably effective demonstration in poor and crowded communities in the northern outskirts of Lima. With the aid of a revolving loan fund, she has stimulated the formation of micro-enterprises that are engaged in the collection and processing of garbage and trash throughout the area. In addition to producing marked improvements in health and living conditions, the program is generating much-needed employment opportunities for community residents. 9 million people have been impacted through Albina's education and communication campaigns, with more than 200 municipalities partnering with Ciudad Saludable.

PHILIPPE DE ROUX

EAU ET VIE WWW.EAUETVIE.FR

FRANCE (HQ), PHILIPPINES, BANGLADESH, COTE D'IVOIRE

In growing slums around the world, access to clean water is a constant challenge. Through his organization, Philippe de Roux uses access to clean water as an entry point to change negative perceptions around slums, and to turn them into vibrant communities. He demonstrates to public authorities and large water operators that an investment in water, sanitation and hygiene infrastructure can provide both a long-term solution to slum sprawl and create viable economic returns. He develops the necessary processes and infrastructure to run the water system directly in the slum, and managed by community members. 85% of households are then connected to the mainstream water grid (from nearly zero access) and payment collection rates reach 93-95% among participating households. Eau et Vie is already working in 3 major cities in 2 countries (the Philippines and Bangladesh), and spreading to a third (Cote d'Ivoire).

WILSON PASSETO

AGUA E CIDADE WWW.AGUAECIDADE.ORG.BR

BRAZIL

Wilson is training what he calls “water agents”: employees and community members equipped with the knowledge and tools to combat water wastage in their homes and offices. These agents then teach what they’ve learned, along with the practical how-to strategies for reducing consumption, to their families and communities. He provides each newly empowered water agent and their supporting institution with technological tools, consulting services, and a supportive community. Each organization is then offered a platform for sharing best practices and an incentive scheme for the most innovative water management projects. In Cachoeira do Itapemirim, a city of 200,000, Water and City and its partners reduced water consumption by 30 percent over a five-year period. The program has born similarly positive results in Sao Paulo, proving the methodology can be applied to any urban community.

MICHAL KRAVCÍK

MVO LUDIA A VODA WWW.LUDIAAVODA.SK

SLOVAKIA

An internationally respected hydrologist, Michal Kravčík has developed a “Blue Alternative” water management policy that utilizes numerous small reservoirs and depressions to catch and store water, takes necessary measures to slow runoff and restore wetlands and transfers control of water resources from central government to local self-government. In all these respects, his approach contrasts sharply with official Slovak water management policy, which was defined in the early 1950s and emphasizes large dams. The residents of the Tichy Potok area have adopted Michal’s approach; it was the first time in 50 years that Slovak communities have taken an independent decision on land.

JYOTI SHARMA

FORCE WWW.FORCE.ORG.IN

INDIA

Jyoti Sharma is closing a generational gap in water resource management knowledge by developing a citizen-based water management system run by a competent, decentralized local authority. She involves stakeholders from the community, hydrology experts, business leaders, and local politicians in a process that enables communities to create local pockets of water security. Jyoti’s goal is to return ownership of water demand decisions to the community and build a network that is capable of self-regulating consumption. By grounding the process of conservation in the communities where water is a source of life, Jyoti is creating a new model of self-sufficiency for a resource that was formerly outside the control of citizens. 800,000 people from in 87 communities have saved 27 billion liters of water.

7 AFFORDABLE AND CLEAN ENERGY



Ensure access to affordable, reliable, sustainable and modern energy for all

WILL BYRNE

GROUNDSWELL WWW.GROUNDSWELL.ORG

USA

Will Byrne developed a model, which he calls civic consumption, that allows individuals and institutions to leverage their collective purchasing power to shift markets from the bottom up, creating a new, market-based path to create social and environmental benefits in their own communities. This new value for service providers creates powerful leverage for participating communities to see direct local benefits from purchasing decisions. In addition to decreased costs for clean energy services and deep environmental benefits, they can ensure that new economic opportunities and revenues that result are retained locally and equitably. Since 2009, the organization has mobilized \$2 million of investment in clean energy projects—resulting in over 5,000 metric tons of carbon emissions abated, over 40 new jobs created, and nearly \$700,000 in energy bill savings.

MANUEL WIECHERS BANUET

ILUMEXICO WWW.ILUMEXICO.MX

MEXICO

Through Iluméxico, Manuel is trying to eradicate energy poverty in Mexico, using a mix of community development activities and close monitoring to implement clean technology solar panels along with strategic alliances. It requires benefitting communities to contribute a nominal fee for the service, giving them a stake in the project that has proven to increase the adoption and care of their systems, money that is reinvested in a fund that is used for community development projects. Iluméxico then converts community members into beneficiaries and stakeholders, resulting in a more cohesive community that accepts, and cares for, their electrical technology. Their work with local governments has resulted in the Federal Electricity Commission beginning to develop regulations on technical procedures for social and technological transfer programs for highly-disadvantaged populations of Mexico to ensure the safety and wellbeing of these communities.

NEIL MCCABE

THE GREEN PLAN WWW.THEGREENPLAN.IE

IRELAND, SCOTLAND

Neil McCabe is utilizing the existing infrastructure of firehouses to provide a local, national and international example for green transition, creating the first carbon neutral fire station in the world. It is a clear methodology outlining strategies to move towards sustainability, from using wastewater in fighting fires to setting up social ventures that manufacture retrofitting equipment. With an emphasis on the sustainability and replicability of the Green Plan, Neil prioritizes refurbishments that are cost-saving and channels those cost savings into further efforts. The Green Plan has become the basis for Dublin City Council and County Dublin's sustainability strategy, is being applied across Ireland and in Scotland and is helping guide initiatives at the European Union level.

TRI MUMPUNI

PEOPLE CENTERED ECONOMIC & BUSINESS INSTITUTE (IBEKA) WWW.IBEKA.NETSAINS.NET

INDONESIA

Tri Mumpuni is tackling the challenges of rural electrification and economic development by creating community owned micro-hydropower (MHP) systems throughout Indonesia. She designed and successfully lobbied for a revolutionary off-grid/on-grid connection system that allows small-scale community producers to sell their generated power back to the larger state-owned power company, focusing on turbine crossflow for micro-hydro for rural electrification. Tri has also been able to connect the community-based off-grid system to the PLN state-owned and subsidized electricity company grid. These impoverished communities are now able to sell their power supply to the PLN and gain revenue from the deal, providing employment opportunities for individuals, local economic growth and a sustainable source of income and electricity.

HARISH HANDE

SELCO WWW.SELCO-INDIA.COM

INDIA

Harish Hande is uplifting underserved populations by selling, servicing, and financing clean energy that improves their quality of life. SELCO has proven the poor can afford and benefit from modern and clean energy services. Today, over 95,000 solar systems have been installed by SELCO with over 400,000 people directly benefitting and tens of thousands more indirectly benefitting. SELCO has provided sustainable energy services to the underserved and keeps costs to a minimum by focusing on the specific lighting needs of its clients as opposed to the common practice of catering to the general electricity demands of a population. The company works with the natural forces of the market and though 75 percent of its client's earn less than US\$4 a day, SELCO generates enough revenue to break-even.

8 DECENT WORK AND ECONOMIC GROWTH



Promote sustainable, inclusive, and sustainable economic growth, full and productive and decent work for all

AI-JEN POO

NATIONAL DOMESTIC WORKERS ALLIANCE WWW.DOMESTICWORKERS.ORG

USA

Ai-jen has identified the emerging prominence and significance of a care economy, unique as it operates in Americans' homes and involves intimate, care-based relationships between employer and employee. By recognizing and articulating that domestic workers work in a care economy that is fundamental to a functional overarching economy, Ai-jen is transforming the position into an intimate role at the core of taking care of families and society. Ai-jen is also building a number mechanisms and tools on the ground to enable a vibrant care economy to thrive right now. Caring Across Generations is connecting the supply of trained domestic workers with growing demand. Ai-jen is also designing a platform called FairTradeCare.com which will be a registry of both well-paying, dignified care jobs as well as the trained care workers who qualify for the positions.

THORKIL SONNE

SPECIALIST PEOPLE FOUNDATION WWW.SPECIALISTPEOPLE.COM

DENMARK

Thorkil Sonne is turning the handicaps of autism into a competitive advantage in business by creating a for-profit software testing company, Specialisterne, which assesses and employs high-functioning autistic adults and uses their special skills to out-perform the market. Since 2004, Specialisterne Denmark has supported more than 230 autistic individuals by creating job profiles and providing assessment. In 2008, the companies earned US\$3.3M in revenue, resulting in a profit in 2008 of US\$170,000. Today, the company has 35 consultants who perform valuable IT services, such as software testing, data registration, quality control and information packaging for a number of the leading IT and telecommunication companies around the world. In 2009, Specialisterne Denmark started a three-year education program for young people aged 16 to 25, which today has 29 students.

SOLOMON JAYA PRAKASH

LABOURNET AND MAYA ORGANIC WWW.LABOURNET.IN / WWW.MAYAORGANIC.COM

INDIA

Solomon is bringing together poor people to work collectively towards their goals. His first organization, MAYA Organic, incubates group enterprises in garments, lac-ware, and metal and wood manufacturing, until ultimately the groups are ready to set up their own manufacturing and marketing infrastructure. 19 of 20 MAYA Organic collectives have now invested in their enterprises and 15 are in the process of developing business plans to run their own units. Solomon's second organization, LabourNet, networks wage workers to the marketplace in order to facilitate stability in the informal sector, improve product quality, create shorter project cycles and decrease costs in the marketplace. Phone helplines have been put in place for the over 300 groups in Bangalore to have access to more than 3000 workers across the region, and currently expanding.

SOFIA APPELGREN

MITT LIV WWW.MITTLIV.COM

SWEDEN

In Sweden, the prevalence of segregated communities limits career opportunities for immigrants. Sofia Appelgren has launched a program that matches the most dynamic and entrepreneurial persons with Swedish entrepreneurs and corporate leaders. Mitt Liv is a mutually beneficial mentorship model where the participants are not "victims" to be helped, but rather equal contributing partners, providing insight and education to company employees as experts. Mitt Liv generates income by selling the partner package deal to a broad range of companies containing access to guest lectures, discussion groups, mentoring, a forum to exchange experiences between partners within both internal and external diversity efforts. Mentors, drawn from partner companies, work with the girls to craft life-plans and establish incremental goals for the future.

SARA HOROWITZ

FREELANCERS UNION WWW.FREELANCERSUNION.ORG

USA

Freelance workers have no national system of support to rely on. The Freelancers Union offers over 240,000 members access to discounted group benefits such as medical, dental, and disability insurance in addition to pension plans, helpful educational resources, and a platform to facilitate political action, for premiums that are approximately 40 percent less than other individual insurers across 31 states. Freelancers Union, which has received \$340,000,000 in federal funding, is also launching consumer-driven health insurance cooperatives around New York, New Jersey, and Oregon in an effort to significantly scale access to coverage for members. It is also providing the first 401(k) plan of its kind for freelancers and offering various educational resources to members like a Client Scorecard and Contract Creator.

9 INDUSTRY, INNOVATION, AND INFRASTRUCTURE



Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

YUHYUN PARK

INFOLLUTION ZERO WWW.INFOLLUTIONZERO.OR.KR

SOUTH KOREA

Infollution Zero's iZ Hero program is built on the premise that every child is born a hero with moral values, empathy, and discipline to use Information Technology in a responsible way, instead of scaring young children with the danger of cyber space and establishing strict rules. The first iZ Hero exhibition held in Seoul, Korea in 2011 attracted 170,000 visitors, with 99 percent of respondents reporting the exhibition had positive impact on their understanding of digital risk. Since then, the Korea Internet & Security Agency opened permanent exhibitions in three cities modeled after the iZ Hero exhibition. Yuhyun and her team recently released iZ Hero web content in English and launched the second official iZ Hero exhibition in Singapore at the Singaporean government's invitation, and Yuhyun is actively forming strategic partnerships for worldwide distribution and visibility.

BERNARD AMADEI

ENGINEERS WITHOUT BORDERS WWW.EWB-USA.ORG

USA, INTERNATIONAL

By engaging students, professors, and professional engineers in an experiential framework, Bernard is trying to shift the field to focus on truly sustainable engineering. The core of Bernard's work is to offer rigorous, meaningful opportunities to integrate two things: learning engineering skills in an applied context, and playing a life-changing role in substantive, sustainable engineering projects in the developing world. Through the engagement of professors and practitioners, sustainable engineering is spreading and changing the way that the engineering profession is both thinking of and educating itself across the country, causing it to become an even more powerful piece of the solution for some of the world's most pervasive problems, such as poverty, pollution, hunger, and disease. EWB-USA currently has 16,800 volunteers working to sustainably meeting the basic human needs of the world.

DELFINA IRAZUSTA

RED DE INNOVACIÓN LOCAL WWW.REDINNOVACIONLOCAL.ORG

ARGENTINA

Most of the municipalities outside of the urban or semi-urban areas of Argentina lack productive leaders and effective policies and technologies for the public development, causing a general distrust towards the local municipalities. In turn, Delfina feels innovation is greatly hampered in these areas. She is tackling this assumption from two different directions: first facilitating collaboration and coordination between municipalities and then secondly offering one-to-one advice to local governments on how to implement “public innovation tools”. Currently there are two Mayors’ groups and a Production Secretaries group, consisting of 8 Municipalities each. These activities include the participation of 15 districts from the interior of the country.

ABDALLAH ABSI

ZOOMAAL WWW.ZOOMAAL.COM

LEBANON

Through launching the first ever open Arab Crowdfunding platform, Abdallah is mobilizing the Arab crowds and Diaspora to understand what entrepreneurship is about, and to support and invest in Arab entrepreneurs’ creativity and innovation. He is relying on crowd-sourced investments targeted to innovative ideas across three categories -- technological innovation, cultural/social/environmental, and creative arts as well as filmmaking. These financial resources are directed to credible innovative ideas that are allocated through Abdallah’s platform. He is trying to systematically find other potential funding partners that focus on certain sectors so that he can tip different sectors across different countries in the Arab region. He has currently had the platform attract 100 different projects together worth US \$1.3 million.

SUNIL ABRAHAM

THE CENTER FOR INTERNET AND SOCIETY CIS-INDIA.ORG

INDIA

Sunil Abraham is providing web services and products that are affordable and effective for the Indian voluntary sector. His work, based on “open-source” sharing of programs, enables citizen organizations to effectively use the Internet in the areas of fundraising, networking, advocacy, and knowledge management. His program capitalizes on the success of Linux, an increasingly popular computer operating system characterized by open source coding, which allows individual users to access programming codes which are normally restricted in commercial software production. The nature of open-sourcing also permits a natural replication process because of its inherent accessibility to new users, and Sunil has initiated networks at the local (Bangalore), state (Karnataka) and federal levels.

10 REDUCED INEQUALITIES

Reduce inequality within and among countries



SAED KARZOUN

TAGHYEER WWW.TAGHYEER.PS

PALESTINIAN TERRITORY

Saed is promoting freedom of expression online and its associated rights. Through access to information, citizens are empowered to engage with the plans of decision-makers and their execution as well as the allocation of state resources through two steps. First, focusing on youth between 16 – 35 years old, he is empowering all citizens with advocacy, reporting and campaigning skills through trainings and mobile blogger buses. Second, he created a free and interactive online platform named YouKnow, that directly links citizens to decision-makers and intermediary groups. Citizens can then interact with these group to advocate for changes, demand information from decision makers and convey the harsh realities of everyday life. Three ministries, the National Police Authority and fourteen municipalities have already signed onto Saed's platform and interact with the citizens.

TRABIAN SHORTERS

BME COMMUNITY WWW.BMECOMMUNITY.ORG

USA

Through BMe, Trabian seeks to reawaken empathy and build community across race and gender groups by presenting black men as the community-builders that they are. The idea comes down to sharing the asset-based narrative about black men's roles in America as builders, supporting the central characters in that narrative (BMe Leaders) and connecting them within a powerful influencer network (BMe Champions), and doing so with media to amplify the message. At the cornerstone are BMe Leaders and BMe Champions who care about the same range of causes and are given opportunities to build relationships with one another. The personal relationships formed become a foundation for institutional change. BMe's first 100 Leaders serve approximately 200,000 people per year, it has just over 12,000 community-builders in its database and its content reaches close to 10 million people.

ASHIF SHAIKH

JANSAHAS WWW.JANSAHASINDIA.ORG

INDIA

Ashif is trying to end caste discrimination in India, starting with the manual scavengers within the Dalit community. While many of these women refused to abandon this work at the beginning, Ashif used the children's discrimination in school to convince the women to stop their work. The women then publicly burned their collection baskets to denounce the practice and engaged in a country-wide march to convince others to do the same, liberating 150,000 manual scavengers from 200 districts across 18 states. Ashif is also helping these newly unemployed women find other jobs by changing the societal view of the Dalits. Secondly, Ashif is encouraging Dalits to protect their rights when affected by crime and other forms of discrimination through a network of lawyers and policy makers he has created.

CAROLINE CASEY

KANCHI WWW.KANCHI.ORG

IRELAND

Caroline is changing how businesses address people with disabilities by creating a network of companies and organizations that highlight the ability of disabled people and acknowledging their work through the Ability Awards. The televised awards are attracting an unprecedented 27 percent of Ireland's television audience and in the week after the awards there was a 32 page supplement in Ireland's leading newspaper, explaining the awards and what it means to be "ability confident". Because of the immense success of the awards, Caroline plans to carefully expand across Europe through a franchise partnership model. Caroline is also working on a campaign that will communicate that there are 400 million people in the developing world living with disabilities, and will focus on adversity and alienation, but also on ability.

SASHA CHANOFF

REFUGE POINT WWW.REFUGEPOINT.ORG

NORTH AMERICA, AFRICA

Sasha is pioneering a new role for effective and professional citizen organizations in the refugee resettlement process. Through collaboration, his organization is working to influence and transform the international humanitarian community in ways that lead to life-saving solutions for the most vulnerable refugees. RefugePoint is putting the plight of the growing population of urban refugees more solidly on the map of agencies in a position to protect them through the use of resettlement and developing an expertise in identifying newly threatened refugee groups inside and outside the refugee camp system. RefugePoint has built a relationship with the UNHCR to enhance resettlement by sending staff across Africa to work in a variety of urgent refugee situations.

11 SUSTAINABLE CITIES AND COMMUNITIES



Make cities and human settlements inclusive, safe, resilient, and sustainable

ANDREA BOLNICK

IKHAYALAMI WWW.IKHAYALAMI.ORG

SOUTH AFRICA

As government recognizes it cannot possibly fulfill its pledge of affordable housing without going bankrupt first, Andrea Bolnick is demonstrating a new approach to providing “dwellings with dignity” to South Africa’s most vulnerable. Through active community engagement, Andrea is able to firmly place slum dwellers in the driver’s seat and bring about needed renovations to their homes. In addition to a more strengthened community, the result is the effective removal of the threat of fire, flooding, and other general public health concerns that pervade these areas. In April 2011 the United Nations Development Program invited her to create a permanent exhibition of her “cluster structures” in the courtyard of the UN office in Nairobi, Kenya. She currently manufactures at three locations: Joe Slovo, Upper Sheffield, and Johannesburg.

AHMED EL-DILBI

DUBARAH WWW.DUBARAH.COM/EN

SYRIA

Focusing on the current post-conflict Syrian refugee community and diaspora around the world, Ahmad is creating a complex network of individuals, connected to regional hubs and to each other, who recognize their own capital and talent and want to help their peers. He provides real-time support and solutions to connect Syrian refugees with housing, employment, education, legal advice, investment opportunities, emotional support and a cultural understanding of their host country. In just one year, Dubarah impacted 250,000 Syrian refugees around the world, with an average of 500 solutions and consultations provided per day with a total of 25,900 opportunities secured between jobs, investments, start-up advice, housing, legal consultations, and educational opportunities. Approximately 100 people on average register daily to the web platform, adding yet more individuals to Dubarah’s growing network.

SOMSOOK BOONYABANCHA

COMMUNITY DEVELOPMENT INSTITUTION WWW.CODI.OR.TH

THAILAND

Somsook Boonyabancha, an architect for the public, has found a way to end the universally harmful stalemate between poor slum squatters and owners/developers that characterizes so many southern hemisphere cities. Somsook is developing the methodology for “land-sharing”, an urban land use innovation built around a mutually beneficial deal between urban squatters and the owner of the land who wishes to develop for commercial purposes. The slum dwellers get new, better, if more dense housing on a back portion of the plot in dispute, and the owner gets the street-front portion freed for immediate development. Somsook has applied her national community upgrade plan in 300 Thai cities.

PAULINA CAMPOS

FUNDACIÓN HOGARES WWW.FUNDACIONHOGARES.ORG

MEXICO

Paulina is transforming the affordable housing sector in Mexico by empowering neighbors to strategically organize, identify key community problems, propose solutions, and implement their own projects to increase social cohesion and create vibrant and proactive neighborhoods. Through partnerships with developers, construction companies, and other private-sector actors, she is making autonomous neighborhood organizations the core of present and future housing communities. In the two years that Paulina has led Fundación Hogares, they have worked in 158 housing units, impacting 531,716 people, of which 85% want to continue to be involved in projects that improve their communities after their first engagement.

SASCHA HASELMAYER

LIVING LABS GLOBAL WWW.LIVINGLABS-GLOBAL.COM

INTERNATIONAL

Living Labs Global is creating new ways to balance government, corporations, and citizen organizations to work together. Sascha matches cities with social innovations, and provides a safe procurement and pilot process to facilitate implementation. Currently, Sascha is working with 50 global cities in Europe, Asia, Africa, and the U.S., and some 1,000 companies and research centers with new solutions to problems. Sascha has created a protocol that reduces transaction costs in innovation, and has designed a structure where cities can be laboratories for new ideas. He is working to replicate good ideas through a tech start-up based model, moving cities from a risk-averse and opaque strategy to one focused on the values that new technology can bring.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Ensure sustainable consumption and production patterns

MICHIHIKO IWAMOTO

JEPLAN WWW.JEPLAN.CO.JP

JAPAN

Michihiko aims to create a “Consumer-Participated Recycling Culture” (CPRC), in which every person helps to make the earth more sustainable. His organization creates new recycling infrastructures for the future of the planet, including changing the general mental attitude towards used materials, by redefining garbage as a resource that can produce fuels, and therefore transferring the responsibility to “clean up” from local governments to the private sector. He connects the importance of his work to the rampant fighting over natural resources worldwide, especially petroleum dependency.

He also works to transform kindergarteners into changemakers, becoming responsible for their toys and stationary and teaching them early that their actions can contribute to world peace. Michihiko sees recycling as an active business that can yield economic profit, broadening its base from just an “environmental issue”.

NICOLE RYCROFT

CANOPY WWW.CANOPYPLANET.ORG

CANADA

Nicole is utilizing the combined economy of scale of Canadian corporate purchasers both to create the market demand for environmentally sound alternatives and to stimulate investment in, and production of, alternative papers and construction materials. Currently, Nicole is focused on the overall transformation of the Canadian book-publishing sector. By actively working with their signatory companies—including Penguin Canada, Random House Canada, and Doubleday Canada—Nicole facilitates change in consumption patterns throughout the entire supply chain; negotiating new paper product specifications with producers, overseeing test runs with printers, and assisting publishers in managing demand issues. Signatory companies must agree to phase out their use of products derived from these forests within a three-year period—thereby allowing sufficient time for alternative products to be developed on a scale to fill the market gap.

KAILASH SATYARTHI

SOUTH ASIAN COALITION ON CHILD SERVITUDE AND OTHERS WWW.KAILASHSATYARTHI.NET

INDIA, GLOBAL IMPACT

Kailash Satyarthi is a Nobel Peace Prize recipient and a renowned leader in the global movement against child labor. In 1983, Kailash Satyarthi founded the grassroots movement Bachpan Bachao Andolan - Save the Childhood Movement and Rugmark - a rug trademarking organization that guaranteed fair practices and no child labor. These movements have rescued over 80,000 children from the scourge of bondage, trafficking and exploitative labour in the last three decades. By using consumer behavior to influence corporate behavior, Kailash has initiated and perpetuated ethical business practices. Today, Kailash heads the Global March Against Child Labor, a conglomeration of 2000 social-purpose organizations and trade unions in 140 countries. In the last decade, his activism has led to a 70% decrease in child labour in South Asia and released 1 million bonded labourers.

ALEJANDRO CALVILLO UNNA

EL PODER DEL CONSUMIDOR WWW.ELPODERDELCONSUMIDOR.ORG

MEXICO

Alejandro is showing Mexico's consumers the power that they wield in their purchasing decisions and giving them opportunities to exercise that power to check irresponsible business practices. Using the reach and efficiency of the Internet, Alejandro is building the organization El Poder del Consumidor (Consumer Power) to hold businesses, government, and consumer-citizens alike accountable for violating social responsibility. Alejandro believes that by giving Mexico's consumers compelling and true information on harmful corporate behavior and opportunities to act in coordination with masses of other consumers and citizen organizations, he will stimulate them both to embrace their right to know what's "behind" a product and to exert economic pressure on companies and government through their purchasing decisions.

PAUL RICE

FAIR TRADE USA WWW.FAIRTRADEUSA.ORG

US (HQ), GLOBAL IMPACT

After years of helping coffee farmers organize their own marketing cooperatives in Nicaragua and other parts of Latin America, Paul is now closing the loop by persuading US market leaders like Starbucks and Safeway to carry Fair Trade coffee purchased directly from farmer cooperatives. While products bearing the Fair Trade Certified label may cost a little more, Paul demonstrates to companies the added value of Fair Trade: the label guarantees that companies are respecting certain criteria - namely, direct trade, a fair return to farmers, access to credit, and support for sustainable agriculture. Fair Trade USA has effectively worked to increase the market access, linkage, and impact of responsibly sourced agricultural products for the past 16 years, directly benefitting over 1.5 million farmers.

13 CLIMATE ACTION



Take urgent action against climate change and its impacts

SAIFUDDIN AHMED

WORK FOR A BETTER BANGLADESH TRUST WWW.WBBTRUST.ORG

BANGLADESH

Saifuddin's vision of a liveable city is one that prioritises the environment, public and road safety and basic rights of general public. Over the last 18 years, Saifuddin has successfully influenced public policies and institutions in Bangladesh to improve its health and public transport. For example, the Bangladesh Anti-Tobacco Alliance pushed the Government to completely ban all forms of tobacco commercials, tobacco controls in public places, increased taxation etc. He also successfully advocated for a separate Rail Ministry in Bangladesh and the Government has approved National Multimodal Transport Policy 2013, which prioritises safe pedestrian-environment, according to WBB Trust's proposals. With his past success in working with the public authorities, he is now working closely with the Rail Ministry and other agencies to push for an integrated public transport system.

MATHIAS CRAIG

BLUE ENERGY WWW.BLUEENERGYGROUP.ORG

US, NICARAGUA

Mathias has developed a community-based clean energy model dependent on local manufacture and maintenance of a specially designed hybrid solar/wind turbine along the impoverished Caribbean coast of Nicaragua. He is implementing this model, which emphasizes long-term accompaniment of rural communities, through his citizen sector organization blueEnergy Group. By combining wind and solar technology, blueEnergy's energy systems produce a cheaper and more reliable source of power; these hybrid systems can generate more continuous power output under most weather conditions, as there are very few days without either sun or wind. Various national and international organizations have already sought out blueEnergy for support in their own electrification initiatives. In the next five years, Mathias plans to bring the blueEnergy model to eight locations throughout Nicaragua in addition to other areas in Central America and West Africa.

JOHANNES HENGSTENBERG

CO2ONLINE WWW.CO2ONLINE.DE

GERMANY

Johannes believes that climate change is not an issue only for scientists and governments to confront, but rather a question of sound communication and access to information among people living in communities around the world. As a result, Johannes developed an online tool that shows people how easy it is to track their energy consumption and to reduce it. He has realized success by showing how clients how easy it can be to save money upgrading home appliances, modernizing water boilers, updating heating systems and using sustainable building materials while also saving the environment. Through his network of 700 partner organizations including media companies, businesses, producers and municipalities, Johannes has mobilized more than one million German citizens to save an average of 700,000 tons of CO2 each year.

URSULA SLADEK

ELEKTRIZITÄTSWERKE SCHÖNAU WWW.EWS-SCHOENAU.DE

GERMANY

Confronted with the danger of nuclear power when her children were threatened by fallout from the Chernobyl disaster, Ursula Sladek started a citizen organization to work towards a nuclear-free future in Germany. When she realized that the oligopolistic utility companies were unwilling to eliminate nuclear power or offer energy-saving incentives, she began a citizen movement to disrupt utility monopolies and deliver decentralized renewable energy. It took Ursula years of protesting and lobbying, two local referenda, and a nation-wide campaign to mobilize the public support and resources necessary to take over the local grid from the existing utility monopoly. Today, Ursula manages the first community-based utility company, providing renewable energy throughout Germany, demonstrating the effectiveness and replicability of a decentralized, renewable power supply.

ROB HOPKINS

TRANSITION NETWORK WWW.TRANSITIONNETWORK.ORG

UK

The Transition movement Rob Hopkins initiated provides solutions to the twin challenges of climate change and reaching peak oil, the maximum rate of global petroleum extraction. He is helping communities build a resilient, re-localized alternative to our current perilous trajectory. A Transition Initiative is a community working together to assess what it needs to achieve sustainability, as well as what it can do to drastically reduce carbon emissions and mitigate the economic and environmental repercussions of reaching the peak in available oil supply. This has propelled over 1,000 communities and tens of thousands of people to effect positive environmental change on the local level. Already, their combined efforts are resulting in policy changes as local governments join the movement as Transition Authorities.

14 LIFE BELOW WATER

Conserve and sustainably use the oceans, seas and marine resources for sustainable development



CLAUDIA LI

SHARK TRUTH WWW.SHARKTRUTH.COM

CANADA, HONG KONG

Claudia has leveraged the culturally relevant practice of shark fin soup consumption and juxtaposed it with the traditional value of zero waste food consumption as a tangible gateway topic to introduce members of the Chinese diaspora into the larger conversation of sustainable consumption. Claudia has already successfully piloted an open source version of her organization, Shark Truth with organizations in Hong Kong, effectively diverting 20,000 bowls of shark fin soup, which actually translates to thousands of individuals directly impacted by Claudia's culturally tailored messaging, and ultimately saving 2,000 sharks. In Canada, since Shark Truth first launched, more than 40,000 bowls of shark fin soup have been diverted; translating to over 10,000 members of the Chinese diaspora community being directly impacted using Claudia's model and 4,000 sharks saved.

AL HARRIS

BLUE VENTURES WWW.BLUEVENTURES.ORG

UK (HQ), MADAGASCAR

Through working with coastal communities and local governments and drawing on international resources, Al set up a model of conservation for community members to actively implement, manage and monitor conservation strategies. Blue Ventures acts as a catalyst for local conservation by piloting efforts that have immediate economic and environmental benefit, and then handing off ownership to local leaders and fishermen. Al launched the world's first community-run Marine Protected Area for octopus in 2004, which resulted in a significant increase in octopus fishing yields and mean size, increasing earnings of fishers. Within a year, the government of Madagascar used the project as a model to create seasonal octopus fishing bans across the country. Al's model of community-run marine reserves has been successfully replicated across the southwest coast of Madagascar and is starting to spread internationally.

LATHA ANANTHA

INDIA WATER PORTAL WWW.INDIAWATERPORTAL.ORG

INDIA

People depend on rivers in myriad ways: drinking water supply, power generation, cultural and religious needs, fishing, and farming are a few. Globally, 41 percent of people live in river basins and their life patterns are directly linked to the rivers. However, ensuring supply of water to meet basic human needs and food security is becoming a global challenge. Dr. Latha Anantha is drawing from her deep understanding of complex river basin systems to apply the concept of environmental flows to river basin planning and management in India. Using the flow of the river as a reference point, she makes interlinkages between different interventions and draws various stakeholders together to cohesively plan and manage water resources in order to strengthen the health, economy, and peace of river communities.

BREN SMITH

GREENWAVE WWW.GREENWAVE.ORG

US (HQ), GLOBAL

Bren has created the world's first multi-species 3D ocean farms centered on kelp, moving from growing vulnerable monocultures to vibrant ecosystems, which work to re-build biodiversity and produce higher yields. The infrastructure is simple: seaweed, scallops and mussels grow on floating ropes, stacked above oyster and clam cages below. The farm model has the capacity to grow 20 tons of sea vegetables and 500,000 shellfish on each acre per year with zero inputs. These crops produce food, fertilizers, animal feeds, pharmaceuticals, cosmetics, biofuels and much more, and the farms restore, rather than deplete, the ocean ecosystems. His innovative farming model provides fishermen with a new role as "climate change farmers" who build and nurture an entire eco-system for a growing market.

KIRSTIN FORSBERG

PLANETA OCEANO WWW.PLANETAOCEANO.ORG

PERU

Over half of the Peruvian population lives on the coast and depends on the ocean for both sustenance and employment, yet there have not been nearly as many conservation efforts for the marine life in comparison to the preservation of the Amazon and the mountains. Kirstin is hoping to demonstrate the importance of also conserving the ocean through creating partnerships with local environmental groups, institutions, and businesses and empowering them with the tools and skills to research the marine life themselves. Kirsten's network currently includes more than thirty committed schools whose projects have benefited a few thousand students, all of which she is connecting to local government agencies to demonstrate their research results and influence public policy.

15 LIFE ON LAND



Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

ADALBERTO VERISSIMO

IMAZON WWW.IMAZON.ORG.BR

BRAZIL

The landownership and development issues in the Amazon have not been properly addressed in Brazil, resulting in vast deforestation of the rainforest. Adalberto is constructing a sustainable way to develop the Amazon through applied research and coordination between rival groups leading to the sustainable management and development of 5 million hectares of forests; the protection of 25 million hectares of the Amazons through the first ever 2006 Law of National Forest Preserves; and the development of a satellite monitoring system of the Amazon which he has transformed into an Amazon Health Index, similar to a stock exchange Dow Jones index to track trends in the health of the Amazon every couple of days. IMAZON reaches its social impact through four related strategies: scientific research, dissemination of knowledge, public policies and professional trainings.

ÇAĞAN ŞEKERCİOĞLU

KUZEY DOĞA WWW.KUZEYDOGA.ORG.TR

TURKEY

Çağan Şekercioğlu aims to prevent extinctions and consequent collapses of critical ecosystem processes while making sure that human communities benefit from conservation as much as the wildlife they help conserve. His non-profit organization Kuzey Doğa builds sustainable and replicable models that combine nature conservation, wildlife research, environmental education, capacity building and income generation activities. Based in Turkey's North Eastern province Kars, Kuzey Doğa's activities have already spread to three neighboring provinces and received international acclaim and interest from the developing world. Noticing the government's ambitious re-forestation efforts, Çağan convinced the minister to use these efforts strategically to connect the forests of North Eastern Turkey with the vast Caucasus forests. The result is Turkey's first wildlife corridor, which became Eastern Anatolia's first RAMSAR site and received the Whitley Gold Award.

RAJEEV KHEDKAR

ACADEMY OF DEVELOPMENT SCIENCES

INDIA

Rajeev Khedkar is restoring the diversity of plant species cultivated in India by teaching farmers how to use, modify and preserve traditional species of rice. The reintroduction of traditional rice species will help farmers confront their problems of soil infertility, plant diseases and pests, and climate change. Through this reintroduction, he is demonstrating the effectiveness of traditional rice as a crop. By creating a string of interconnected local gene banks, he is providing for the widespread use of his strategy, while ensuring its sustainability by gaining grassroots support through public education and placing control of these resources within the community. In addition, he is creating a network of trained individuals to help farmers and agricultural organizations utilize and maintain the “living” gene banks across the widest possible area.

ALLAN SAVORY

THE SAVORY INSTITUTE SAVORY.GLOBAL

ZIMBABWE

Allan has demonstrated that we can recover and prevent desertified land by changing the management of livestock to mimic the behavior of the once vast herds of grazing animals and predators of Africa’s savannahs. Allan uses the Holistic Management framework as the tool to sustainably manage the livestock in the grasslands, which helps land managers, farmers, ranchers, policymakers and others to restore balance to the land. The Savory Institute has used the 2,630-hectare Dimbangombe Ranch, home to their Africa Centre for Holistic Management, as the model of a once desolate area that is now thriving, leading to Allan being invited to train others in this technique in the US, Canada, Mexico and Australia. By 2013, more than 30 million acres in the world (Africa, North America, and Australia) were managed using the Holistic Management framework.

SARAH OTTERSTROM

PASO PACIFICO WWW.PASOPACIFICO.ORG

NICARAGUA

Sarah Otterstrom is collaborating with the government and private and citizen sectors in Nicaragua’s biologically diverse dry tropical forest in order to create a form of development conservation that both empowers local populations and changes the culture of environmental stewardship. With adults in local communities, Sarah uses performance-based incentives for corridor conservation and teaches them how to develop routes to economic prosperity that won’t harm the environment. After five years of working with the organization, 82% of community members have come to believe that climate change has an important effect on their daily activities. In addition to reforesting 1000 acres as part of its forest-based carbon project, Paso Pacifico is building corridors by partnering with farmers to plant more than 30,000 native trees annually.

16 PEACE, JUSTICE, AND STRONG INSTITUTIONS



Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable, and inclusive institutions at all levels

ANDRAS VAMOS GOLDMAN

JUSTICE RAPID RESPONSE WWW.JUSTICERAPIDRESPONSE.ORG

SWITZERLAND (HQ), INTERNATIONALLY

JRR works to create a world where the worst crimes known to humanity are investigated professionally, impartially and promptly so perpetrators can be held accountable, victims can receive justice, and would-be offenders can be deterred. JRR brings together governments, international organizations and civil society to recruit human rights and criminal justice experts from around the world, train these experts to work under international law and conflict-affected situations, certifies them to a roster, and makes them available for rapid deployment to assist with investigations of international crimes. In this way, JRR helps ensure the genuineness and credibility of the accountability process, which is essential to the delivery of justice. JRR's work has led to a paradigm shift in international investigations leading to improved global standards.

FIONA SAMPSON

THE EQUALITY EFFECT WWW.THEEQUALITYEFFECT.ORG

CANADA (HQ), AFRICA

Fiona is pioneering a new way to hold governments accountable for human rights violations against women by ensuring that women in countries with similar judicial structures based in common law have access to legal resources, support, and remedies that have otherwise been inaccessible due to economics, culture, and violations of gender rights. Through her organization, Equality Effect (EE), Fiona is convening a network across Kenya, Malawi, Ghana, the United Kingdom, and Canada to ensure public legal education on inequality, legal reform and test case litigation. With this network, Fiona is sourcing a new way for lawyers to address incidents of sexual assault against women around the world. Putting an end to the inaction of current systems that fail to protect the rights of women, Fiona is creating the foundation for in-country legal remedies which ensure that laws are enforced without delay or discrimination.

LEONEL NARVAEZ

FOUNDATION FOR RECONCILIATION WWW.FUNDACIONPARALARECONCILIACION.ORG

COLOMBIA (HQ), SOUTH AMERICA, AFRICA

Leonel has changed the goals and methodology for achieving peace and healing communities plagued by social violence. Leonel observes that “forgiveness is not to forget, but to remember with different eyes.” This is evident in the design of his Schools of Forgiveness and Reconciliation, or ES.PE.RE, which focus on the inner reconstruction of individuals and groups using a multistep process delivered through a global network of community forums. Since 2003, over 2,500 ex-combatants in Colombia alone have been rehabilitated through ES.PE.RE, many of whom have now become leaders in the peace movement. The model has expanded to 15 countries in Latin America and three in Africa; the curriculum is now translated into four languages, and in Mexico, an estimated 1% of the 100 million people have been trained in 17 states.

KAREN TSE

INTERNATIONAL BRIDGES TO JUSTICE WWW.IBJ.ORG

SWITZERLAND (HQ), INTERNATIONALLY

Karen’s vision is straightforward: a global movement to improve criminal defense systems, particularly regarding due process and the rights of the accused. Karen believes citizens worldwide can and should have a role in supporting legal aid bureaus and criminal defenders so she is forming “Communities of Conscience” that do everything from raising money to equipping legal-aid offices to providing expert assistance, volunteers, information systems, and close collaboration on procedural reform. IBJ has access to 8,000 defenders in Cambodia, China, and Vietnam, who serve over 1.3 billion people. As IBJ progresses, people interested in criminal justice can contribute to legal reform from any country around the world.

NADA DHAIF

BAHRAIN REHABILITATION & ANTI-VIOLENCE ORGANIZATION (BRAVO) WWW.BAHRAINRIGHTS.ORG

BAHRAIN, ARAB GULF REGION

Using a contextualized and culturally sensitive approach, Nada is catalyzing a grassroots movement to socially reintegrate victims of state torture and violence. Starting in Bahrain, Nada empowers citizens in the Arab Gulf region to understand their civil rights, stand up against human rights violations, and transform the nature of the citizen-government relationship. In a region governed by monarchy and often repression, Nada is initiating the first movement of its kind to combat low levels of political participation by empowering citizens to hold governments accountable. Since 2012, BRAVO has rehabilitated 450 victims of torture and violence, reached more than a 100,000 people in the Arab Gulf via its online tools and engaged 20,000 people across the Arab region through her on-the-ground awareness campaigns and classes.

17 PARTNERSHIPS FOR THE GOALS



Strengthen the means of implementation and revitalize the global partnerships for sustainable development

SCOTT GILMORE

BUILDING MARKETS WWW.BUILDINGMARKETS.ORG

CANADA (HQ), AFRICA, ASIA

Working primarily with international aid, humanitarian agencies and multinational corporations, Scott is changing the buying practices of foreign missions to support local economies by connecting small business entrepreneurs from emerging economies to new business opportunities. This creates jobs and opens new markets for them while also changing institutional approaches to economic development in conflict-prone countries and focusing on their ability to rejuvenate economies simply by feeding into them. Using economic development as a way to ensure peace, Scott's approach involves: (i) helping to create jobs by connecting international buyers to local suppliers (ii) conducting research to increase understanding of the local impact of peace and humanitarian operations and (iii) increasing the efficiency of aid operations. Building Markets has operated in 14 countries, including Afghanistan, Timor Leste, Liberia, and Haiti, and is spreading the model to eight more over the next three to five years.

KATARZYNA BATKO-TOŁUĆ

STOWARZYSZENIE LIDERÓW LOKALNYCH GRUP OBYWATELSKICH WWW.SIECOBYWATELSKA.PL

POLAND, EUROPE

Katarzyna Batko-Tołuć is promoting transparency and civic engagement at the local level as key ingredients in a democratic society. She is transforming the relationship between citizens and local governments by facilitating dialogue between both parties and promoting the shared benefits of this new relationship. Through her transparency work, Katarzyna is replacing the culture of secrecy that has prevailed in Poland at the local level. By demonstrating the correlation between community development and transparency, she is introducing a precedent relationship between citizens and local authorities in post-communist countries, which helps prove that a community's progress is directly correlated to the extent that people have a right to information and can participate in democratic procedures of governing.

KEN BANKS

FRONTLINE SMS WWW.FRONTLINESMS.COM

UK (HQ), GLOBAL IMPACT

Ken Banks is bridging the digital divide in the citizen sector by bringing the tech revolution to the last mile: To the isolated, small, and resource-poor organizations in the developing world. Having been one of the first innovators using mobile phones for social change, Ken is now creating a rapidly scaling user-led movement that enables local changemakers to co-create the solutions they need to solve their own problems, based on simple and readily available technology: Ordinary mobile phones. The core platform has been downloaded over 20,000 times by users in more than 70 countries, inspired a number of sector-specific spin-offs developed by user citizen organizations (COs), and is reaching millions of people.

TAMZIN RATCLIFFE

GREATER GOOD SOUTH AFRICA WWW.GREATERGOODSA.CO.ZA

SOUTH AFRICA

In 2006 Tamzin launched the Southern African Social Investment Exchange (SASIX) and has already raised more than US\$800,000 for development work across Southern Africa. Building on the success of SASIX, Tamzin is now preparing to launch a new, web-based, global social investment marketplace. The Global Social Investment Exchange (GSIX) will provide a range of investment opportunities along a continuum of purely social or combined social/financial in their returns. GSIX is envisaged as a global federation of in-country social investment platforms supported by in-depth information from each country exchange that would allow for a more efficient and dynamic social capital market, and in turn support the creation of a more efficient development sector.

DAPHNE NEDERHORST

SAWA WORLD WWW.SAWAWORLD.ORG

UGANDA, KENYA, TANZANIA, SOUTH SUDAN

Daphne is identifying local grassroots leaders (“Sawa Heroes”) who are combating global poverty in the world’s 50 poorest countries and she is using new media technologies to spread their stories and projects to both local and global audiences. Daphne builds local media networks and uses a web platform to create and disseminate short videos that showcase the Heroes’ successes to extreme poverty and disseminate their stories globally. The rationale behind doing this is that Daphne is convinced that solutions based on local knowledge are more applicable and bring better impact than solutions brought from abroad. Sawa World has reached 30,000 people in 12,405 communities with its poverty solutions.



THE GLOBAL GOALS
For Sustainable Development