



# IMPACT STUDY

## 2018



CHANGEMAKERXCHANGE



**Robert Bosch**  
Stiftung

## CXC TEAM



**GRETA**



**MATTHIAS**

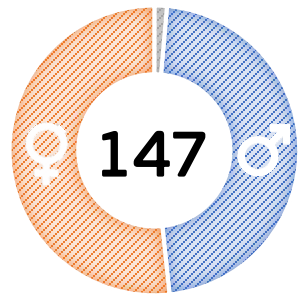


**JONAS**



**NICK**

## PARTICIPANTS



59 countries

≠ 28.4 years-old



Changemakers  
10  
1

# CATEGORIES





## CHANGEMAKERS First Initiatives



Most changemakers started some sort of initiative in school or got engaged in church related activities at a young age. The sorts of commitment range from offering (practical) help to others (like people with disabilities), first social business endeavours like drawing small painting and selling them to raise donations for people in need to opening a public library where the community could meet, educate themselves and get to know each other.



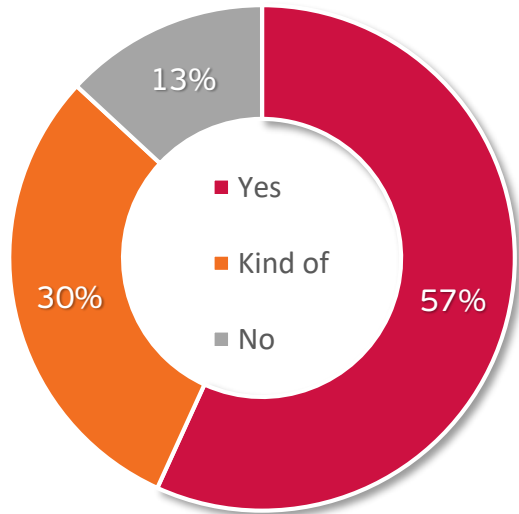
*I cofounded a social project aimed at helping kids and teenagers with ADHD (Attention Deficit Hyperactivity Disorder) together with a 16-year-old boy who was suffering from it. We created an app that worked as an emotional journal. We connected one kid with another so that they could share their feelings about school, family and friends through the app. We were somehow careless and had so much fun by doing and sharing what we loved. I had the feeling that my life gained meaning.*



*Looking back at your own personal story at **what age** was the very first time you started some kind of initiative ?*

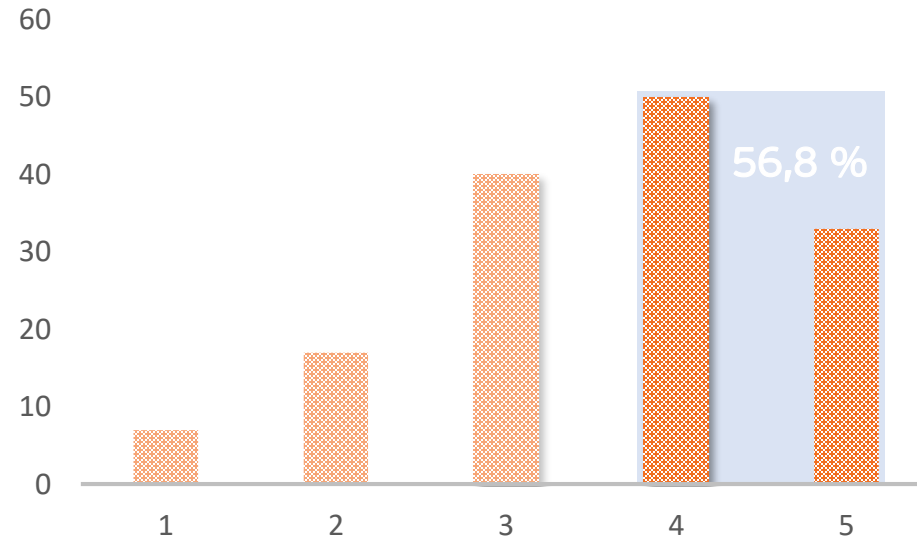
Age	Percentage
<13	19,1 %
13-19	<b>50,3 %</b>
>19	30,6 %

# CHANGEMAKERS Tackling a Problem



Is **your venture** tackling a problem you have **lived/experienced** yourself?

#changemakers

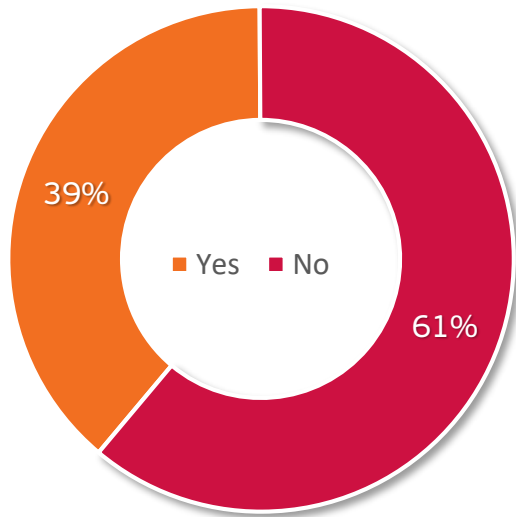


To what extent did you get **familiar with the problem** before starting your venture?

1: I just started without significant understanding of the problem

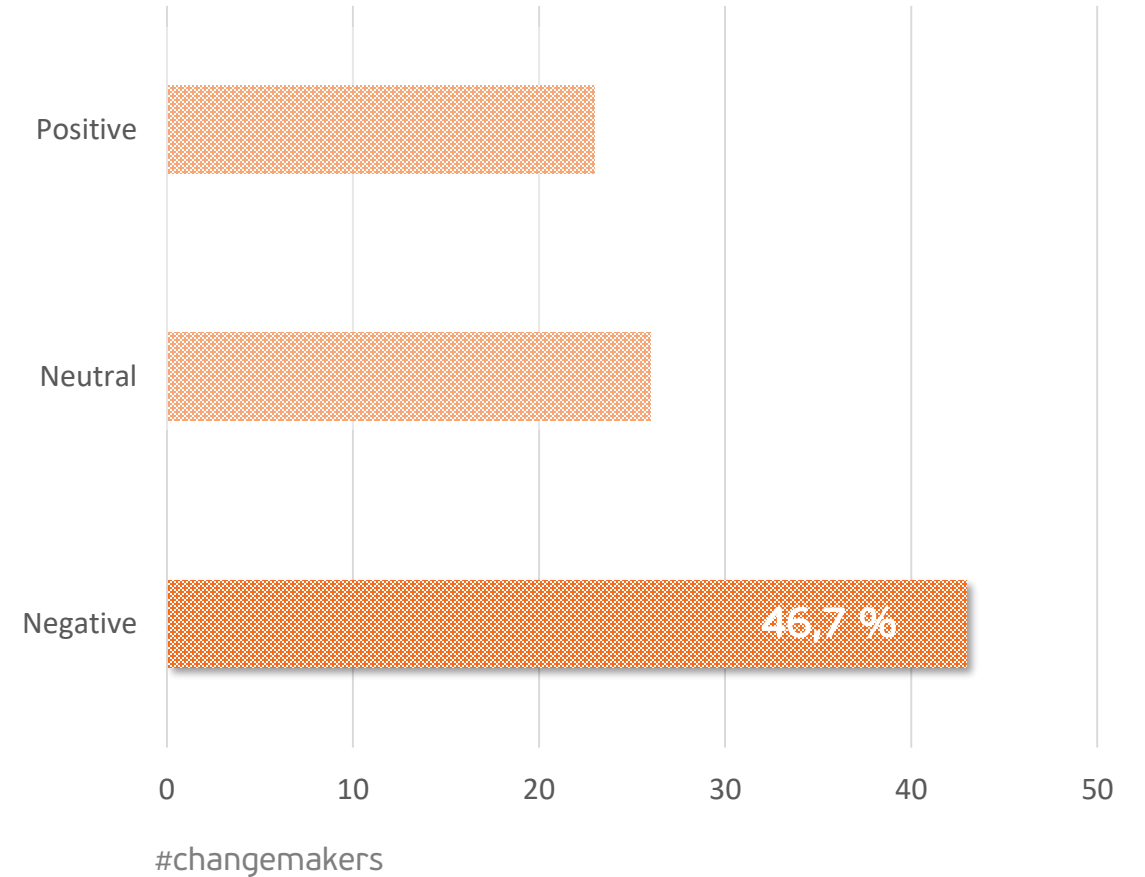
5: I spent a lot of time getting a deep understanding of the problem

# CHANGEMAKERS Heropreneurship



Have you heard of the phenomenon of "Heropreneurship"?

## ASSOCIATIONS





## CHANGEMAKERS Associations "Heropreneurship"

*It's dangerous to believe that entrepreneurs will solve everything and have an enables power and energy. We should all be more cautious with the message we send about entrepreneurs, much specially with young social entrepreneurs. I think CXC is doing a great job in taking care of soft trends surrounding the main issues of social entrepreneurs.*

*To be honest, I don't like the gratification and celebration of an individual. It takes away from the work and the discounts the efforts of everyone else associated with the work.*

*waste of systemic potentials*

*I think it is necessary we move away from the dominant narrative of changemaking centred around the individual - the heropreneur - because it has created great damage, both for the individual and the collective. I work hard to promote a more inclusive concept of changemaking, interpreted as a collective effort to create a better world, one where anyone can contribute meaningfully.*

*They don't really exist, and if they exist they don't last long or they will never be competent enough to do everything on their own ;)*

*Not necessarily a bad thing, but cannot go unchecked. Heropreneurs serve as extra horsepower but must be given the right direction (through mentorship/partnership) or risk them diluting the good work that social entrepreneurs have built upon.*

*Starts in a garage and exits in a few years, always smiling and happy in public, hiding poor mental health and emotional wellbeing.*

“

*Enterprises that tackle very important social issues and have impact that make them "heroes" in their community*

*People who care about the world around them, not only their own world, their own "bubble". Not only their own problems, but the planets' problems too.*

*A heropreneur for me is someone who "saves the day" whenever s/he sees a problem whether relative or not. \* The act of being the change you wish to see around you without necessarily branding yourself as a social or civic entrepreneur. I may be wrong, but this is what I think.*



## CHANGEMAKERS



>100 AWARDS



# 36.630.416

people reached in total by 600 cms; 61.050 per changemaker on average



TED





## ORGANISATIONS TOP 5 SDGs

### Quality Education

65.2 %

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



### Decent Work & Economic Growth

48.9 %

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



### Reducing Inequalities

36.2 %

Reduce inequality within and among countries.



### Gender Equality

35.5 %

Achieve gender equality and empower all women and girls.



### Good Health & Wellbeing

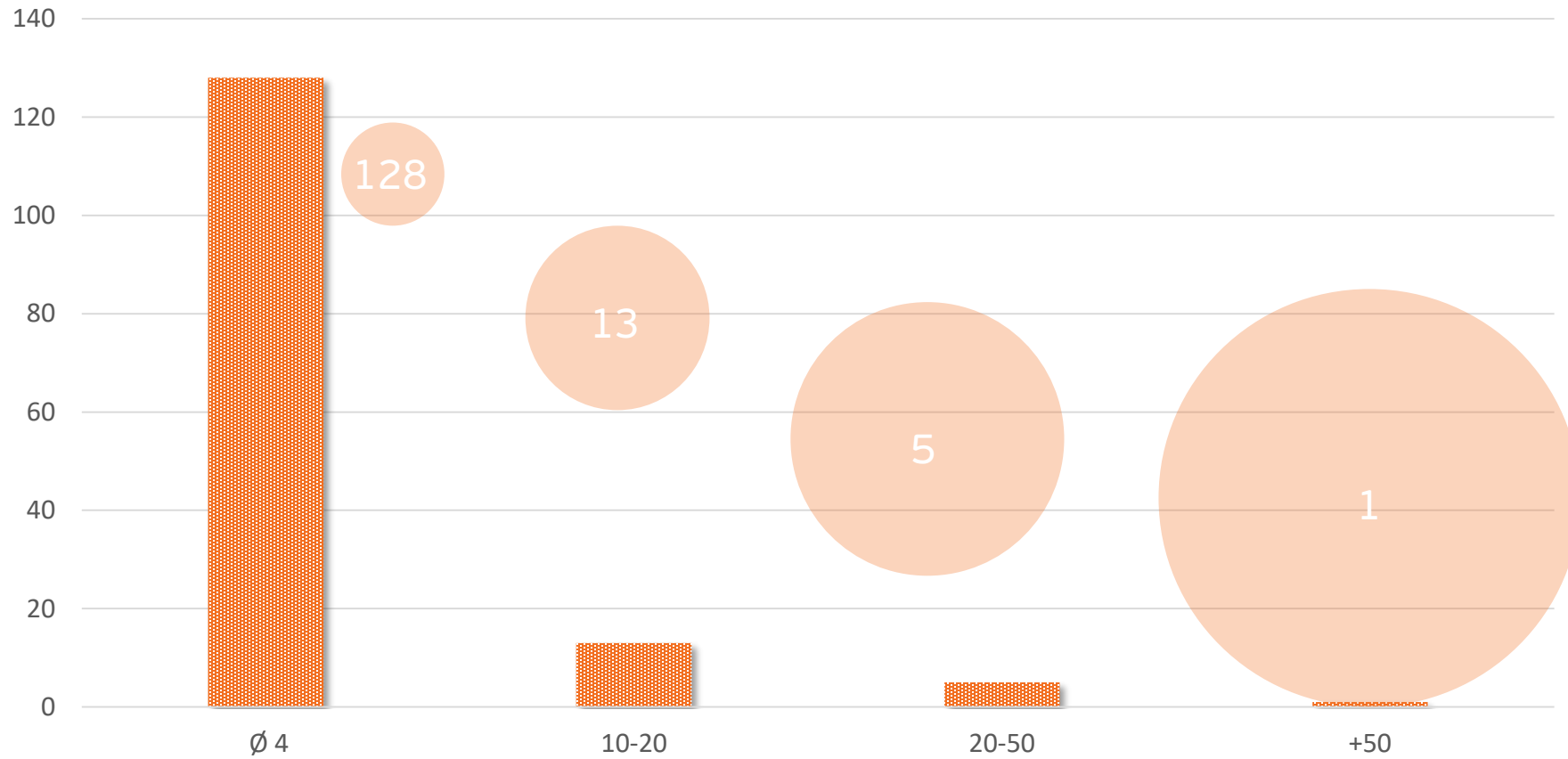
34.8 %

Ensure healthy lives and promote wellbeing for all at all ages.



# ORGANISATIONS Team

#changemakers



# of team members



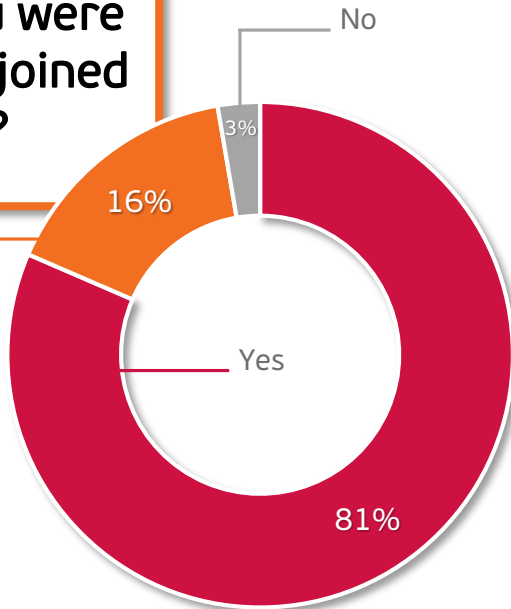
How many people work (paid) in the **core team** of your venture (incl. yourself)?

**31,5 %** only have 1-2 (paid) workers.

# ORGANISATIONS Same Organisation & Field



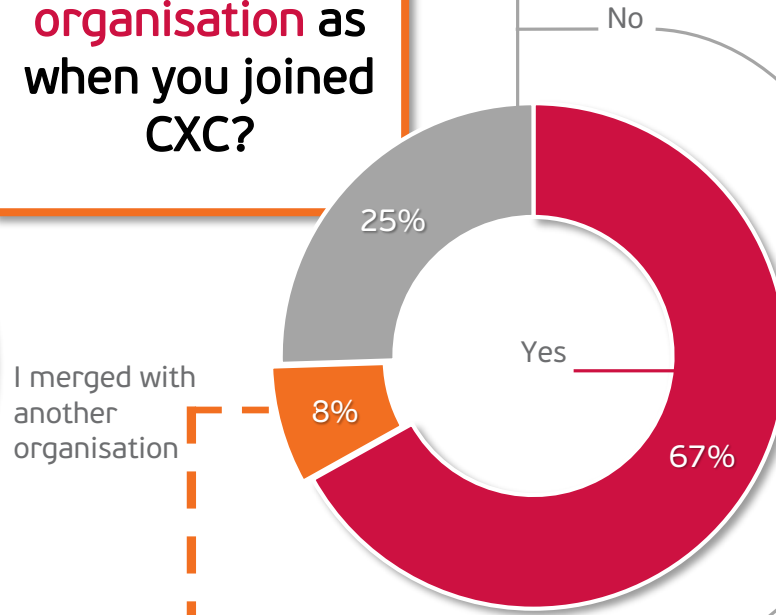
Are you still working on the **social / environmental issues** you were when you joined CXC?



No but I'm working on other social / environmental issues



Are you still working on the **same project / with the same organisation** as when you joined CXC?



I merged with another organisation

## TOP 5

reasons for those who did not continue

1. New priorities (job/ studies) 41,7 %
2. I started a new venture 37.5 %
3. Shift in personal interests 27.1 %
4. Lack of funding 20.8 %
5. Team issues 18.8 %

*I had to take a break from my project because I increasingly felt that there were a lot of unasked and unanswered question that prevented me from having the most impact I could have.*

*Understanding that my venture wouldn't fulfil the intended impact.*

*I will start again. Just that now I'm not inspired and I got a big desire to focus on my own growing first.*

## ORGANISATIONS Merged Projects


*Students are an underused resource for learning in schools and I wanted to unleash that potential on a systematic level. I joined forces with Lund university, the largest university in Scandinavia. I wanted my organization do be part of an official collaboration but I didn't work out. Instead I started working for the university, which has been a very tough change for me personally, losing a lot of freedom but gaining a lot of impact instead. The good things about this is:*

**Credibility:** *Almost anyone believes in what I say when I represent Lund University. Even though I've implemented the same methods as my NGO was using.*

**Network:** *The university is part of powerful networks and steering groups that define the system I want to change. Hence, this is a short-cut to impact.*

**Funding:** *Funding was provided by universities and the regional city council, as well as private donors. This enabled me to focus on doing the actual work in getting new schools onboard, publishing reports, conducting research, developing the methods etc.*

#systemchange



Who did you  
merge with?  
How has your  
**work changed**  
since then?

*"I met my **co-founder** at CXC and we decided to join forces and build an organisation together. She has since then moved to another country and started a career in another field but she is still part of the organisation and Involved in numerous activities."*

*"I have been able to find **partners** whom I collaborated with to export some of my products to their countries. So this has really made my venture expand since CXC."*



## ORGANISATIONS Merged Projects

“

*We merged activities with the community and coworking space I had co-created with a fellow cxc member since we both promote skill-sharing within neighbourhoods while empowering people from marginalised groups. **Work is 100% better.***

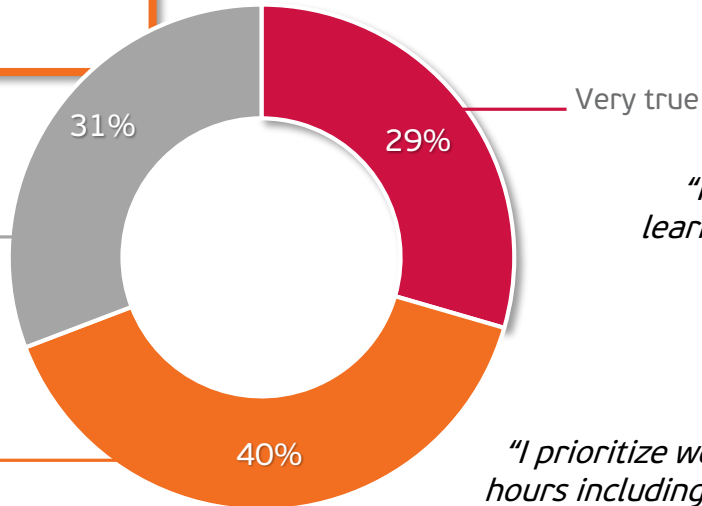
*We were having a lot of team issues with my co-founder leaving the initiative in the end. I was the only leading team member in Europe and struggling to keep our team of volunteers engaged. However, we managed to have several community building activities and slowly merged them with those we do at our space.*

*Working in a team of 13 power women from numerous different backgrounds who each bring their own skills, characters and priorities to the space. While I am still overworked, this time it feels like we are all pulling on the same strings, doing more and seeing results quite quickly.*

## ORGANISATIONS Organisational Strategy



Has CXC  
influenced to  
**rethink** your  
organisational  
strategy?



Most changemakers have been observing a change in behaviour and/or awareness:

*"It influenced me to think the system change that I want to create."*

*"It's given me beautiful examples of how community/organisation can be co-created."*

*"Being ready to empower more of our beneficiaries to become actors of change."*

Followed by that, team building and wellbeing became an integral part for many organisations:

*"Giving more importance to team wellbeing, taking a step back to focus on a quality experience rather than scale."*

*"I was doing 70% of work by myself, and I learned that if your team is bigger, your impact is bigger and more fruitful."*

*"My company is now incorporating well-being in our business conducts, products, and services."*

*"I prioritize wellbeing of all team members before anything else. Now, people might be working less hours including volunteers but I can say that we do double times more work if we compare it to 2016."*

# ORGANISATIONS

## Organisational Strategy

### Others found new ways of working:

*"The question we were targeting after the summit was: how can we make every student become a changemaker? (even if they just come for connection to the professional world)"*

*"Yes, we've started to look into ways which are more holistic and through which our core metrics can be achieved. Also, CXC influenced to set an external purpose and internal purpose of within my own organisation alongside my team."*

### Many mentioned how collaboration shifted more into their focus:

*"Now I include collaboration as part of our organizational development, even with our competitors."*

*"Yes, it helped enable me to further scale up the social impact that we are working for as well as collaborate with individuals/organisations working for various different social issues in terms of looking into ways, processes and ideas how on to increase social impact."*

*"Yes. I understood that breaking some of my objective into collaboration project can really move my organization faster and effective."*

### Defining the business model and scaling:

*"We have decided to start empowering youth-led organisation who have a focus on entrepreneurship, for free; to embed with the actual socio-economical context to be able to serve the region best."*

*"We had been unsure about our scaling strategy for new communities and could learn a lot from the community scaling strategy of CXC."*

### Other comments:

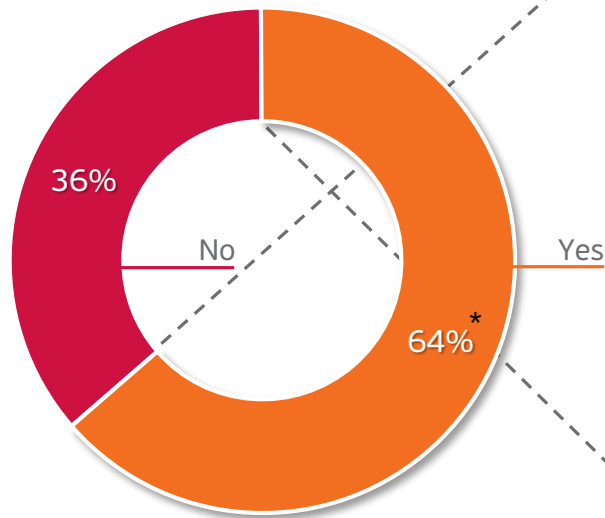
*"Yes, but would have loved sessions on business and organisational development."*

*"I have stopped my venture a time after attending my summit, understanding that its slow development was not "normal", but a result of bad setup. This understanding came from observing other more successful founders from this community and seeing their different approaches."*

# ORGANISATIONS Measuring Impact

**Do you apply methods to measure the **impact** of your organization?**

\*Only 55% describe the methods they apply, leaving us with the assumption that almost half the community does not measure their impact at all.



For those who measure their impact, the most common method is to conduct surveys, questionnaires and interviews. In doing so, mainly direct output is considered e.g. how many people they have reached, how many trees have been planted, how much revenue generated etc.

## Methods applied

- Theory of Change & SRS
- Survey and focus group
- Using Big Data, data analytics, Google Analytics
- Community Canvas
- Psychology tests
- Evaluation through big partners like "Viva con Agua" or "World Hunger Relief"
- Hiring consultants/ ppl outside the company or organisation
- Observation of customers
- Asking for direct feedback
- Warwick scale (wellbeing)
- Rosenberg Self-Esteem Scale
- SROI/ IRIS

## Indicators

- # activities organized
- # people participating/ reached
- # projects completed
- # direct/ indirect job creation
- # partners
- # students trained/ found a job
- Website traffic
- Facebook/ Social Media traffic
- Financial performance
- Carbon savings
- Hours worked



## COMMUNITY Values

### Values the CXC community considers most important!

#### Collaboration

Where **others see competition, we see collaboration**. We align our goals and share resources to build on each other's impact and catalyse systemic change.

87,7 %

#### Authenticity

We **can be our real**, vulnerable selves.

80,8 %

#### Sharing

We share thoughts and emotions fearlessly and **welcome our differences** wholeheartedly.

78,1 %

#### Trust

We **trust each other** with our opinions and feelings, and we sometimes tell the untold about changemaking. We know that what **we share with the community** stays there.

77,4 %

#### Presence & Wellbeing

We **actively care** for our own wellbeing.

76,7 %

#### Fun & Creativity

We recognise the **importance of creativity and fun** to ignite positive change through the work we carry out.

76,0 %

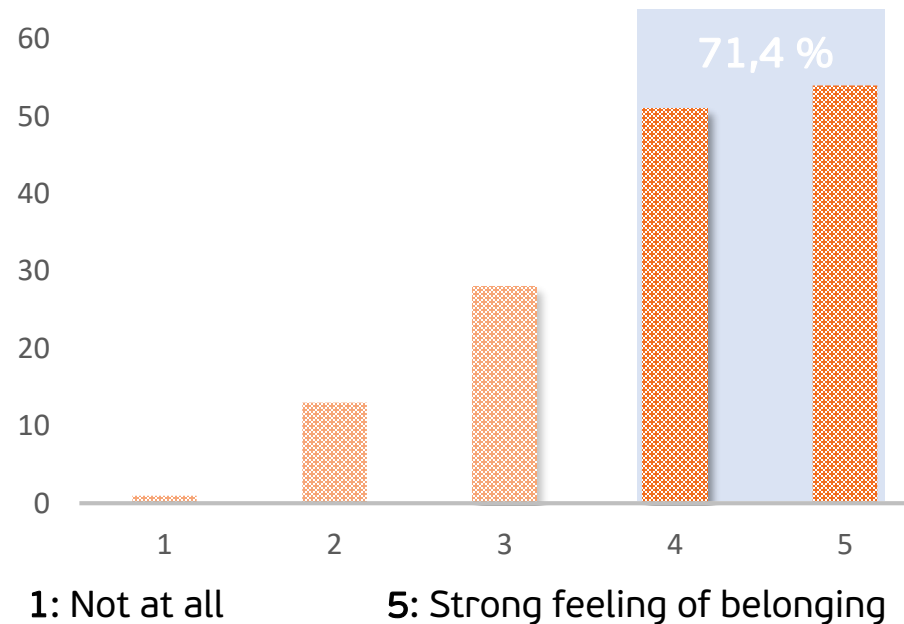




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#changemakers

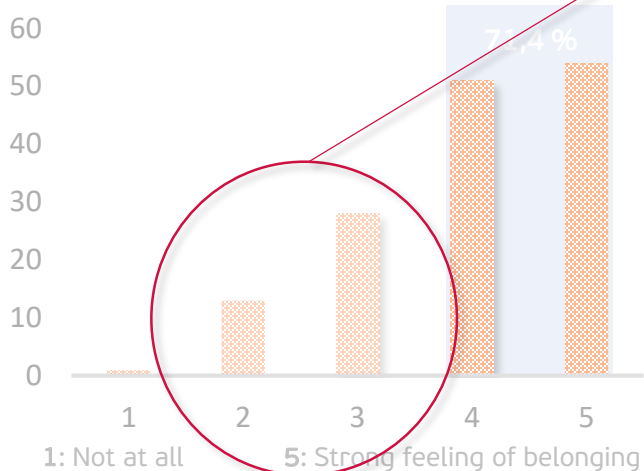


To what extent  
do you feel  
**belonging**  
to the  
community?

# COMMUNITY

## Reasons for not having a feeling of belonging

#changemakers



What strikes here is that many mention to have felt the initial “spark” at the their summit and when joining the community but that since then they have not been involved much and therefore lost a sense of belonging. Besides, the added value of CXC beyond the summits is unclear to numerous people:

*“While there was an initial “spark”, the community since has not really offered me much to help me in growing my impact / organization”*

Most people ask for more (cross-cultural) collaboration opportunities in order to get to know fellow cms, learn from different perspectives and interact with the (global) community. While they feel a deep connection to their initial cohort, further interaction is missing:

*“I feel belonging to my cohort and immediate CXC collaborators more than the community as a whole.”*

*“We need more opportunities to meet and engage. We need to keep on being reminded of who we are and what we are capable of through CXC.”*

*“Now I’m less active, only online, so no strong personal bonds anymore. ”*

Another group consists of changemakers whose ventures stopped for numerous reasons and since then they do not really feel connected/ welcomed in the group anymore, up to feeling “guilty”:

*“I honestly don’t have a fully articulated answer yet, even though I spent a lot of time thinking about it. I guess that because I put on hold my previous work and I did not start anything else since then, I feel almost like an impostor. ”*

[click here for more!](#)

## COMMUNITY Suggestions on how to increase “belonging”

Medium of engagement online that allows us to dive deep into understanding issues and cultures of other regions

More **follow-ups** and invitations to stay involved

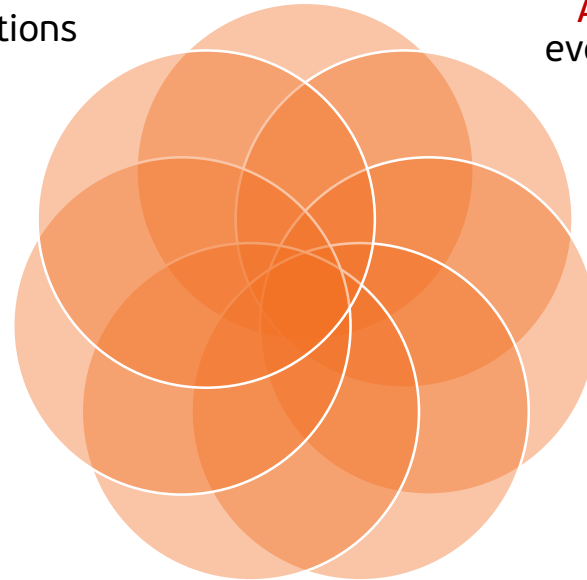
**Annual meeting** informing everyone about achievements and upcoming plans

Some **small, regular** collaborations like painting a wall

(More) **virtual workshops** to learn and get to know fellow cms

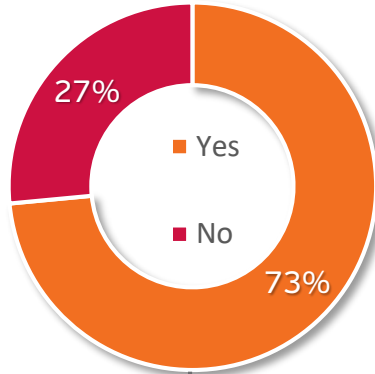
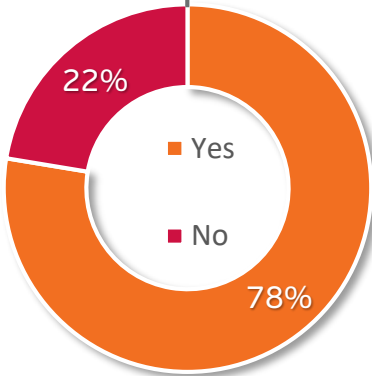
(Monthly) **newsletter** informing CMS of what is going on in the community and from the organizational side

Choose different **communication channels** to connect; e.g. Whatsapp and Facebook do not work really well in China

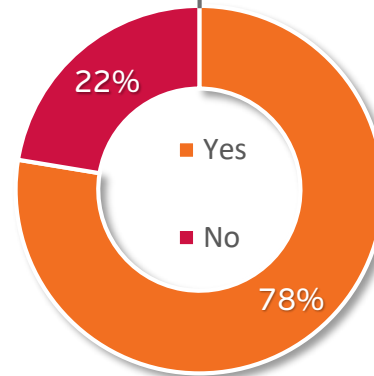


# COMMUNITY

"I **learnt** things **from people** in the community which have increased my own / my organisation's impact"

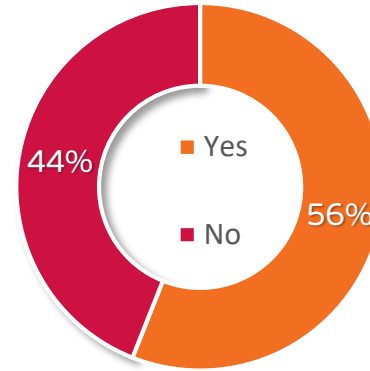


"I have made **deep connections** (beyond a transactional level) with a number of people in the community"

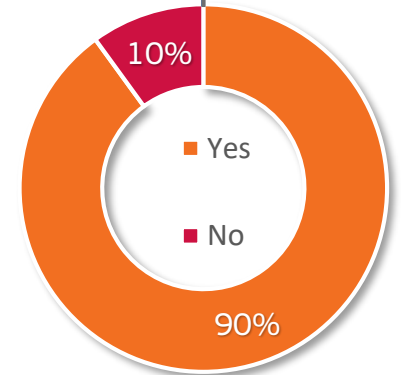


"I feel **supported** by a community of peers"

"I feel **ownership** and that I contribute meaningfully to CXC strategy, decisions"



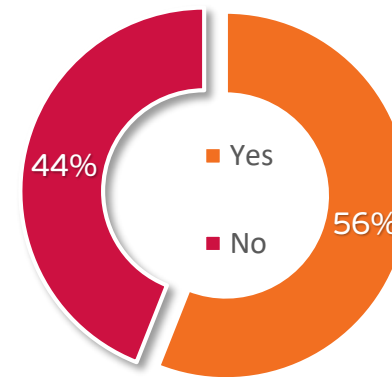
"I feel the community share my **values**"



## CHANGEMAKERS Ownership



A lack of ownership and involvement in the strategic decision making of CXC is highly linked to the feeling of belonging to the community. As pointed out earlier, changemakers tend to be less engaged after their first summit which automatically leads to a lower sense of ownership. However, some mention that they simply do not want to be more engaged or actively be involved in the decision making, which does not necessarily mean that they do not feel part of the community. Others would like to get more involved but cannot find the time.



"I feel **ownership** and that I contribute meaningfully to CXC strategy, decisions"

## CHANGEMAKERS Ownership

*I feel ownership but I am not at all contributing because of lack of time*

“

*Not sure I want to take ownership*

*If CXC offered more to my current needs, I would be willing to put in more time. Currently, I don't really know who is doing what, what I could possibly gain from interaction with new people or even old people I know. I have posted for help on Facebook before and didn't really receive any. I think beyond the summits themselves, the community does not offer much in terms of collaboration to increase collective impact.*

*I feel like there is a 'bubble' of involved people within CXC, and it's a rolling one over time. I didn't feel belonging to this 'bubble' for 1.5 years after my first summit - didn't read posts so much in the FB group nor reacted to them, felt like everybody knew everybody somehow but me not.*

*Doing my first CXC collaboration and attending a network summit changed things for me, but I still see this 'two levels of engagement' community. I'm positive this can change with more community activities, although of course it will never happen that EVERYONE will be involved, and it's also ok.*





## COMMUNITY Suggestions on how to increase “ownership”

### Events

- Global summit/ conference with the whole community
- More community hosted (local) events; city circles
- More local/ regional (co-creation) summits

### Involvement

- Implementing committees and giving away responsibilities
- Training facilitators: making sure that everyone is involved
- More/ better visible opportunities how to get involved

### Focus

- Offering more practical advice while keeping a focus on wellbeing

“

*Increasing willingness to collaborate beyond community and collaboration funds*

*I don't think that now I contribute to CXC strategy, and I believe that there should be a core team (that actually exist) to create it based on the beliefs and values of the community. You can find about it from interviews, events with more members.*

*As I mentioned earlier, I think the facilitators need to work better at making sure everyone is heard. The facilitators gravitated to the more extroverted members and people like myself felt like wallflower sometimes.*

*Whilst the focus on wellbeing has been life-transforming and has had a positive influence on my company, a co-sharing session focusing on sharing practical tools and advice on the more "entrepreneurial" aspect of social enterprises would be helpful.*

# COMMUNITY Involvement



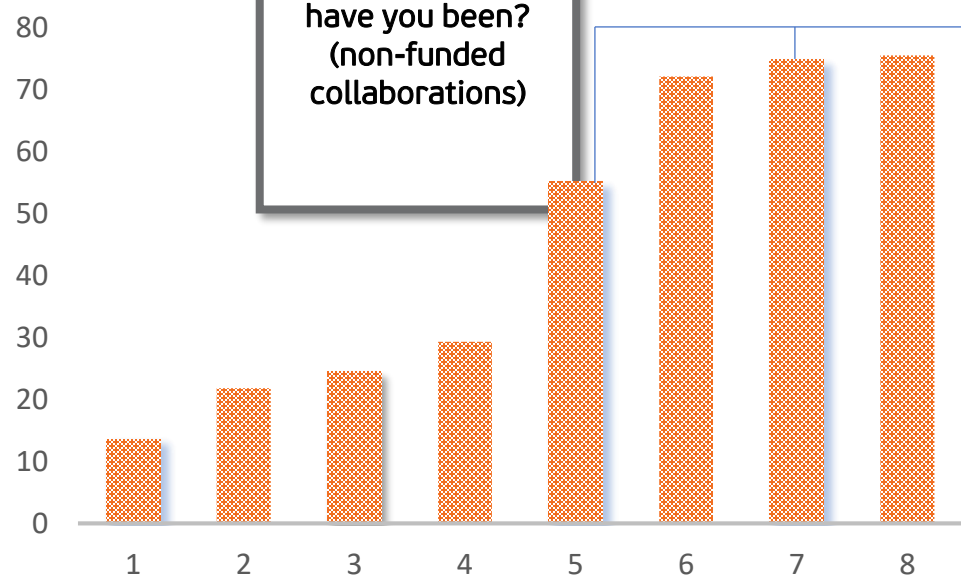
CHANGEMAKERXCHANGE

69,4 %\*

\* Have you reached out to the community for help/ advice/ input?

#changemakers

How active / engaged with the CXC community have you been? (non-funded collaborations)



1. I **post** regularly in the **Facebook** group (13,6 %)
2. I attended a summit and then had **minimal engagement** (21,8 %)
3. I am a community host / facilitator / I am **highly engaged** in virtual / physical co-creation activities (24,5 %)
4. I am in **contact** regularly **across summits** and regions (29,3 %)
5. I **react** to posts in the **Facebook** group (55,1 %)
6. I am still in **contact** regularly with people from my **own summit** (72,1 %)
7. I **read** posts in the **Facebook** group (74,8 %)
8. I have **collaborated** with people from the community (might be an 'official funded collaboration or something independent of this) (75,5 %)



As pointed out in other sections, most **involvement** is linked to a **single platform, Facebook** (5&7). Whereas **¾ of participants** indicate to have **regular contact** with people from their first summit, only **1/3** mention to have contact **across summits**. With respect to CXC's mission it is good news that **>75 % have collaborated** with people from the community. However, one should **keep in mind** that the answering option (8.) includes official funded collaboration although the question aims to find out the community **involvement beyond** funded collaborations.

## COMMUNITY Activities

Most **important** post summit **community activities** changemakers have been involved in which they have either positively benefited from or contributed to the work/ skills of other members:

*I have received invaluable advice and feedback on my ideas from the community members! I have nominated fellow CXC members for conferences, been hosted at their places, supported CXC members' ventures through supporting their products and services.*

*CXC facilitator summit. For me it has also been the numerous calls, meet-ups I have had with CXC members - the feeling that no matter where I go I have people to reach out to.*

*Found a new freelance job with a member of CXC community!*

*I connected several Community Members to my last employee Fairphone, I worked with community members on bringing my current start up to their countries and I collaborated with members for events of my NGO Love Foundation.*

*A few tryouts but nothing that stuck unfortunately, as I was part of a summit with only 1 other non-european member, it was difficult to join activities of our cohort as they all took place in Europe, including all the cocreation projects.*



## COLLABORATIONS



CHANGEMAKERXCHANGE

66,7 %

Are you **more open to** the idea of **collaborating** with other organisations since participating in ChangemakerXchange

**Collaborations** resulting from CXC (official or unofficial, any way you have engaged with the community) were about empowering/ **inspiring** other **young people**

73,5 %

## COLLABORATIONS Inspiring Youth



Most Changemakers focus their actions on inspiring others. Their collaborations concentrate on sharing skills and experiences in form of workshop and trainings, as well as lectures and events (summit, retreat, hackathon etc.). Talking about empowerment some collaborations focus on equipping young people with practical skills, whereas others work more on the personal empowerment linked to self-worth and wellbeing.

*Using Negotiation skills to empower and encourage creative problem Solving in areas of conflict.*

*We collaborated and launched the SHEROES which is an empowerment initiative for young girls and women*

*Summits for aspiring young changemakers to help them kick start their careers as changemakers/ take a first step towards being a changemaker*

*Empowering young people to better understand and own their own life stories*

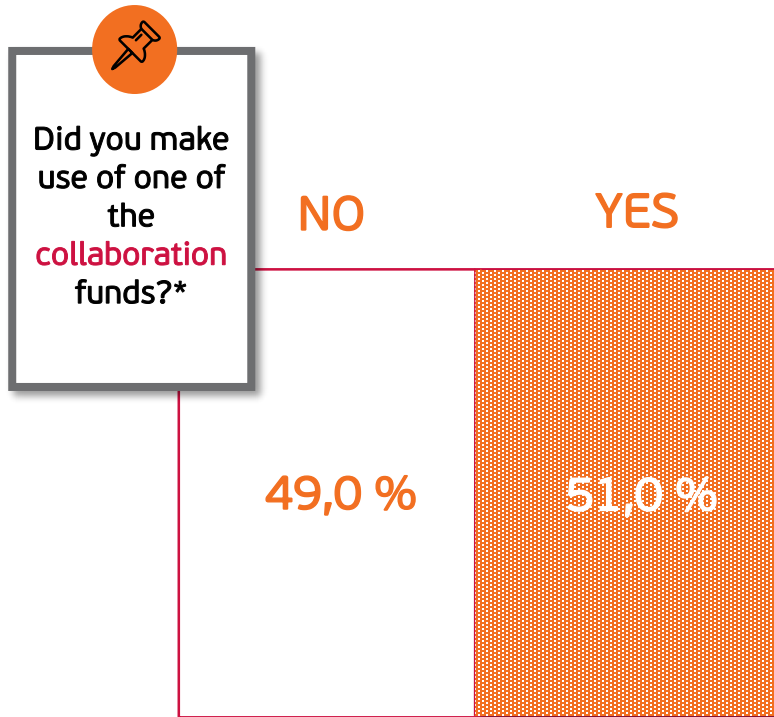
*We launched a collaboration project "The Change Stories" which were inspiring stories of change-makers from CXC to inspire more people to do changemaking*

*Wellbeing for young people with R4W*



# COLLABORATIONS

## Collaboration Funds



\*funds were not offered at every summit

### How successful was the collaboration?

Was implemented successfully in <b>one event</b> / execution and then finished	50,0 %
Creating lasting and <b>ongoing impact</b> (still ongoing)	37,5 %
Was abandoned early after some activities	8,80 %
Was abandoned early before meaningful activity took place	3,70 %

### Whether it was successful or not. The collaboration was...

... a <b>personal passion</b> for me	63,5 %
... something which had an <b>impact external</b> to the community	57,3 %
... strategic for my organisation (e.g. increasing reach)	45,8 %
... more about strengthening / equipping yourselves / each other	36,5 %
... a new idea independent of my organization's work	36,5 %

### If it was not as successful as it could have been what were the reasons for this:

... Difficulties in <b>team dynamic</b> / competing priorities/ lack of commitment of other team members	57,7 %
... I didn't have <b>time</b> / capacity	40,4 %
...The difficulties of virtual collaboration	34,6 %

[click here for more!](#)

# COLLABORATIONS

Ideas to improve impact of collaborations

## Visibility

More visibility to who is doing what and how we can support each other  
Having a blog for CMS to share their experiences/ stories  
Increase social media reach for collaboration projects by e.g. an Instagram takeover

## Approach

Instead of setting on a solid idea for a collaboration, having a more “problem-solving”, design thinking approach.  
Formulating realistic goals for collaborations

## Interaction

CMS database to easier connect with fellow changemakers!  
(cms hesitate to write something in the group: let’s have a more methodical approach)  
Creating sector focused groups: i.e. Food Waste Mgmt, environmental, youth empowerment etc.  
More real-life interaction: regular meet-ups

## Purpose

Leverage existing work or build on them rather than start something new and one-time altogether;  
or form working groups for like-minded SEs to rally around  
Encouraging problem-based voluntary collaborations

## Counselling

Having ppl from cxc team advising/ framing collaborations; accompanying the coll. Process, follow-up/ evaluation call

## Communication

Beyond Facebook - a platform where funds, collaborations, tools can be shared and worked on.  
Including calls for collaborations in a newsletter

# COLLABORATIONS

Ideas to improve impact of collaborations

## Funding

Further fundraising support (seed/ growth)  
Encourage more collaborations without funding  
Collaboration funds for all summits; regular funding opportunities

*"We didn't explore creatively all the possible ways we could achieve the outcome we wanted. We simply went for a solution we all felt interested in, which may not necessarily be the best or most efficient way to tackle the issue we chose."*

## Organisation

Centralize list of ideas that were implemented in an easy to visualise way somehow so we can chip in when possible/needed. Group them maybe? have a committee about that, a person to talk to when I want to volunteer or when I need to collaborate.

Diversify collaboration methods/ opportunities and platforms

## Commitment

Commitment check before start of collaboration (through something like a toolkit, template, defining expectations); signing a commitment contract (including process when leaving a collaboration and not "without saying anything" - devastating experience)

## Support

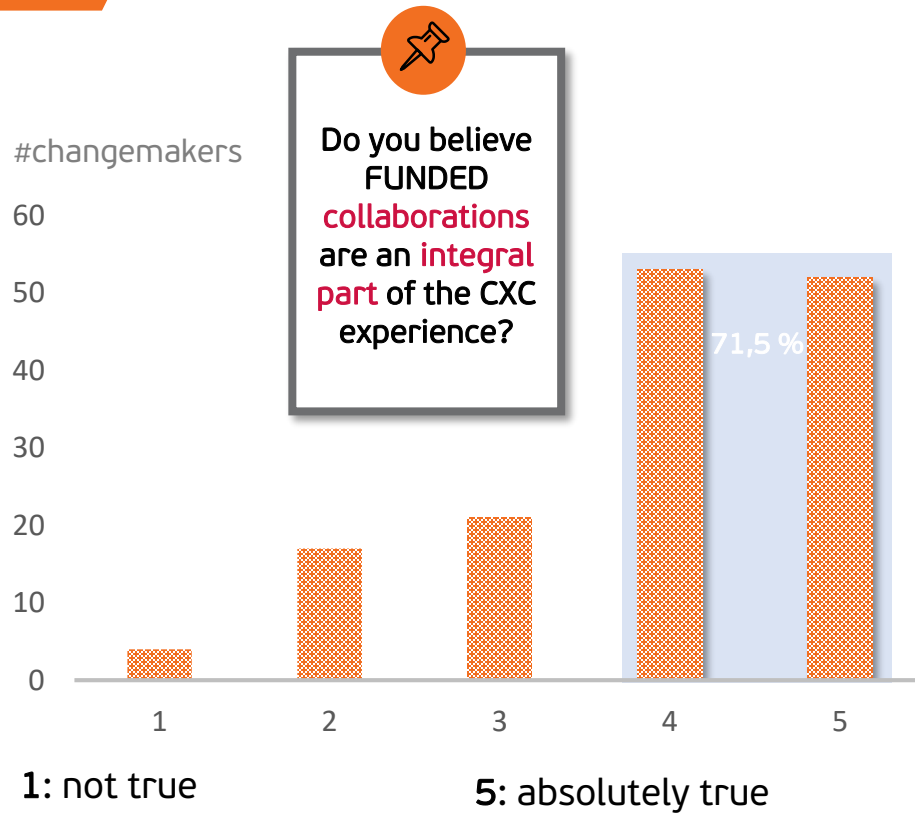
Providing access to non-financial resources (skills, knowledge, networks)

## Focus

More theme-focused summits in order to have more meaningful collaborations; lower "fail-rate"  
Supporting each other with their ventures rather than "forcing" them to be innovative and create new projects

# COLLABORATIONS

## Funded Collaborations



### Purpose of funded collaborations in CXC:

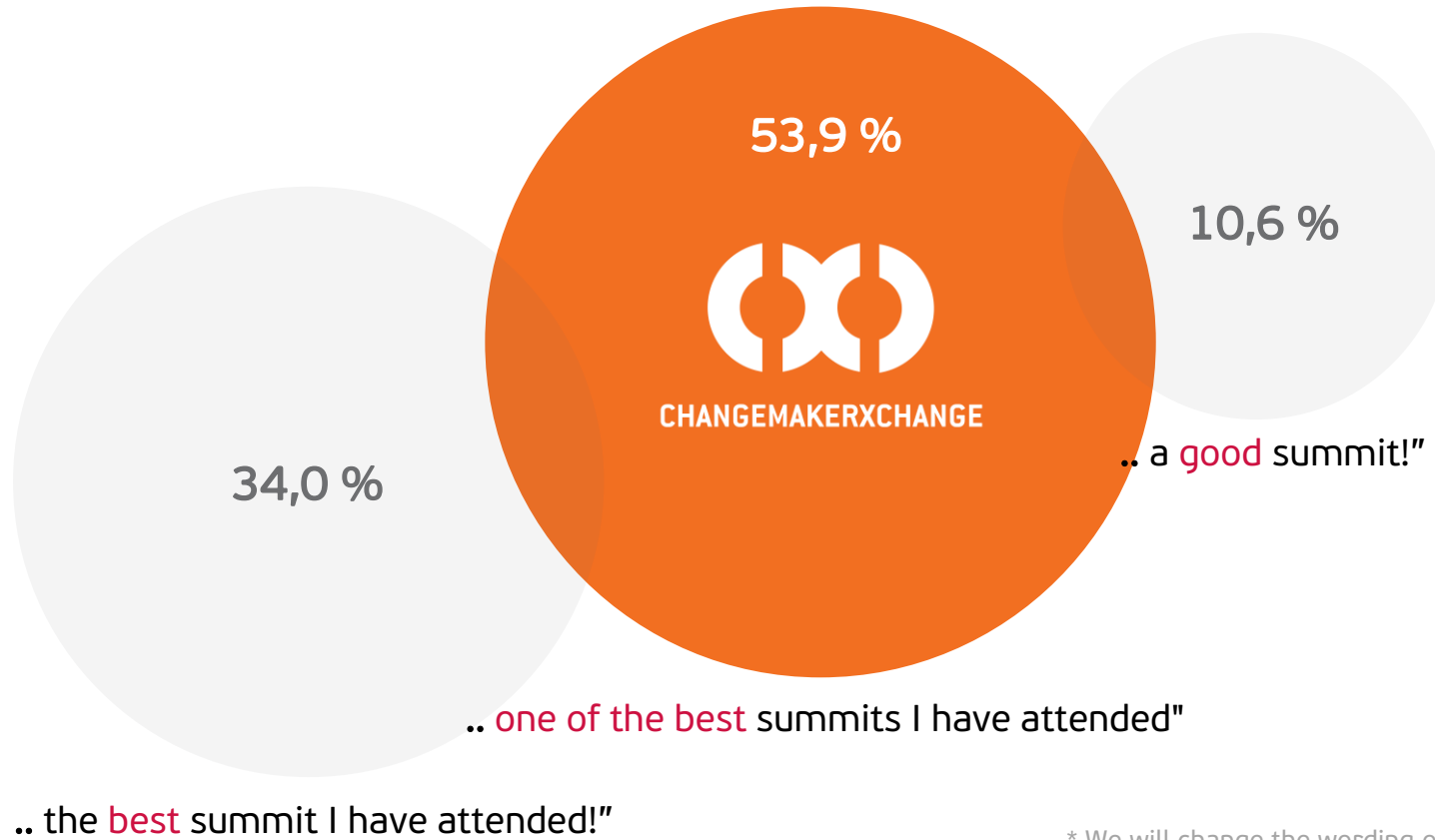
Furthering our <b>EXTERNAL</b> purpose (empowering and inspiring other individuals)	72,8 %
Furthering our <b>INTERNAL</b> purpose (strengthening YOUR skills, knowledge & wellbeing)	71,4 %
Contributing to bigger systemic initiatives	66,0 %
Contributing to your own organisation's strategic priorities	42,2 %

*"My venture's new product was born thanks to a collaboration with another CXC alumni! It helped shape new perspectives and foster the impact done by both organisations."*



# THE PROGRAMME Summit

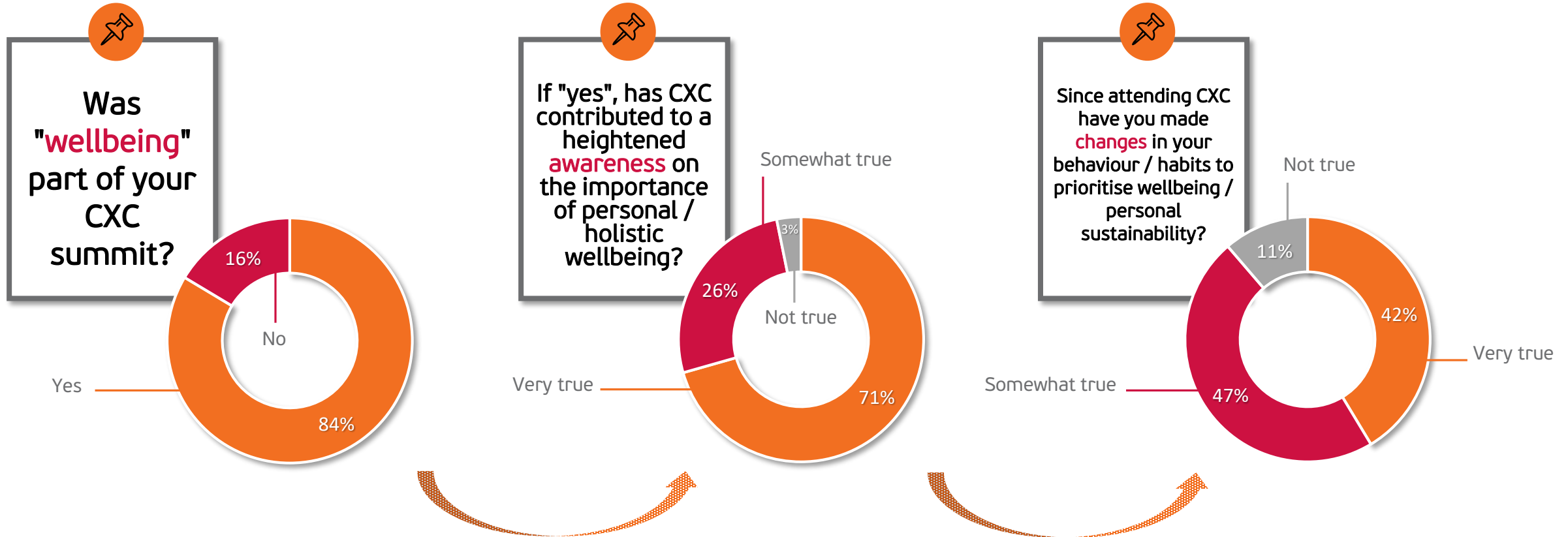
Complete the sentence:  
"On reflection, looking back, my 1st CXC summit was..\*"



\* We will change the wording of this question in future forms as we realise comparisons are not a strong indicator of quality of experience.



# THE PROGRAMME Wellbeing



*"I think CXC has really opened up a new perspective in terms of wellbeing and how it is important for any changemaking activity to sustain."*

## THE PROGRAMME Wellbeing



**71 %** of changemakers have taken **concrete practical steps** to increase their personal sustainability, like implementing yoga and meditative exercises in their daily lives. Many mention that **wellbeing became a priority** and that they take more time for themselves, leading to better work-life-balance which in turn makes them tend less towards burnout and able to have an **increased impact** with their work.



## THE PROGRAMME Wellbeing Quotes

*Before the CXC summit, I didn't do leisure and entertainment in my life. Thanks to the CXC, I understood that my wheel was deformed as a result of this and that it is important to do leisure activities, I already do it and it has helped me to reduce the stresses in my life. Since then I have been fully developed.*

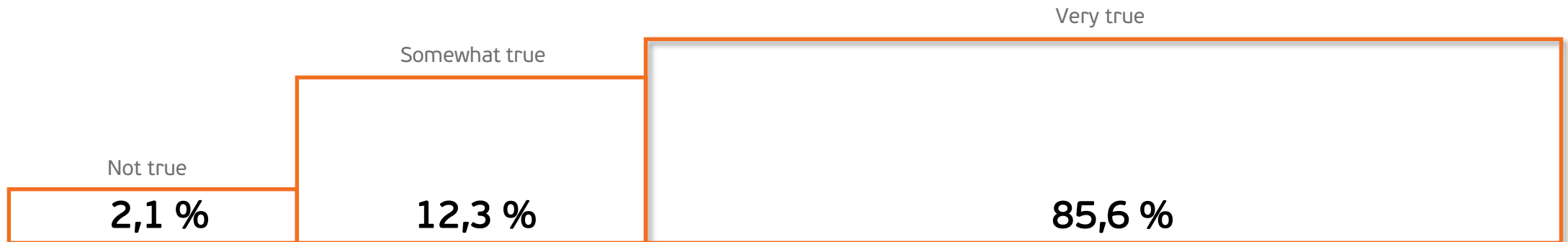
*Sometimes we are too occupied with all the things we want to accomplish. And the idea of "me time" makes more sense as we grow — and it wouldn't hurt to take a step back and remind yourself that there's YOU.*

*I make personal wellbeing a #1 priority in all my work (and private life) related plans. I take time outs, and communicate it openly. I include wellbeing into my daily routine (e.g. yoga, personal reflections, walks in nature etc.)*

*I take more breaks during workday to pace myself, I speak openly when a sexist comment is made ( I don't pretend its okay anymore), I always have a plan for what, I'm not dragged into tasks that have no value to me, personally, I understand the importance of having time to reflect. I pass on these practices to my colleagues. I think it is also part of being mature in business, but before any critical conversations, I go for long silent walks (even in the city instead of commuting).*

## THE PROGRAMME External Purpose

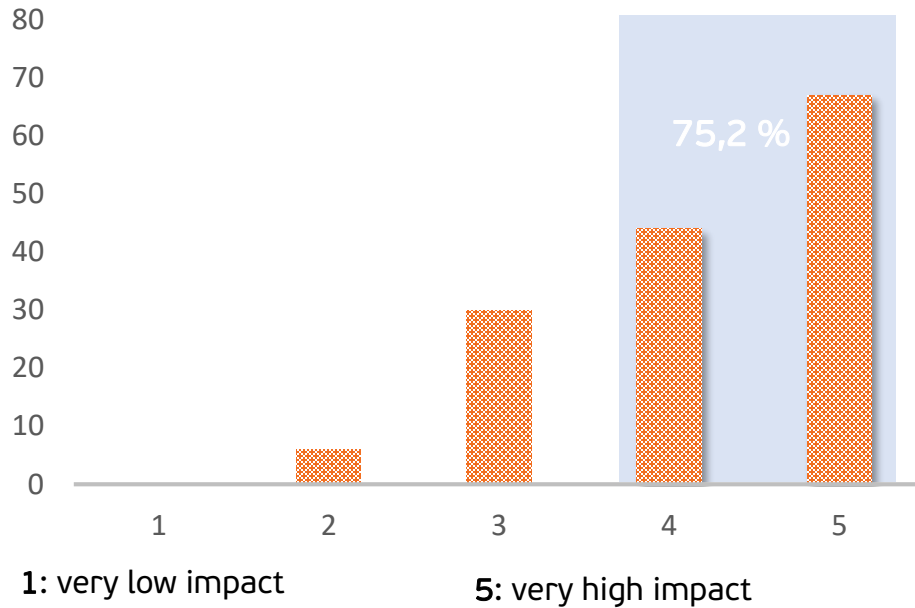
Do you identify with ChangemakerXchange's **External Purpose** of  
**"A world where anyone can contribute to positive change"**  
and do see yourself as an **ambassador** of this?



# THE PROGRAMME Impact

How would you assess the impact the CXC community had on you personally and/ or your venture?  
(cxc summits, collaborations, co-creation summits, community interactions, becoming facilitator/ host etc.)

#changemakers



## TOP 5

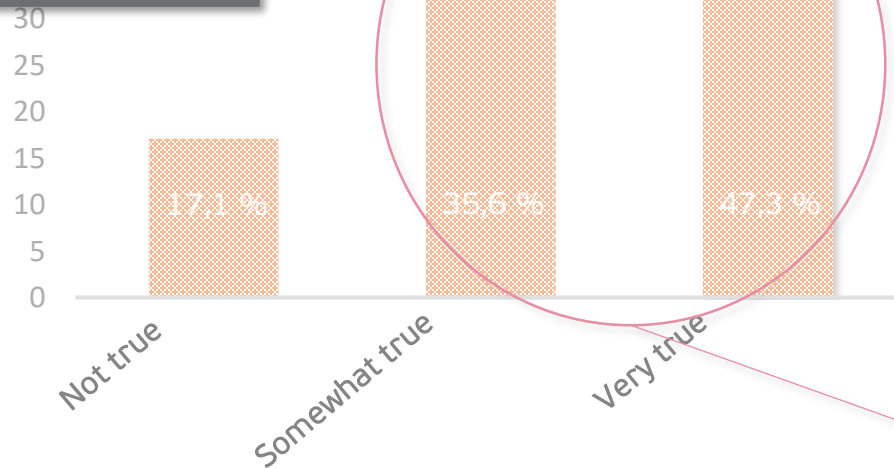
where changemakers see the most impact

- |    |   |        |
|----|---|--------|
| 1. | <b>Personal growth:</b>                               | 80.9 % |
| 2. | Gaining important <b>connections:</b>                 | 65.2 % |
| 3. | Gaining <b>new</b> international <b>perspectives:</b> | 61.7 % |
| 4. | Improving my <b>well-being:</b>                       | 58.9 % |
| 5. | Acquiring <b>new skills</b> and knowledge:            | 41.8 % |
| 6. | <b>Scaling</b> my project:                            | 19.9 % |

[click for impact stories](#)

## THE PROGRAMME Personal Journey

Has CXC influenced to **rethink** your personal journey?



82,9 % of participants feel that CXC has influenced them to rethinking their personal journey in a way. The majority points out how it has changed their self-awareness and perception as changemaker, as well as how they have started to appreciate themselves more, increasing their feeling of self-worth. Whereas, they can be considered as powerful, determined leaders/ changemakers with a clear vision and self-esteem externally, many mention their self-doubts and that they sometimes feel alone in their fight for a better tomorrow. CXC's focus on wellbeing and collaboration seems to have offered some support in dealing and overcoming some of these issues.



## THE PROGRAMME

### Personal Journey Quotes

Self-Awareness

*I never used to sit back and introspect or trace my path, but after the CXC experience I have started to that more often and it has helped me greatly in forming my thoughts.*

Being a changemaker

*It was an opportunity to ask myself about my real purpose and my expectations from the project.*

Impact

*I wanted to change the world for the better since 14. But everyone around me would tell me "be normal. go to college. have a job. Don't try to do more than you can". After CXC, I realise that I don't want to have a "normal" life. I want an extraordinary life. I want to fully realise my mission- to paint the world in bright colours of peace, unity and love. And CXC catalysed the process of realization of my mission ....  
So thank you guys !!!!!*

Empowerment

Community

Self-Worth/ Appreciation



CHANGEMAKERXCHANGE



## THE PROGRAMME

### Personal Journey Quotes

Self-Awareness

*Learned that there are many ways to be a changemaker, and you don't have to find your ,one' way - you can also create change in many ways throughout your life and/or find your passions throughout life.*

Being a changemaker

Impact

*It has affirmed my belief that: "No Impact is too small" because the collective small impacts on the everybody a Changemaker tangent, will surmount to a better world.*

Empowerment

Community

Self-Worth/ Appreciation

*Yes, it helped enable me to further scale up the social impact that we are working for as well as collaborate with individuals/organisations working for various different social issues in terms of looking into ways, processes and ideas how on to increase social impact.*

## THE PROGRAMME

### Personal Journey Quotes

*I was encouraged to achieve bigger goals and trust people more while paying attention to my wellbeing.*

Self-Awareness

*I very often try to assess my impact, ask myself if I'm still aligned with my purpose, working on what drives me... I also use a lot of the support provided by my changemaker friends, get inspired from them and learn with them to keep going through my journey reinforced, reenergized and peacefully*

Being a changemaker

Impact

*I completed changed my career from IT Consultant and part-time entrepreneur to driving an organisation renowned in Social entrepreneurship where I daily inspire and support young change makers to drive positive impact*

Empowerment

Community

*I am now more dedicated to really trying to make my initiative become my full-time job.*

Self-Worth/ Appreciation

*I started to realise that I could be a successful entrepreneur, and that this could be the lifestyle I'd want. It still took time, but meeting others in Istanbul and meeting a few of them afterwards made me feel part of a group of peers I could relate to. This I felt was very empowering.*

## THE PROGRAMME

### Personal Journey Quotes

Self-Awareness

Being a changemaker

Impact

Empowerment

Community

Self-Worth/ Appreciation

*Reassess what is important in life and appreciate the people I have in my life, next to me. Trying to find a proper "Why", and being all the time a "why not" person :). I can give concrete examples, with people from CXC community that spend a lot of time talking with me, and helping me, but I prefer not to do it.*

*CXC gave me a feeling of belonging. I have been part of many conferences and different communities, but CXC still feels like home because of the genuine values, the genuine goals and long-lasting friendships.*

*If I had been the only or most successful "social entrepreneur" in my environment, I might have struggled with the same problems for longer and might have contented myself with little impact. Having seen the amazing projects within this community, I know that more is possible.*

## THE PROGRAMME

### Personal Journey Quotes

Self-Awareness

*I've become more focused on my inner peace. I actually realized how my inner self is connected to the world and how my internal energy reflects who I am to the other.*

Being a changemaker

*At the first summit I realized that I am a Changemaker. This was the start of a personal growth in my self confidence.*

*It has given me more self confidence and feeling of belonging in an otherwise sometimes lonely and tough changemaking journey.*

Impact

Empowerment

*By being grateful to yourself on what you achieved from the beginning of your journey up to date.*

Community

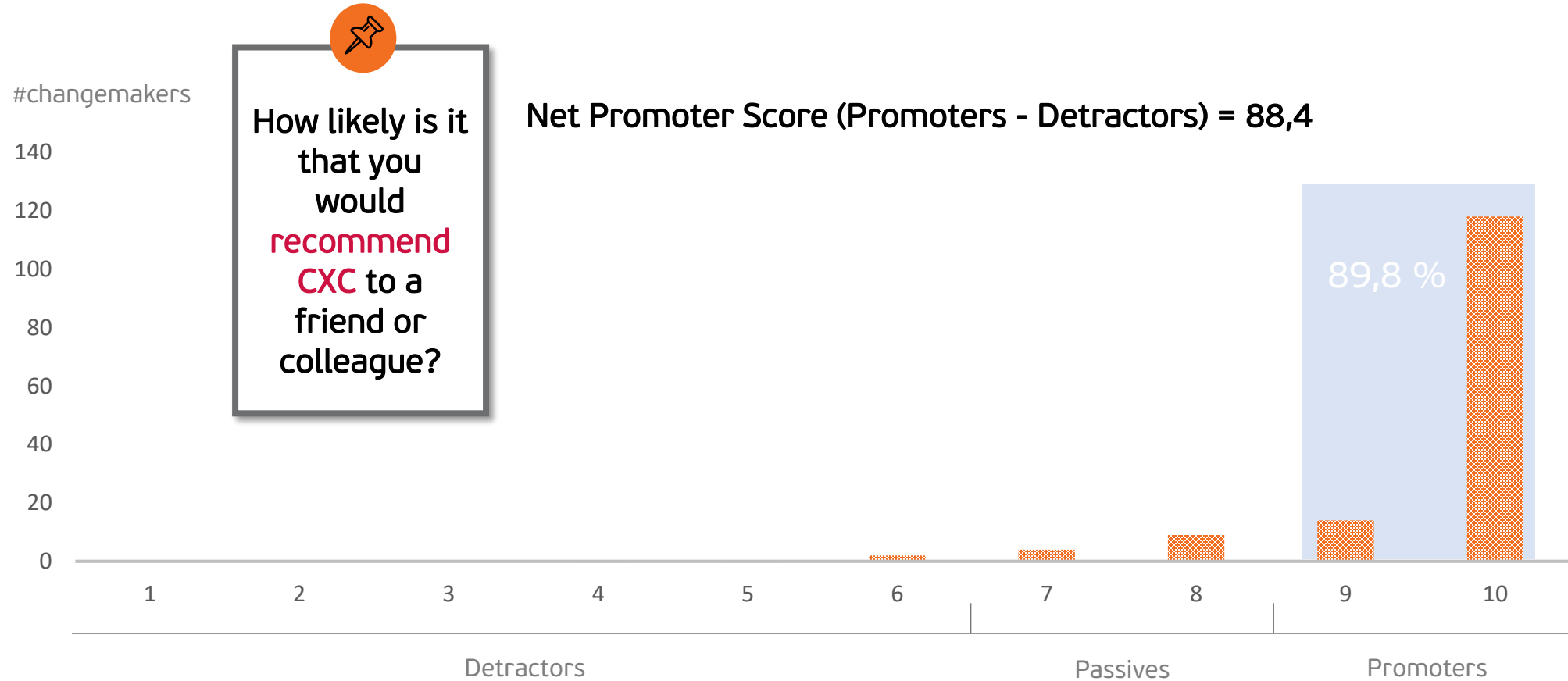
*I used to be very hard on myself. My tendency was to ruminate the mistakes that I had made (not in a positive way), and also, I liked to blame myself for the situations I had been. I think the well-being concept in CXC has taught me to be more compassionate, including toward my past.*

Self-Worth/ Appreciation

*Now I have more confidence in asking people's help for new initiative. From CXC Experience, I believe that everyone naturally eager to help others.*

# THE PROGRAMME

## Net Promoter Score







# Appendix

## THE PROGRAMME

Food for thought

*CXC was a beautiful experience. It was nurturing and inspiring. It did not change or impact me. I think "impact" is far overrated. CXC gave me joy, deep conversations, a place to be with like minded people, hope. Why do we always need to change, to impact someone's life? Isn't it more than enough to just be? To be together? CXC is a community where you can feel deep love for humanity, get inspired by the stories and the courage of other incredible human beings. It does not need to change or impact me to be good. Don't evaluate everything in terms of impact and change. Ask for connection, presence, love, inspiration.*

*For me it was amazing to see how many other young people there are that are actively doing something to change the world. I am writing with someone that I met through cxc every month and still see many people in person as well. The community grew very big now so it is hard to keep track but would be great if there would be more meet ups in real life of changemakers. I don't really know any of the people that joined after 2014.*

*CXC was excellent in terms of well-being. I really appreciated that. But I felt disappointed by the lack of project exchange and ideas. I recall some of the members talking about doing a project so they can travel to each other's countries for meetings. I was disturbed by this because, to me, people were more focused on taking trips and getting money to start projects that could facilitate personal travel, then the actual impact they could have. I did not apply to summits since then, except for the one in Istanbul, nor did I work on a collaboration yet, because I want to ensure that the impact will be there - not just for free money and travel.*

### Issues CMs have with facebook

- Some ppl do not use/ check Facebook regularly
- Facebook does not really work in their country (China)
- Few people interact, many ppl observe; creates a feeling of not belonging
- Some have reached out to the communitiy via fb and did not get a response
- No overview, some ppl do not know how to interact
- Useless when it comes to getting to know fellow changemakers



## CHANGEMAKERS Belonging (Appendix)

Some feel somehow disadvantaged and ask for more (financial) support on behalf of CXC which seems like they confuse the benefits of being an Ashoka fellow with being part of CXC:

*"Maybe hold activities or events more relatable to my work or background.  
Get a chance to be supported like other special fellows (or at least understand why I'm not receiving the same support)"*

*"To become more inclusive in the approach of funding projects. If you would make a matrix with all members and which people are part of different projects and who has received funding, you will be able to see that a small group of members receive more fundings/opportunities than others. So if you want to be more inclusive you should keep track of this and set rules that X% of the fundings should go to members that has still not done a project or few projects. Because Ashoka is focusing on elitism (Ashoka fellows, and who receive funding etc), and it might hit you back when you are building a community."*

### Focus of CXC:

*"I don't feel there is space for me, because I no longer work in my venture. It feels all so big and focused on growing. I feel more for reflection, standing still and giving space to silence. This is in contradiction of each other in my mind."*

### Feeling excluded by facilitator(s):

*I think that there are some people who are more 'braggy' about the work they do. Perhaps, more charismatic than others more introverted members. I also felt that the facilitators of the exchange tended to focus or connect with those more bodacious members. I did not really feel that any of the facilitators or other members really remembered or cared much about the project I was working on. If they did, they were not that good at showing it. I remember one facilitator in particular did not even have a single conversation with me the entire time I was at the summit. As someone like me, who subscribes to a more modest, introspective leadership style, CXC could have done better at making us feel engaged and listened to. This is something I strongly felt was the biggest shortcoming of the summit.*

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## COLLABORATIONS

Collaboration fund (appendix)

### Others:

- ... Lack of funding despite intense fundraising efforts
- ... Different visions for the future of the collab / lack of funding or commitment to find some from rest of the team
- ... Language barriers
- ... No collaboration funds for my summit
- ... It was no strategic fit for my organisation
- ... Over 2 years I started or joined 6 CXC projects and all other team members overcommitted and left me alone in the end.

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## THE PROGRAMME

### Impact Examples 1 (Appendix)

*Understanding that there are many other young people with a similar drive as me*

*Actually, before I join CXC, I felt so lonely and I had to face majority of people judgements: "Why is she doing what she is doing? She must be a disguised evil with an evil agenda" Ehh CXC helped me understand myself and know that I have an international family of like minded people.*

*BELONGING to a beautiful global community. SUPPORT from the Ashoka team and other CXC fellows. The amazing feeling of seeing the COMMUNITY growing and expanding to new latitudes.*

*One of the biggest impacts was getting direct coaching on a investment negotiation we were having in 2012 by another CXC participant*

*The feeling that "I am not alone" and that despite my age ( I was 20 at that time), people at the summit believed in me and my potential to change the world. It made me believe more in my ability to pursue my mission. An invaluable impact on my end.*

*Constant reminder: "You ´re part of a like-minded community." and "You can ask for support if you need."*

*My way of communicating to the world. Now I talk to everyone -not as if they were teachers, farmers or students- but as if they were potential changemakers.*

*What I find most inspiring and what I also do not see in many of the other summits I attended is the follow-up conversations that take place in the Facebook community group.*

*At least every few months I either meet up, virtually engage or collaborate with other members of the group, which always brings in beautiful new perspectives based on trust that we gained simply by both being part of this community.*

*CXC came at the right time in my life. I used to work alone and at the same time wanted to scale up my activities. The Programme helped me to be another type of leader by involving other people, trusting on their capacities and taking in account their opinions. Now we work as a team.*

*Light. In light, we thrive. CXC was the best place where I thrived to be the best version of myself. CXC was the engine of a critical discussion within me to evolve and be a better individual on this planet.*

[more examples](#)

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## THE PROGRAMME

### Impact Examples 2 (Appendix)

*My personal life and the contacts I've made and the knowledge that I CAN CHANGE SYSTEMS while encouraging EVERYONE TO BE A CHANGEMAKER. My self esteem and confidence has boosted. It is through CXC that I was introduced to the Ashoka family, even the Ashoka office in Kenya, South Africa and in Nigeria.*

*I no longer think PROBLEMS, I think in SOLUTIONS. And even when I can't figure things out and I'm confused, wondering what next moves to make in my life and in my venture, I know that I am not alone. But I am surrounded, and I will never know how much greatness I am surrounded by if I do not ask people for help. you GUYS ROCK! THANK YOU!*

*CXC has been like a mother to me. It has shaped my beliefs and shifted my focus towards wellbeing; be it physical, emotional or financial. It has helped me evolve better from just "having the dream of changing the world" to be concise on how to achieve that even from one small project at a time. My organisation has grown even to the point of achieving "medium level sustainability" now with any major funding. Building authentic relationships, making human connections, finding like-minded friends, gaining international perspectives, CXC was my first international summit, but it made all of these impact on me at once, in 5 days, I was able to find all of these in that 20 people group. Also it helps me to get to know myself better, empowers me to grow, and grow fast with this community. The recognition from this community is a big encouragement for me to keep going.*

*The CXC Summit that I attended was a great experience and the facilitators and the other members added so much value. At that time I was in a period of burnout and a lot of stress and anxiety and after this experience I realise that I had to change something in my life. The biggest impact was on my wellbeing (being more conscious about being present, true connection with others, finding my element).*

*Since my venture was in a decline phase at the time of the summit I attended, it gave me a lot of inspiration, empowerment and connections to start building a new one! Focusing more on my growth as a person and changemaker, and less on my venture during the summit, I had the chance to go deeply into myself and reflect on my steps so far and the future ones.*

*I was literally exhausted when I attended CXC. My projects had been running non stop for years and I had double jobs so it was not strange that I felt so tired. It was comforting to connect with people in similar situations and also get a chance to learn techniques to recharge my batteries. I was able to keep pushing another 2 years and unfortunately I had to shutdown my business. But those 2 years would not have gone as smoothly without the CXC summit. I am always full of energy after meeting CXC people. It is just the way it is.*

*WOW. Not sure I know where to start from. I think the highest value I took from this experience is working on and improving my CQ (Cultural Intelligence). This, by having so many unique different individuals in one place, all with the same mission at heart, yet with so many different skills, knowledge and perspective. It is literally priceless!*

*I can't quite quantify the number of connections, experiences, ideas, etc. that have emerged since I became a member of the CXC community, and all have been tremendously helpful in moving my work and my personal growth forward, in ways that I couldn't have imagined. I'm beyond grateful to the doors that this community has opened for me, and for the wonderful people I've met through it. ChangemakerXchange was a catalyst for me both personally and professionally. It added so many layers to my journey, so many twists in my river of life that I am still discovering the ripples.*