



THE NEXT GEN CHANGEMAKERS PROGRAM

SOCIAL ENTREPRENEURSHIP IN
PRACTICE

12 STUDENTS. 9 MONTHS. 2 TEAMS. 1 GOAL.

Cycling Without Age Founder and Ashoka Fellow, Ole Kassow, will lead an engaging, new program to give young aspiring social entrepreneurs and changemakers hands-on experience with deep impact social innovation.



CYCLING WITHOUT AGE

CWA is a grassroots movement that was started in Copenhagen, Denmark by Ole Kassow in 2012. The movement takes elderly nursing home residents, who tend to be socially excluded, back into action and allows them to be part of ongoing urban life. As the elderly passengers and younger cyclists co-create new experiences on trishaws, CWA showcases the joy of intergenerational exchange to society. The movement is now present in 47 countries and building better lives for millions of people everyday. For more info on CWA click [here](#)



ASHOKA: INNOVATORS FOR THE PUBLIC

Founded in 1980, Ashoka: Innovators for the Public is the largest global network of social entrepreneurs and changemakers. Ashoka identifies and supports the world's leading social entrepreneurs, learns from the patterns in their innovations, and mobilizes a global community that embraces these new frameworks to build an "everyone a changemaker world." Ashoka Fellows are leading social entrepreneurs who are recognized as having innovative solutions to social problems with the potential to change patterns across society. For more info on Ashoka click [here](#)

In 2017, Ole Kassow was elected to the Ashoka Fellowship for his work with Cycling Without Age. In line with Ole's experiences as an Ashoka Fellow, Cycling Without Age will be running a program with the goal inspiring and equipping everyone to be a changemaker. For more info on Ole's Ashoka Fellowship journey click [here](#)



All around us we see evidence that we now live in a world of accelerating change, volatility and hyperconnectivity. Yet, societies around the world continue to focus on an old idea that "success" for young people means being ready for a stable job. However, according to the World Economic Forum (2016), "65% of children entering primary school today will ultimately end up working in completely new job types that don't yet exist."

According to Ashoka, in a world defined by change, no one can afford to build a life around repetition, instead to be a contributor, an active player, everyone must learn to be a changemaker, a person who steps up to solve problems for the good of all. In other words, becoming a changemaker must become the new norm for growing up. In this historic moment, it is time for a big change, for a big movement. It's time for a new literacy, the Everyone a Changemaker Literacy.

WHY NOW?

The great entrepreneurs today almost all started in their teens, including over 80% of Ashoka Fellows

A survey of LinkedIn found 66% of all professionals said they started something noteworthy in their teens - these people were four times more likely to be an entrepreneur, a top corporate (C-suite level) executive, a founder, or a co-founder.



PROGRAM OVERVIEW

The purpose of the **Next Gen Changemakers: Social Entrepreneurship in Practice** program is to develop the next generation of changemakers who are ready to navigate the rapidly changing world with the purpose, knowledge, tools and mentorship to be successful. In working towards this goal, Cycling Without Age will serve as a unique platform for the 9-month program; providing participants hands-on experience with deep impact social entrepreneurship and innovation.

Participants will not only leave the program feeling confident in their ability to make a positive difference in the world but they will also receive a *Next Gen Changemaker* certificate accredited by Cycling Without Age and Ashoka in recognition of their achievements and graduation from the program. There will also be opportunities for Summer 2020 Internships at Cycling Without Age's Headquarters in Copenhagen, Denmark upon program graduation.



PROGRAM FEE

Given the resources and intensive expertise required to run the Next Gen Changemakers Program, the program participation fee is \$1,500 (USD). However, because the 2019-2020 cohort will take part in the first-year pilot program, CWA will provide full scholarships for all selected participants. This scholarship will cover all costs associated with program participation.



CWA will be selecting a total of **10-14** program participants.

Applications will be open to students from Western University and the University of Victoria. Given the geographical scope of this program, the majority of the program will be conducted virtually, although Ole intends to visit both groups in-person early in the program. Participants will have the opportunity to spend time working closely with the teams from their own university and interact with those on the other coast. Each campus will be paired with a facilitator who will assist in directing this.

PARTICIPANTS



STRUCTURE AND OUTLINE

The program focuses on learning through three types of experiences: Learning from Others, Learning by Doing and Learning through Creating.

PART A: LEARNING FROM OTHERS

Learn from the mistakes of others. You can't live long enough to make them all yourself." - Eleanor Roosevelt

While this part of the program isn't solely focused on learning from mistakes (though there will be an opportunity for that discussion), the underlying principle of learning from other's experiences remains. Learning from those who have walked the path themselves will give program participants an unparalleled opportunity to learn about changemaking directly from the people leading it.

In the form of virtual and in-person workshops, panels and labs (2 hours/session), Ole and other successful social entrepreneurs will share their experiences with the goal of developing the changemaker's knowledge, confidence and critical skills. These workshops, panels and labs (next page) will bring an element of inspiration, hands-on experience, shared lessons and authentic interaction.

PART A: WORKSHOPS



Workshop 1

Social Entrepreneurship, Social Innovation and Changemaking. What do those words mean and why are they important?



Workshop 2

It All Starts With an Idea. How Do You Come Up With a Good One?



Workshop 3

What makes a Social Movement Successful? Taking a Deeper Look into the Team, Tools and Timing.



Workshop 4

Up Close and Personal - Into a Day in the Life of a Social Entrepreneur (Panel Q&A)

*Exact workshops are subject to change

PART B: LEARNING BY DOING

In the early days of Cycling Without Age (after the **initial ideation phase**), Ole and his team's ability to manage the logistical components was fundamental to the success and rapid growth of the social movement.

In Part B, using Cycling Without Age as a platform to learn, participants will develop their confidence with the practical skills associated with creating and sustaining a social movement. This give participants hands-on experience with the multiple facets of social entrepreneurship in a short period of time.

This part of the program captures the logistical, operational and practical areas involved with social entrepreneurship, which includes: **engaging with stakeholders, creating engaging web content, developing a brand presence through social media, applying for funding, approving applications and supporting those that are interested in the movement through a variety of communication platforms.**



**2-3 MONTHS
PER SKILL**

In the local teams created, participants will spend 3-4 months harnessing each skill. After 3-4 months, they will then rotate to harness the next skill (switching with another team). All teams will be working virtually on different skills at different times of the year.

PART C: LEARNING THROUGH CREATING

Part C is where program participants bring their own unique perspectives and creative energy to the forefront of social innovation. Starting in January, using a Case-Solution method, CWA will provide program participants with real-life cases that will outline problems and opportunities that CWA is facing on an international, national and local level from across the world. With the breadth of cases, in teams, participants will be able to choose which case they want to take on.

With guidance and mentorship, this part of the program is designed for participants to have ownership of a project that aligns with their interests, and learn how to creatively design solutions that will have high-impact in the organization. The cases will highlight opportunities and situations where teams can both grapple relentlessly with it's everyday challenges and be visionary in their work.

EXAMPLE CASE STUDIES

*Case topics are still to be finalized



With the steep cost of the Trishaw, how can CWA expand into less economically developed countries who are facing a rapidly aging population?

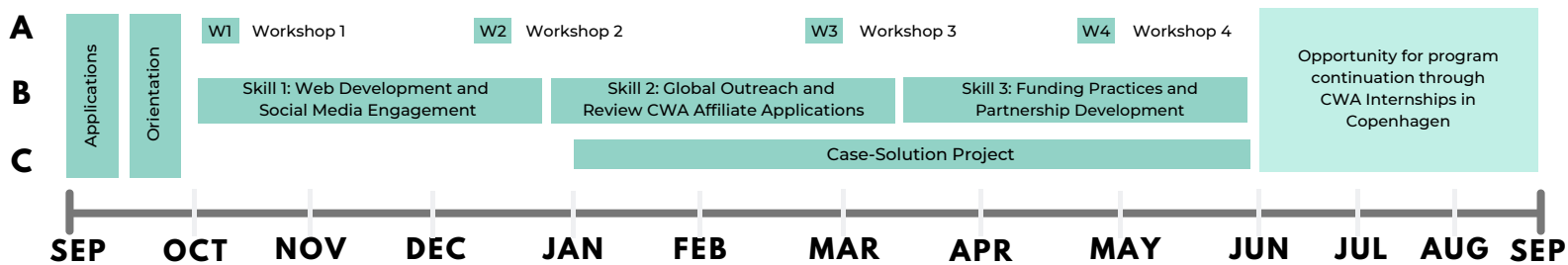


How can local CWA Chapters find sustainable sources of funding after the initial excitement of the initiative wears off?



Given CWA's global presence, how can we measure the impact of CWA on a global level? How can CWA find the number of people who are positively impacted by the movement?

PUTTING IT ALL TOGETHER: TIMELINE AND OUTCOMES



PROGRAM PART

A	B	C
✓	✓	✓
✓	✓	✓
	✓	
		✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓

By the end of the program, program participants will...

Understand what it means to positively contribute in a 'Everyone a Changemaker World', and the importance of social innovation, social entrepreneurship and changemaking in a world where solutions outrun problems

Learn the fundamentals of starting a social movement, initiative or program directly from the people who are leading changemaking in the world

Be confident in their abilities to carry out all logistical and operational elements to starting a social movement, initiative, or program including managing relationships with stakeholders, operating communication platforms, developing social media brand presence and finding program funding

Manage their own self-directed, high-impact initiative that aligns with their own personal interests and can be beneficial for each participant's own trajectory of development

Foster meaningful relationships with fellow changemakers around the world

Develop cognitive empathy - the most critical foundation for effective collaboration

Experience and develop 'New Leadership' skills. The old model of telling others what and how to repeat now is both ineffective and a barrier to organizational adaptation to the new game. The new leadership starts with envisioning new opportunities, bringing the right team together, and designing the synaptic architecture needed for the group to work together

Walk away from the program confidently knowing that they are the changemakers

Graduate with a *Next Generation Changemaker* certificate recognizing their accomplishments and graduation from the program. Program participants will also have an opportunity to continue engagement with CWA through a Summer 2020 internship in Copenhagen

TIME COMMITMENT

The program is designed to be completely immersive, filled with practical learning and an enjoyable experience. To make the most of the program, an average of **5 hours per week** of time commitment is required from participants. In addition to this, approximately four times during the year, there will be a Learning from Others workshop lasting for 2 hours.

APPLICATION

To be a part of the 2019-2020 Next Gen Changemakers Program, please complete the application found here cyclingwithoutage.org/changemakers. Applications are due on Tuesday September 3rd, 2019 at 11:59 pm. Candidates will be notified if they have been granted an interview by September 9th, 2019.