

THE IMPACT WE ACHIEVED **TOGETHER**



LENOVO & ASHOKA PARTNERSHIP 2-YEAR REPORT **2022•2024**





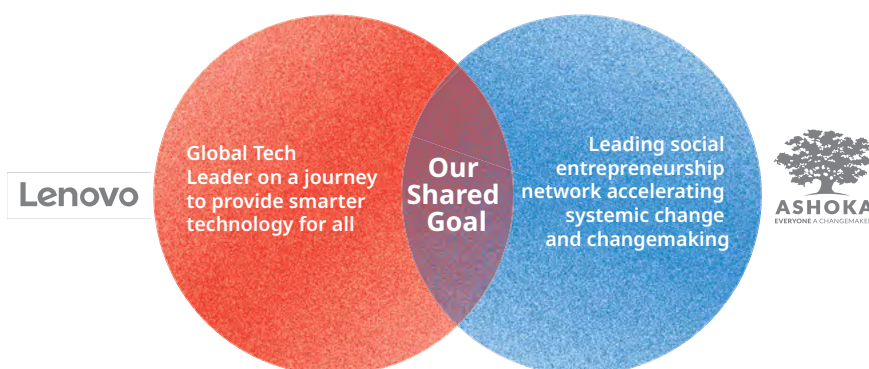
LENOVO & ASHOKA PARTNERSHIP AT GLANCE

2-YEAR REPORT

Ashoka and Lenovo are collaborating in a 3-year partnership to make technology a **transformative force for positive change through social innovation**. At the core of this collaboration is Lenovo's role in contributing to the search and identification process for the next generation of Ashoka Fellows and connect them with Lenovo business units and local offices in a transformative, collective journey to create **positive impact in the tech sector**.

These system-changing social entrepreneurs are driving impactful, tech-based solutions to address pressing social and environmental challenges especially within Lenovo's strategic focus areas such as:

- **Climate change** (including disaster relief);
- **Circular economy & resource preservation** (water, agriculture);
- **Health;**
- **Better Technology** (e.g. responsible AI, algorithmic bias, access to the internet, environmental footprint of tech...)
- **Education** (e.g. STEM)



The goal of the partnership is to leverage **social innovation to make technology a transformative force for positive change** by **searching and supporting system-changing social entrepreneurs**, and looking for opportunities to **connect them with Lenovo Leaders**. Discover more [here!](#)

2 YEARS IN FIGURES

INTERNAL IMPACT

Lenovo employees and social entrepreneurs engaged in different activities of the partnership:

64 LENOVO EMPLOYEES

11 ASHOKA FELLOWS AND SOCIAL ENTREPRENEURS



“Something I’ve taken away from this partnership is the mutual learning journey about the relationship between funders and corporations. So, a little bit more about relationship building for mutual benefit instead of corporate partner versus entrepreneur, but more of a shared journey”.

SYDNI BEHM, FOUNDATION GLOBAL PROGRAM MANAGER, LENOVO



“The Ashoka Leadership Journey serves as the cherry on top of my transformative journey. My personal journey through this program has been a unique experience of self-discovery, as I’ve had the privilege of connecting with amazing individuals from diverse industries and backgrounds. This safe space has served as a powerful reminder of the importance of nurturing ourselves despite the daily pressures and stresses of life. I feel enriched by how we have ultimately embraced the diversity of our dreams and roles, discovering magic in our common purpose. I’m convinced more than ever of the potential of collective learning to empower growth”.

VIRGINIE LE BARBU, GLOBAL SUSTAINABILITY DIRECTOR – INTERNATIONAL MARKETS AT LENOVO. PARTICIPANT OF THE ASHOKA GUIDED LEADERSHIP JOURNEY.



“My motivation to join the program was Ashoka’s work and the impact it is creating with social entrepreneurs, and how can we, as Lenovo, can help to make a difference. This program made me think about the importance of being an impactful person”.

JANE GOVINDSAMY, EXECUTIVE ASSISTANT CSI CHAMPION, LENOVO. PARTICIPANT OF THE MUTUAL LEARNING JOURNEY WITH LENOVO LEADERS AND ASHOKA FELLOWS.



"This experience helped me gain perspective. Pablo (the Ashoka Fellow she has collaborated with), and his team inspired us to think about technology as an enabler, as a transformational tool, as a driver for inclusion."

MARÍA NOEL GUTIÉRREZ, GLOBAL DIVERSITY & INCLUSION, LENOVO. PARTICIPANT OF THE MUTUAL LEARNING JOURNEY WITH LENOVO LEADERS AND ASHOKA FELLOWS.



"What I admire from Ryan (the Ashoka Fellow he has collaborated with) is his openness to absorb and to also influence others to lead to a positive change or an impact. And his notion of the purpose, his purposely driven leadership is something that I want to bring back to my work"

ICHIRO MANDAI, CHIEF FINANCIAL OFFICER, LENOVO. MUTUAL LEARNING JOURNEY WITH LENOVO LEADERS AND ASHOKA FELLOWS



" I never set time aside for professional development or networking – a real drawback as I am somewhat isolated while working remotely. It was so fulfilling and encouraging to connect with my peers on yesterday's call. It made a huge difference".

MONICA HAUSER, DIRECTOR OF CORPORATE CITIZENSHIP AND ESG COMMUNICATION AT LENOVO. PARTICIPANT OF THE ASHOKA'S COMMUNITY OF CORPORATE LEADERS.

2 YEARS IN FIGURES

EXTERNAL IMPACT

INDIVIDUALS TRANSFORMED

For more than 40 years, Ashoka built and nurtured the largest network of leading social entrepreneurs in the world. After a rigorous selection process, they are introduced to a **life-long fellowship**, which includes:

- A tailored stipend for up to three years for the Fellow to dedicate themselves full time to the advancement of their idea:
- Customized engagement opportunities that accelerate their impact
- Increased visibility
- A global community of peers

The latest Ashoka's Global Fellow Study showed that:

85% of Fellows **increased their impact** with Ashoka's support

88% of Fellows changed how they see themselves as **leaders**

92% of Fellows **strengthened their idea** with Ashoka's selection process

74% developed **new partnerships** through connections made within Ashoka's community

47% of Fellows confirmed that the **stipend** was the first significant source of **funding**

43% of Fellows were introduced to **new funders** thanks to Ashoka

Over the past two years of the partnership, Lenovo has contributed to making this invaluable support possible for three Ashoka Fellows working at the intersection of technology and social impact

- **ABIODUN ADERENI (NIGERIA)** Abiodun is leveraging technology to enhance the effectiveness of midwives' work and services in rural healthcare centers, significantly reducing infant and maternal mortality rates in Nigeria.
- **SONJA BETSCHART (SWITZERLAND)** Sonja has developed a new framework to ensure that local experts across developing countries have the know-how and power to drive technology-rich solutions to developmental challenges their local communities care about most.
- **SILVANA BAHIA (BRAZIL)** Silvana is working to ensure the presence and recognition of Black women in the technology field by developing the interpersonal and technical skills of professionals dedicated to creating inclusive technologies that reflect Brazil's diversity.

INDIVIDUALS WHO RECEIVED SECONDARY OR INDIRECT IMPACT



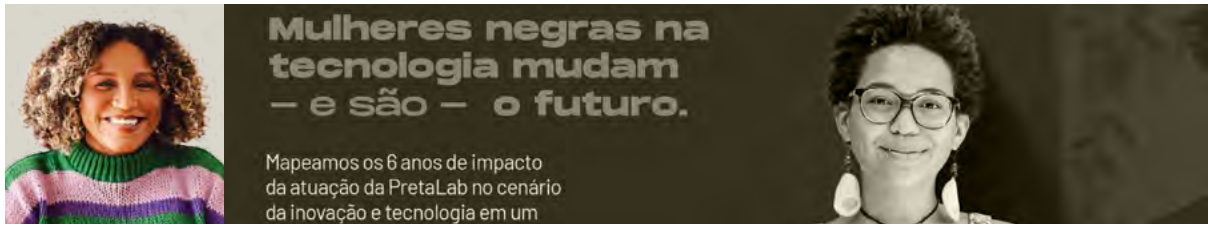
ABIODUN ADERENI and his organization, *HelpMum*, have had significant impact in improving maternal and infant health in Nigeria.

- As of recent reports, HelpMum has positively impacted over **200,000 mothers and newborns** across Nigeria.
- The organization has distributed more than **500,000 clean birth kits** and developed an e-learning platform that has trained over **3,000 community health workers**, with the goal of expanding access to safe birth practices and vaccinations.
- HelpMum's reach extends across **6 Nigerian states**, with a projection of expanding it to **9 states at the end of 2024**.



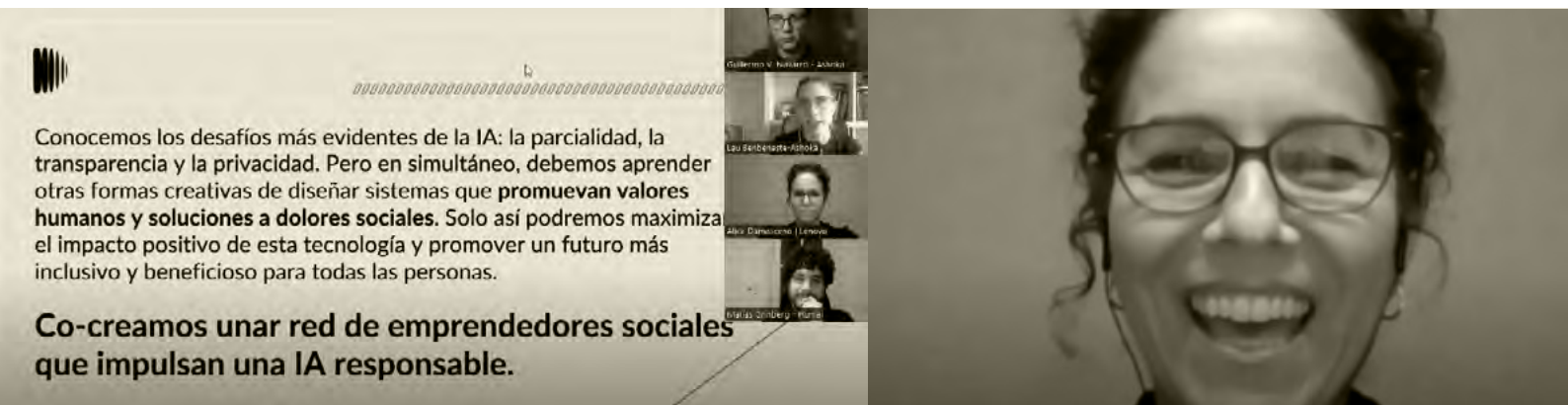
SONJA BETSCHAT, co-founder of *WeRobotics* and the *Flying Labs Network*, has made significant contributions to empowering local experts through technology.

- As of 2023, the network has grown from 3 hubs in 2016 to **over 40 hubs in Africa, Asia/Pacific, Latin America, and the Caribbean**, supporting over 200 grassroots projects and engaging **+300 local experts** globally.
- The network has also trained and certified **+5,100 local professionals** globally to implement technological solutions within their own communities.
- The Flying Labs also have a strong commitment to gender diversity, with **women making up 28% of the network**, which is more than double the industry average of 13%.



SILVANA BAHIA, Silvana Bahia’s organization, *PretaLab*, has made significant strides in increasing the representation of black women in the technology sector in Brazil.

- Since its launch, it has trained approximately **900 black and indigenous women** in technology, equipping them with technical and social skills. Additionally, the organization also fosters professional networks that connect women to industry leaders, further enhancing their opportunities in the sector.
- Through partnerships with companies such as ThoughtWorks and Google, PretaLab has helped increase the proportion of black professionals in tech roles, contributing to diversity in the workplace. For instance, ThoughtWorks’ partnership with PretaLab increased the **percentage of black professionals at the company from 15% to 38%, with 25% holding leadership positions.**
- Additionally, PretaLab also advocates for greater inclusion and representation, **producing critical data which is used by civil society and policymakers** to drive diversity and equity in the sector.



AI COMMUNITY LAUNCHED IN LATIN AMERICA

Connecting technologists, lawyers, entrepreneurs, healthcare specialists and public policy experts to collaboratively define actions to improve the systems they influence:

- Mapped **34 social entrepreneurs** using AI for social impact, who indirectly impacted **5,300 beneficiaries** with this initiative
- Engaged with **75 participants**

THE JOURNEY SO FAR: THE IMPACT WE ACHIEVED TOGETHER

YEAR 1
AUG 2022
AUG 2023

Kind City Initiative, Discover more [here!](#) (2022)

Mutual Learning Journey with Lenovo Leaders and Ashoka Fellows

Discover more [here!](#) (2022)

Lenovo 360 Forum

Ashoka's participation in the Panel:
"The importance of investment in social impact to transition towards a more sustainable future"
(June 2023)

Lenovo's participation in **Ashoka's biggest gathering: the Ashoka Changemaker Summit** - Santiago Mendez Galvis- (2022). At this Summit, Santiago was introduced to Ashoka Fellow **Jacek Siadkowski, Founder of Tech to the Rescue**. Following their connection, a collaboration between Lenovo and this organization emerged.

Future of Business: an Intercompany Course for Changemakers

5 Lenovo leaders participated in this training for corporate professionals to advance social innovation within their institutions: **Jane Govindsamy, Sydney Behm, Pratima Harite, Ashima Mathur, Hiromi Yano** (2023-2024)

Lenovo's participation in **Ashoka's Community of Corporate Leaders**. Discover more [here!](#)

- "Building a Culture of ESG" (May 2023)
- "How to build an inclusive workforce environment by embracing migrant employment (June 2023)
- Guided Leadership Journey | Virginie Le Barbu- (2023)

YEAR 2
AUG 2023
AUG 2024

3 Ashoka Fellows selected and supported (2023-2024)

- Abiodun Adereni (Nigeria)
- Silvana Bahia (Brazil)
- Sonja Betschart (Switzerland)

Lenovo 360

- Co-design of a proposal to foster collaborations among 360 Circle members to create social impact
- Contribution to the first Lenovo 360 in-person Summit in Brussels and contribution to the session on Catalysing sustainability (2024)

Lenovo's participation in Ashoka's biggest gathering: the **Ashoka Changemaker Summit** Santiago Mendez Galvis (Oct 2023)

Lenovo's representation in panels at the **Making More Health Together Convention**.
Discover more **here!**

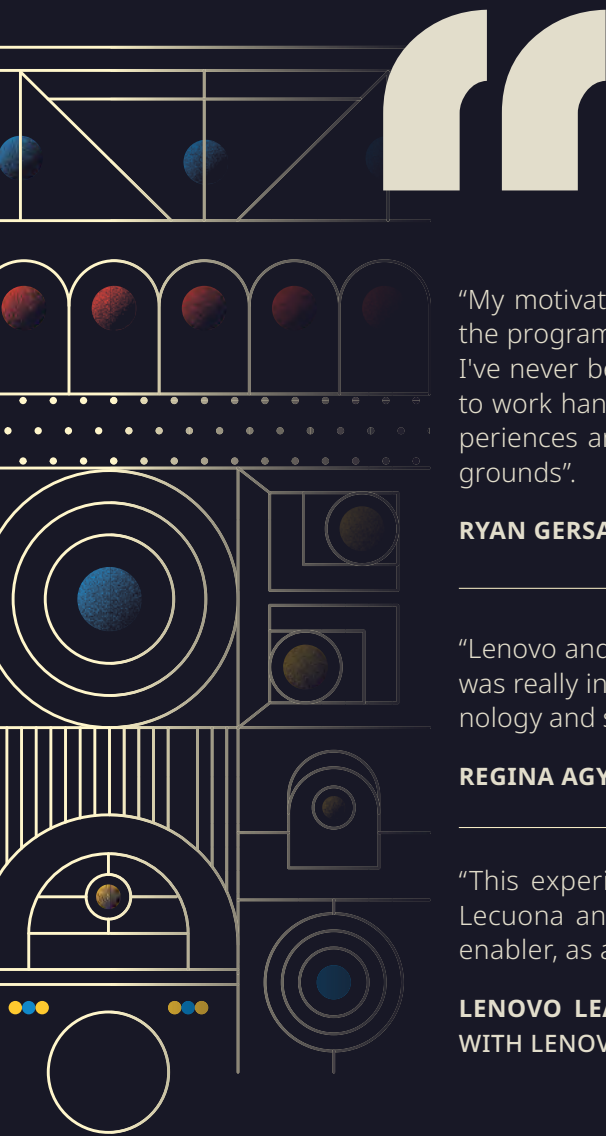
- Virginie Le Barbu (Oct 2023)
- Pratima Harite (Oct 2024)

The partnership enabling local initiatives:
AI Community in Latin America (July-Dec 2024)
Mapping of 34 social entrepreneurs who are using AI for social impact and building a multistakeholder community of technologists, lawyers, entrepreneurs, healthcare specialists and public policy experts to collaboratively define actions to improve the systems they influence

Lenovo's **AI for Social Impact. Importance of Diversity in AI** webinar:
Ashoka participated with one of its local experts from Argentina, Laura Benvenaste (June 2023)

Lenovo's participation in **Ashoka's Community of Corporate Leaders**. Discover more **here!**

- "How to embark your customers in positive impact projects" (Sept 2023)
- "Localizing Global Impact Strategies: Sharing the conditions for successful impact approaches" (May 2024)
- Guided Leadership Journey | Johan Gustavsson



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“My motivation to be part of this program comes from the design of the program itself. I’ve experienced mentorships and boot camps, but I’ve never been part of a learning journey and for me, that is exciting: to work hand in hand in a two-way process where you share your experiences and also learn from people with completely different backgrounds”.

RYAN GERSAVA, ASHOKA FELLOW

“Lenovo and Ashoka are two market leaders in their space, and what I was really interested in is in bringing my two passions, which are technology and social impact together”.

REGINA AGYARE, ASHOKA FELLOW.

“This experience helped me gain perspective. Ashoka Fellow Pablo Lecuona and his team inspired us to think about technology as an enabler, as a transformational tool, as a driver for inclusion”.

LENOVO LEADER, PARTICIPANT OF THE MUTUAL LEARNING JOURNEY WITH LENOVO LEADERS AND ASHOKA FELLOWS

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