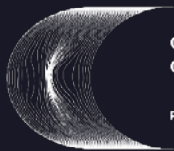


**WE KEEP MOVING**



# FORWARD

**3** LENOVO & ASHOKA PARTNERSHIP  
YEAR REPORT **2022 • 2025**



CHANGEMAKER  
COMPANIES

POWERED BY



**Lenovo**

# LENOVO & ASHOKA PARTNERSHIP

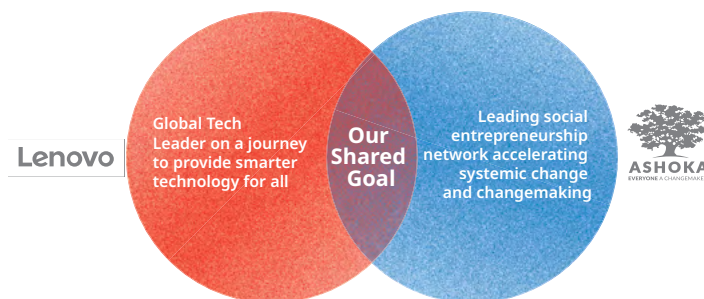
## 3-YEAR REPORT



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!](#)

# CELEBRATING PARTNERSHIP ACHIEVEMENTS

## EXTERNAL IMPACT: TRANSFORMING LIVES GLOBALLY



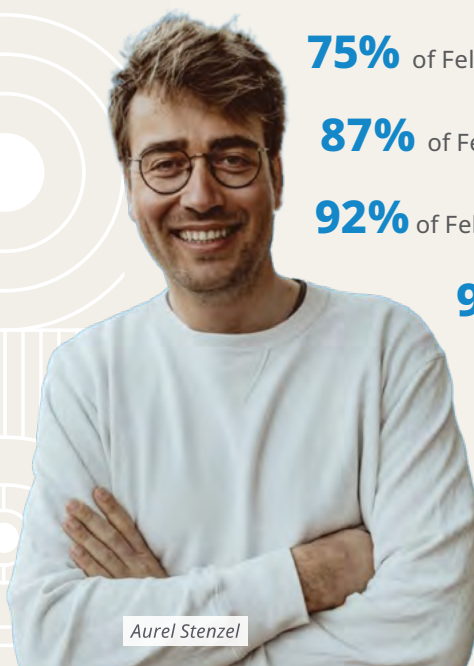
Source: Help Mum

Over the past two years of the partnership, Lenovo has contributed to making the Ashoka Fellowship support possible for **eight Ashoka Fellows** working at the intersection of technology and social impact. They include:

- **AUREL STENZEL (GERMANY):** Aurel promotes a new data paradigm through open-source cryptographic tools that enable secure, privacy-preserving sharing, treating data as a common good to support transparent governance and reduce inequality and environmental harm.
- **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.

- **GUSTAFF ISKANDAR (INDONESIA):** Gustaff bridges Indonesia’s digital divide by building culturally rooted, community-based internet infrastructure that empowers Indigenous communities, tackles socio-economic inequality and fosters local innovation and resilience.
- **JOSÉ SOARES (SPAIN):** José is reshaping the sports industry into an inclusive ecosystem by using technology, advocacy and education to create opportunities for people with disabilities to lead and innovate.
- **GALO DIALLO (FRANCE):** Galo harnesses social media algorithms and collaborative hackathons to promote a more professional, accountable and constructive online culture while curbing harmful content and misinformation.
- **TOCHUKWU CHUKWUEKE (NIGERIA):** Tochukwu strengthens Nigeria’s engineering and manufacturing sectors by closing the education–industry gap through practical, tech-driven programs, supporting SMEs and shaping policy to drive local production, job creation, and economic growth.

**The latest [Ashoka’s Global Fellow Study](#) showed that:**



**75%** of Fellows **increased their impact with** Ashoka’s support

**87%** of Fellows changed how they see themselves as **leaders**

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

**96%** of Fellows **lead differently** thanks to Ashoka Support

**54%** developed **new partnerships** through connections made within Ashoka’s community

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

**54%** of Fellows were introduced to **new funders** thanks to Ashoka

*Aurel Stenzel*

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

## SECONDARY OR INDIRECT IMPACT



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

- Over **200,000 mothers and newborns impacted** across **6 Nigerian states**, with plans to expand to 9 by end-2024.
- **500,000+ clean birth kits** distributed, reducing infections and infant loss by 95% in rural areas.
- **3,000+ Community health workers trained** via an e-learning platform, boosting safe birth practices and vaccination uptake (73.5% immunization increase).



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

- From 3 network hubs (2016) to **40+ hubs across Africa, Asia/Pacific, Latin America and Caribbean** supporting **200+ grassroots projects** and **engaging 300+ local experts** globally.
- **5,100+ local professionals** trained and certified in tech solutions.
- **Women making up 28%** of the network, doubling the industry average of 13%.



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

- Approximately **900 black and indigenous women** trained in technology, equipping them with technical and social skills as well as professional networks that connecting them to industry leaders.
- Increase in the proportion of black professionals in tech roles through partnerships with companies such as ThoughtWorks and Google, PretaLab. For instance, ThoughtWorks' partnership with PretaLab increased the **percentage of black professionals at the company from 15% to 38%, with 25% holding leadership positions.**
- 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.



**GUSTAFF H ISKANDAR**, through *Common Room*, is revolutionizing internet access for Indigenous and rural communities in Indonesia by building community-based internet infrastructure using a culturally respectful and frugal model. Some of the Key Achievements include:

- **Community networks** were established in **45 hamlets, 13 villages and 2 provinces**
- Internet voucher sales generated **\$376,734** in Ciptagelar Indigenous Community

- **\$30,000 Monthly savings** for internet maintenance and forest conservation
- Digital literacy training and infrastructure projects **enhancing women's engagement across 7 rural and indigenous sites** (e.g., shrimp farming groups in Sukadana).
- Peer-to-peer training models **increasing local expertise** in internet management.
- Work recognized by international organizations such as APC, IGF, APRIGF and is being considered for **expansion into countries like Myanmar, Philippines and Thailand** with the Central Sulawesi Government **planning to replicate** their model **in 100 villages**, forming a regional hub.

**JOSÉ SOARES** through *Integrated Dreams Organization* is creating a mindset shift in the sports industry by promoting inclusion and equal opportunities for people with disabilities. In this light, some key achievements include:

- Over **7,500 people** benefited from the projects developed by participants, with an estimated **100 people impacted per project** within the framework of the Football for All Program.
- **7 organizations** (Decathlon, Yellow Bricks, Sportall, World Curling Federation, SCEWO, iSportsAnalysis and ParaPla) **benefited from the innovative solutions** developed by participants during the Innovating for Inclusion Bootcamp.
- **112,593 spectators** (Real Betis: 51,396 attendees; Atlético de Madrid: 61,197 attendees) reached across two editions of the Most Inclusive Match thanks to several inclusive measures including Braille jerseys, sign language interpretation, audio description services, and designated accessibility areas for a more accessible and engaging experience.



**AUREL STENZEL**, through the *SINE Foundation*, is revolutionizing sustainability by building a global data infrastructure that enables secure, standardized and reciprocal data sharing across value chains. Thanks to this action:

- Over **50% of Fortune 500 companies** adopted SINE's **standardized data-sharing protocols**, enabling secure Scope 3 emissions reporting and accelerating climate action. According to a recent MIT study, participating companies report up to **23% savings in logistics-related carbon emissions** by exchanging even basic information across supply chains. Firms using SINE's framework have seen **faster progress toward net-zero targets**, with **lower operational costs**, improved decision-making, and better ecosystem collaboration.
- SINE is deeply embedded in global sustainability efforts, working with key bodies like the **European Union, United Nations** and the **World Business Council for Sustainable Development (WBCSD)** to **receive reliable, standardized environmental data**, facilitating more effective policymaking.





**GALO DIALLO**, through *Smile Mouvement (sMouvement)*, redefines digital influence as a tool for social change mobilizing creators to engage youth around causes like environmental cleanups, education, food drives and mental health, reaching audiences often disillusioned with traditional institutions.

- **200,000 € raised for homeless support** during winter, organized as winter outreach campaigns across French cities through notable campaigns like **#MobilisationGrandFroid**. Other campaigns include support for reforestation in Africa, aid to vulnerable communities in Myanmar (estimated **3 million € mobilized**) and funds for bereavement or health support causes.
- Audiences engaged on social issues with *ItsCrazySally* addressing the **Melilla migrant massacre**, sensitizing followers to immigration crises and *Fatouguineaa* repeatedly spoke on **diversity** and **self-acceptance**, weaving social reflection into entertainment.



**TOCHUKWU CHUKWUEKE**, through *Clintonel Foundation* is advancing engineering and industry development by modernizing curricula, upskilling lecturers and equipping students with practical skills to build a strong, future-ready engineering workforce. Some key achievements include:

- Over **600 individuals trained** in CAD, CAM, solar energy systems and entrepreneurial skills and **1,000 secondary school students** introduced to STEM using locally developed kits
- Over **570 engineering students and lecturers** to become industry ready through its flagship “Engineering for Industry (E4I)” program executed in partnership with the University of Nigeria Nsukka and funded by the Royal Academy of Engineering UK
- Partnered with Autodesk to **expand CAD certification and training access** across Nigeria and received the **Autodesk Excellence Award in 2022** for its national Genius Engineering Competition
- Launched the **Nigeria Hardware Ecosystem Map** in 2022, linking local innovators with investors, collaborators and markets. Through this effort and its community, Hardware Nigeria, the centre supports startups that have gone on to create jobs and produce indigenous products, contributing to economic growth and youth employment.
- Earned **national recognition**, including the **award for Most Outstanding MSME** in Nigeria (June 2022), highlighting its role in fostering a new generation of tech-driven, problem-solving entrepreneurs in Africa.

## INTERNAL IMPACT: EMPOWERING LENOVO CHANGE CHAMPIONS



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

**64** Lenovo employees + 17 Lenovo channel partners

**17** Ashoka Fellows and social entrepreneurs

### Driving Change from within: An impactful Leadership Journey for Lenovo 360 Leaders

Lenovo 360 Circle is a collaborative membership initiative by Lenovo that brings together its downstream ecosystem as well as key suppliers, customers and 3rd party experts. As sustainability is inherently complex, true progress required a community-based approach and collaborations across the value chain. Ashoka contributed to facilitate the conditions for real collaborations among these competitors.

In 2025, **19 Lenovo 360 Circle leaders** participated in a tailored four-month transformational journey designed to foster purpose, strengthen their inner abilities to lead change, and drive sustainability-focused action.

This journey was designed to cultivate personal leadership and deepen self-awareness, empowering participants to lead with clarity and authenticity. By fostering meaningful connections with peer changemakers, the program created a trusted space for exchange, inspiration, and mutual support. Together, these experiences ignited a shared commitment to driving long-term social and environmental impact, equipping leaders to champion change that is both transformative and sustainable. And real collaborations took place, people connected beyond commercial boundaries and meaningful innovations began to emerge.

Participant evaluations of the program highlight a strong positive impact: nearly all respondents reported a shift in their perspective on the kind of impact they aim to achieve, and an equal number expressed **greater confidence in their ability to drive social and environmental change.**

## Top Learnings from participants:

- **Deepened** self-awareness, ambition and purpose
- **Enhanced** influence and leadership capabilities
- **Emotional intelligence**, cultural sensitivity, and storytelling
- **Resilient, values-aligned** communication and collaboration

## PARTICIPANT REFLECTIONS



The journey gave me renewed energy and clearer direction on how to begin turning that vision into action."



For my company, I used to view success primarily through the lens of performance metrics, growth, and operational outcomes. While those are still important, I now see success as equally tied to the quality of our culture, our inclusivity, and the authenticity of our impact. It's about how we empower people—internally and externally—and how we build relationships that are sustainable, responsible, and human-centered"

# BUILDING A CULTURE OF CHANGE: CHANGEMAKER COMPANIES COMMUNITY ACTIVITIES

The Changemaker Companies Community is an initiative that brings together Ashoka corporate partners and all their purpose-driven changemakers and leaders who are willing to create a new leadership culture within their organizations and their ecosystem. In 2024/2025, Lenovo Leaders participated in several activities:

**GUIDED LEADERSHIP JOURNEY PARTICIPATION:**

- **2024** 1 participant
- **2025** 2 participants

**IN-PERSON EVENTS & SUMMITS:**

- **2024: Making More Health Together Convention:** Pratima Harite participated as a panelist in the session “Inspirational Stories: How Cross-Sector Collaboration Leads to Change”, together with the Head of Growth of the Ashoka Fellow organization, “Tech to the Rescue”, Mara Puacz.
- **2024: Ashoka Changemaker Summit**

**COMMUNITIES OF PRACTICE**

- Lenovo employees contributed to thought leadership across a variety of Communities of Practice (CoP):

Year	Community of Practice Theme
<b>2024</b>	Learn and explore systemic shifts that companies can drive in the disaster response space.
<b>2025</b>	Foster communities of Impact Ambassadors in the business to drive sustainability and meaningful change within companies

## LOOKING AHEAD: 2025 SOCIAL CHAMPION PROGRAM

As part of its New Employee Engagement Initiative, Lenovo is launching a **Social Champion Program** to empower and reward **50 employee volunteers** engaged in social causes. This initiative falls in line with Lenovo’s commitment to deliver “smarter technology for all.”

The goal is to inspire them about social innovation and how to nurture key skills for changemaking, recognize the value they bring to the company and offer them a growth opportunity to reflect on challenges they have such as setting up health boundaries for themselves, influencing and empowering their colleagues and showcasing the value they create.

## WHEN BIG TECH MEETS SOCIAL INNOVATION: STORIES OF ASHOKA FELLOWS CHANGING LIVES



This partnership continues to demonstrate the powerful potential of bringing together the social and corporate sectors, showing how technology and purpose-driven leadership can unite to address urgent global challenges. Through a series of articles, we shared compelling stories of impact from Ashoka Fellows supported by the partnership, highlighting how their innovative solutions are creating meaningful change at scale. This series not only built visibility for the Fellows' work but also illustrated Lenovo's commitment to co-creating impact. By connecting innovators across sectors, the Ashoka Lenovo partnership is fostering inclusive innovation and redefining what is possible when changemakers and corporate leaders collaborate. You can read more through the following features: [When Big Tech Meets Social Innovation](#).

### LENOVO & ASHOKA FELLOWS: CATALYZING CHANGE THROUGH COLLABORATION

- **SONJA BETSCHART:** Lenovo supported *WeRobotics* and the *Flying Labs Network*, led by Ashoka Fellow Sonja Betschart, with a \$25,000 in-kind donation for 60 laptop rentals for their 2024 Southern African Drones, AI, and GIS Conference. Lenovo's CSR team also connected Flying Labs to partners like TechToTheRescue, enabling Costa Rica and Brazil Labs to join an AI Bootcamp and securing a \$7,500 pilot project grant for Brazil.
- **JOSÉ SOARES:** As the official technology sponsor of the 2026 FIFA World Cup, Lenovo has partnered with Ashoka Fellow-led Integrated Dreams to promote inclusion in football. With an initial \$25,000 donation, Lenovo is supporting the launch of an online platform connecting the disability community with key stakeholders in the football ecosystem, with a second donation planned later in the year. The partnership also paves the way for future inclusive initiatives.

## AI COMMUNITY IN LATAM: LOCAL INNOVATION, LASTING SOCIAL IMPACT



Recognizing the power of emerging technologies, Lenovo and Ashoka have launched a pioneering network of social entrepreneurs advancing responsible AI and connecting grassroots innovators with tech industry support to scale impact where it's needed most.

AI for Social Impact Community launched in Latin América, connects technologists, lawyers, entrepreneurs, healthcare specialists and public policy experts to collaboratively define actions to improve the systems they influence. The first cohort:

- Mapped 34 social entrepreneurs using AI for social impact, who indirectly impacted 8670 beneficiaries with this initiative.
- Engaged with 75 participants.

Building on the success of this first cohort, the 2025 AI for Social Impact Community has expanded significantly in scope, reach and ambition.

### The following key achievements reflect this community's deepening impact:

**185** initiatives mapped

**71** social entrepreneurs selected, who indirectly impacted **19,130** beneficiaries

**9** countries participating

[Learn more](#) about this initiative making headlines in one of the most popular newspapers in Argentina

# WE KEEP MOVING FORWARD: 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, Sydni 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

**YEAR 3**  
AUG 2024  
AUG 2025

**5 Ashoka Fellows selected and supported**

- Gustaff Iskandar (Indonesia) - Sept 2024
- Aurel Stenzel (Germany) - Dec 2024
- José Soares (Spain) - Dec 2024
- Galo Diallo (France) - June 2025
- Tochukwu (Nigeria) - June 2025

Lenovo's participation in Ashoka's biggest gathering:  
**Ashoka Changemaker Summit**

Lenovo's representation at the **Making More Health Together Convention**: Pratima Harite was a panelist in the session "Inspirational Stories: How Cross-Sector Collaboration Leads to Change", together with the Head of Growth of the Ashoka Fellow organization "Tech to the Rescue", Mara Puacz (Oct 2024)

**Lenovo 360 Circle Guided Leadership Journey**

In 2025, 19 leaders from the Lenovo 360 Circle embarked on a 4-month transformational journey designed to inspire purpose-driven leadership and fostering lasting impact.

**Social Champion Program**: Empower and reward 50 employee volunteers engaged in social causes.

**Second cohort of the AI for Social Impact Community in Latam**

has expanded significantly in scope, reach and ambition: 185 initiatives mapped from 9 countries, and 71 social entrepreneurs selected who indirectly impacted 19,130 beneficiaries.

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

- Guided Leadership Journey
- Communities of practice:
  - Learn and explore systemic shifts that companies can drive in the disaster response space together with EY
  - Foster communities of Impact Ambassadors in the business to drive sustainability and meaningful change within companies with Impact Europe
- Other informal quarterly safe spaces for connecting with corporate leaders and receiving peer support



# 3 **LENOVO & ASHOKA PARTNERSHIP** YEAR REPORT **2022 • 2025**

