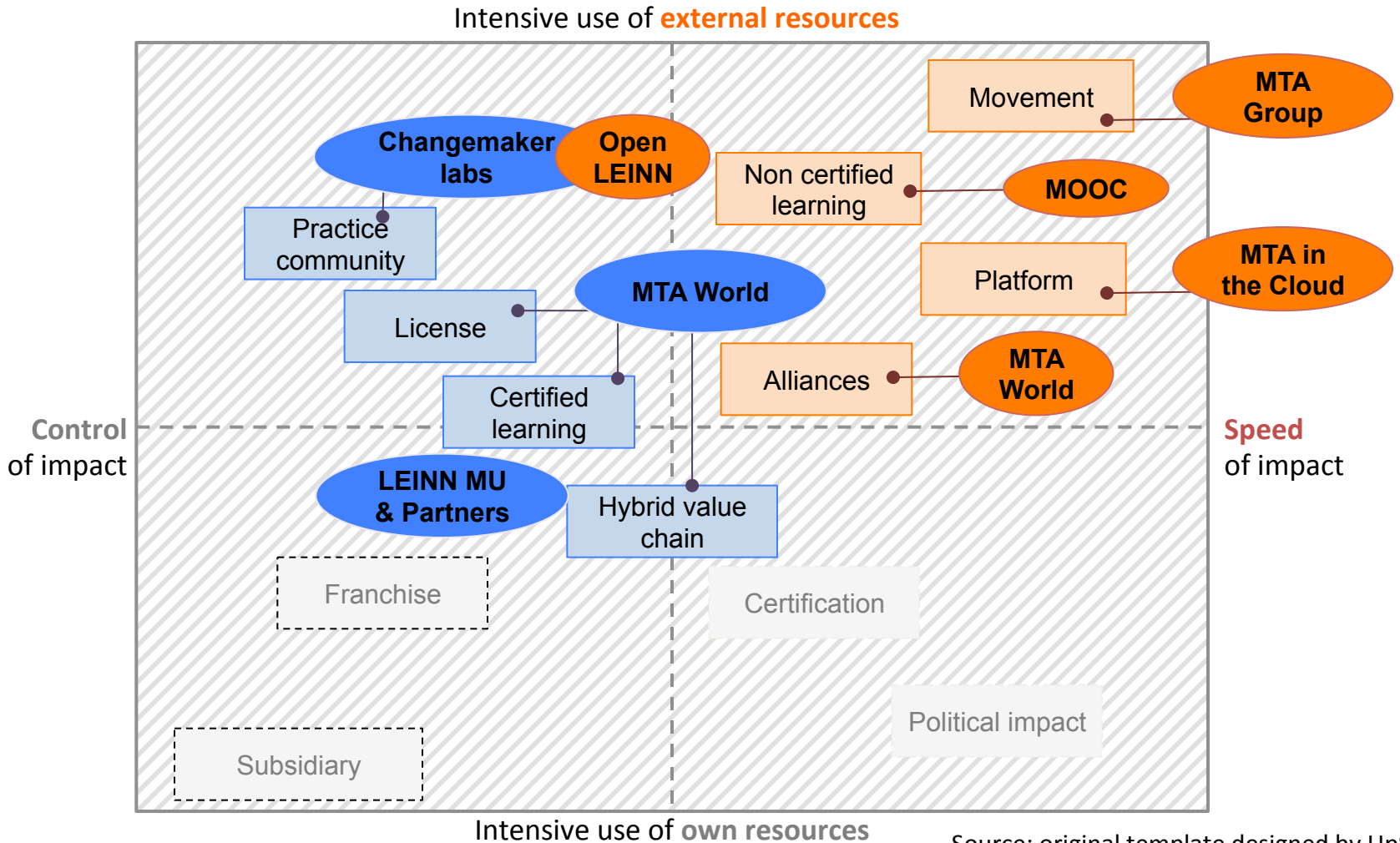


HOW DO WE REACH OUR CRAZIEST DREAM

□ To not be developed

■ To be fostered by consolidate initiative

■ To be fostered by rebirth initiative



The Concept of Framework Change and the Impact Spectrum

APPROACH	DESCRIPTION	EXAMPLE
Direct Service	Innovations that provide populations in need with goods and services	<i>A NGO that provides a marine community with fishing rods</i>
Scaled Direct Service	Models that unlock efficiency and impact through well-managed logistics of an intervention	<i>A social enterprise that makes and sells low-cost fishing nets</i>
System Change	A new model that is addressing the root cause of a problem. Involves policy change; widespread adoption of specific methodology by leading organizations; and new behaviors within specific markets	<i>A social entrepreneur helps fishermen communities set up protection areas to promote marine sustainability</i>
Framework Change	People see and understand the world differently, affecting individual mindsets at large scale and changing behaviors across society as a whole	<i>Reach a point where it is the norm for consumers to demand products from a sustainable fishing industry</i>

ASHOKA First Framework Change: Social Entrepreneurs

Early 1970s - 1982
Bill Drayton articulated the idea of social entrepreneurship and defined the criteria to identify leading social entrepreneurs

Ashoka invests in its first Fellow, Gloria de Souza

1980's - Ashoka identifies leading social entrepreneurs on the ground driving change in multiple sectors

1980's - Partners from McKinsey form *Friends of Ashoka*

1984 - MacArthur Foundation awards 'Genius' grant to Bill Drayton for social entrepreneurship

1984 - Rockefeller Brothers Fund begins to support Ashoka

1996 - Ashoka and McKinsey partner to create Center for Social Entrepreneurship

1998 - David Bornstein writes about Bill Drayton and Ashoka in *The Atlantic*

2001 - Bill Drayton, Nobel Prize Awardee Muhammad Yunus (Grameen Bank), Fazle Abed (BRAC), Oded Grajew (Ethos Institute for Business Social Responsibility), and Peter Eigen (Transparency International) founded Ashoka's Global Academy

2003 - Skoll Center for Social Entrepreneurship founded at Oxford's Said Business School

2004 - Omidyar Network founded

2004 - UBS partners with Ashoka to create Visionaries Award for social entrepreneurship

2006 - Stanford Business School launches *Stanford Social Innovation Review* journal

2006 - MIT Press launches *Innovations* journal

2007 - David Bornstein's *How to Change the World* published

2007 - JP Morgan Social Finance Fund launched

2013 - Rockefeller Foundation launches Global Fellowship Program on Social Innovation

2017 - Ford Foundation commits \$1 billion to social enterprises and impact investing

Over **3,500 Ashoka Fellows** across **80** countries

SHIFTING THE DEMAND CURVE

Over **\$45 billion** invested in social enterprises (2014-2016)¹

Impact investors globally manage **AUM of over \$114 billion** (as of 2016)¹

3,000+ books on social entrepreneurship published

Social entrepreneurship centers in almost all major global business schools

What is the “Everyone a Changemaker Framework”?

The five competencies that Ashoka believes everyone must be equipped with are:

- 1 **Empathy** for more fluid collaboration
- 2 **Co-creative teamwork** – team of teams – where everyone on the team sees themselves as an initiator and everyone has agency.
- 3 **New leadership** in which everyone must see the big picture and advance solutions for the good of all
- 4 **Changemaking** for good by applying the above skills for positive contribution
- 5 And organizing **in open, fluid teams of teams**

We refer to this as the **Everyone a Changemaker framework** needed to succeed in the 21st century.

EUSKADI – Educación - Territorio Change Maker

¿QUÉ ES UN TERRITORIO CHANGEMAKER?

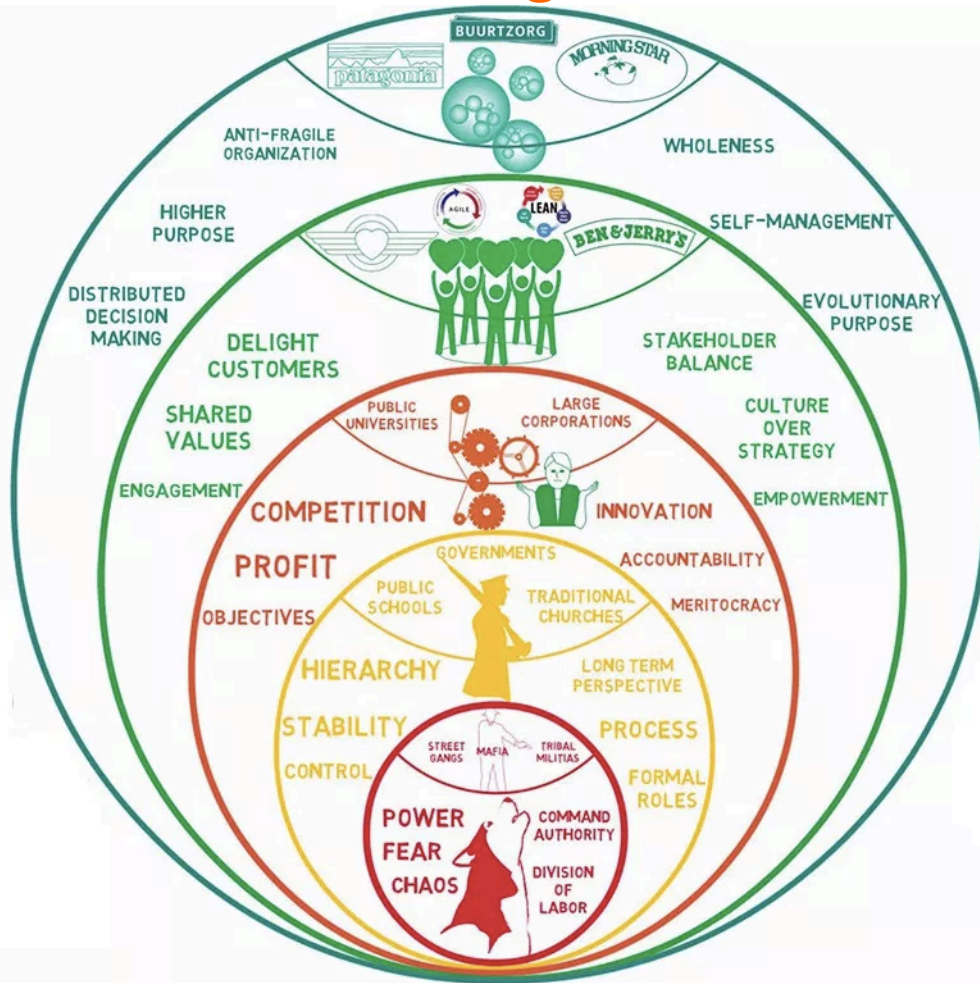
Buscamos pueblos, ciudades o regiones donde las escuelas se unen colaborando con gran influencia con los agentes de su entorno: los padres, los ayuntamientos, las asociaciones, las empresas locales, los servicios públicos...

Entienden que las experiencias de aprendizaje no ocurre solo en la escuela, sino en todos los aspectos de la vida de un niño o joven. Eso es lo que llamamos un **Territorio Changemaker**. Un pueblo, una ciudad, o incluso una región donde escuelas, ayuntamientos, padres entidades sociales y otros actores colaboran para influir de manera positiva en el crecimiento y aprendizaje de un niño. Educan para el cambio, para que los niños/as puedan tener las habilidades para construir juntos una sociedad mejor.



EUSKADI – Territorio Empresarial 4 Bottom Line

TEAL Organizations



4duple Bottom Line

- 1 Impacto Social
- 2 Impacto Economico
- 3 Impacto Medioambiental
- 4 Impato Espiritual (Felicidad)



ESKERRIK ASKO – GRACIAS - THANKYOU

MTA World

Irun / Onate / Madrid / Bilbao / Barcelona / Shanghai / Pune / Valencia / Queretaro / Seoul

MTA World – Club de Roma Euskadi

1st Junio 2018

Que pasaria si...
“Nos convertimos en ciudadanos globales
Y nos comprometemos en las empresas a
maximizar nuestro impacto:
Economico,
Medioambiental,
Social,
Y
Espiritual (Felicidad)?”



MTA WORLD es ya una realidad con mas de + 1.500 emprendedores en equipo



Mision

We are teampreneurs making our dreams become true learning and creating together.

Vision

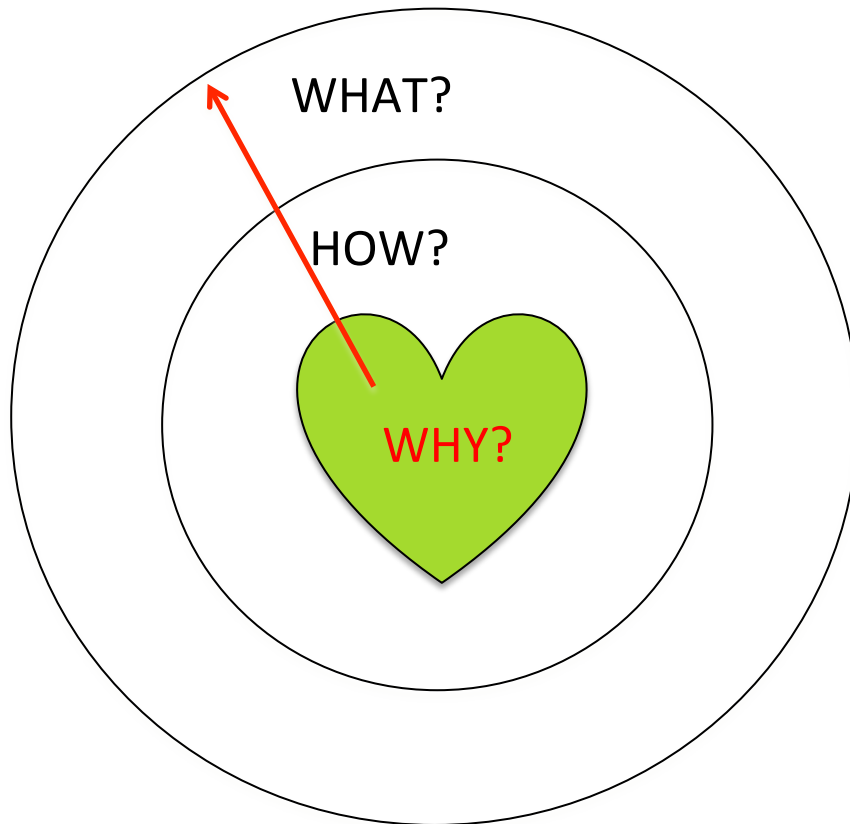
By 1st of May 2020 we are 20 excellent interconnected Labs (social innovation ecosystems) in 5 continents.

Values

1. Learning by Doing
2. Team Learning
3. Global Mindset
4. Respect and Responsibility
5. Leave it better than you found it
6. Passion
7. Transpaency and Honesty
8. Openess and Diversity
9. Social Innovation Network

[KNOW MORE](#)

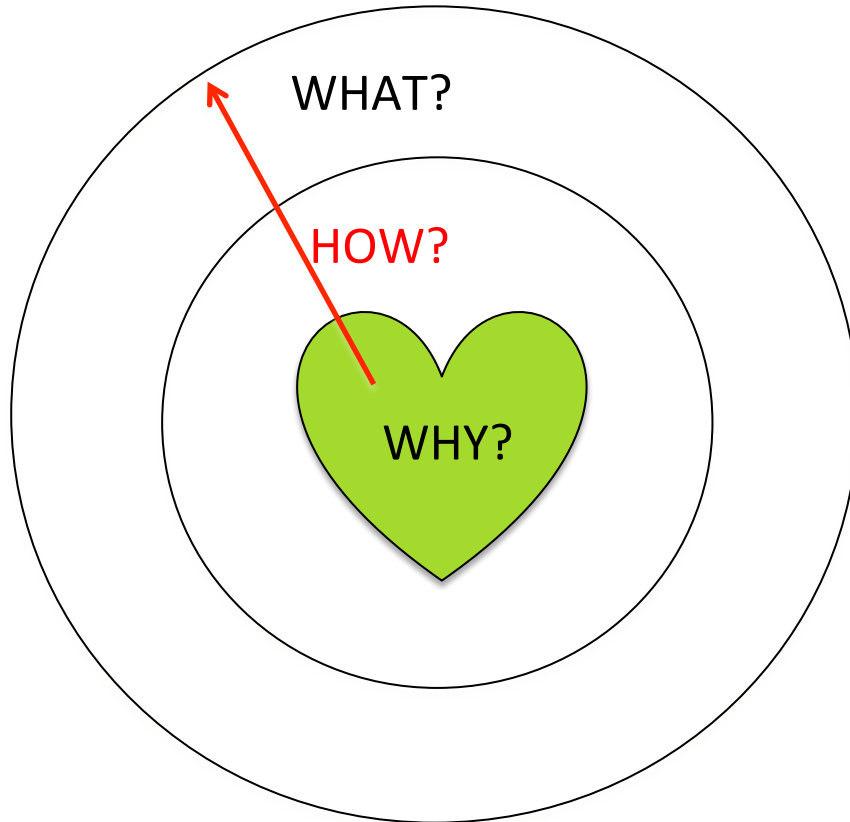
¿Porqué existe MTA?



Para **CREAR** una comunidad internacional y abierta de emprendedores en equipo (teampreneurs) cooperando a nivel multi-cultural, multi-generacional, multi-disciplina y multi-localizados. **Renaciendo y abriendo al mundo** el espíritu y capacidad creadora y transformadora de los orígenes de la Experiencia Cooperativa de MONDRAGON.

“Somos teampreneurs haciendo realidad nuestros sueños aprendiendo y creando junto”

¿Cómo lo hacemos?



Gracias a una **INNOVACION EDUCATIVA DISRUPTIVA** con la que:

- 1) Nos convertimos en jóvenes agentes de cambio: team-changemakers
- 2) Creamos y desarrollamos nuevas empresas y proyectos intra-emprendedores en empresas a nivel mundial.
- 3) Creamos MTA WORLD LABS: Ecosistemas de Innovación Social basados en equipos emprendedores

“En Enero de 2020 seremos 20 ecosistemas de innovación social centrados en equipos emprendedores excelentes e interconectados presentes en 5 continentes”

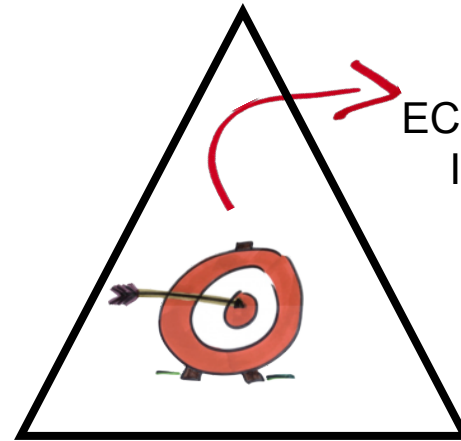
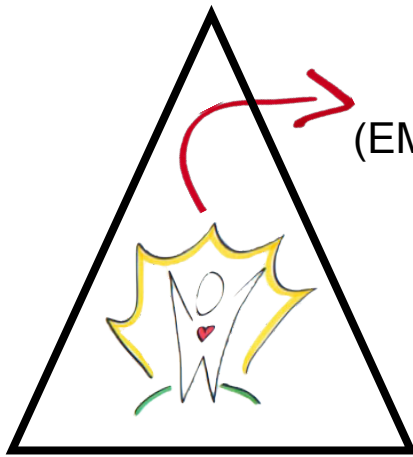
¿Cómo lo hacemos?

LEADER de EQUIPO

LABORATORIOS DE
INNOVACION SOCIAL

MTA TEAMPRENEUR
(EMPRENDEDOR en EQUIPO)

MTA LABS
ECOSISTEMAS de
INNOVACION
SOCIAL



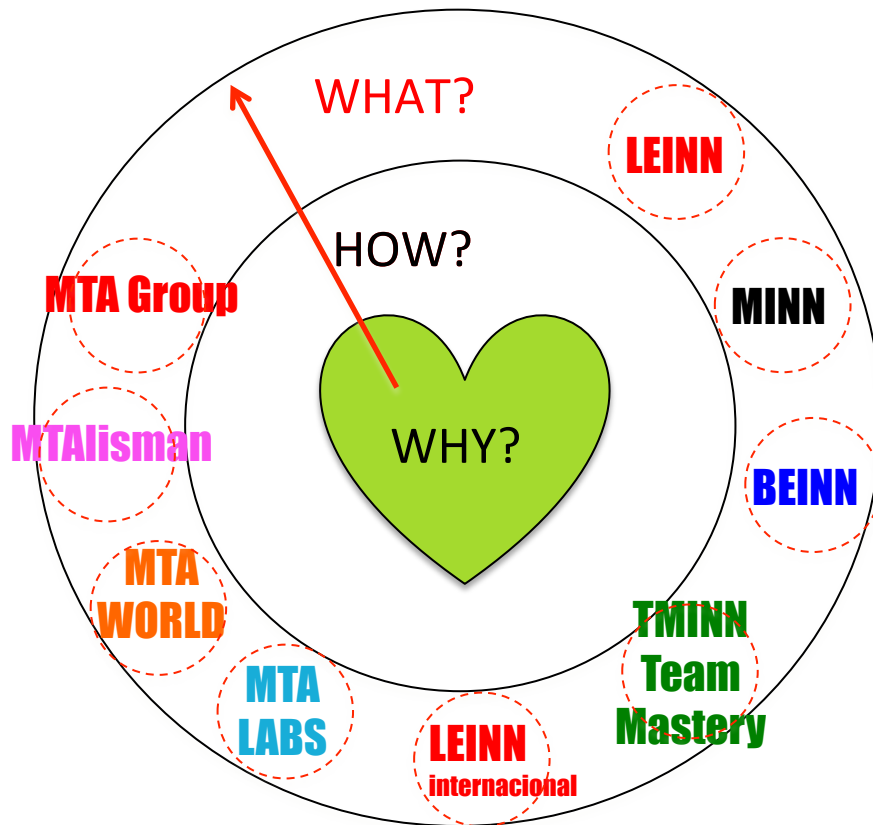
ENTRENADORES de
EQUIPO

ORGANIZACIONES
QUE APREDEN

EMPRESAS
LIDERANDO el CAMBIO

APRENDIZ en EQUIPO

¿Qué hacemos? (1/2)



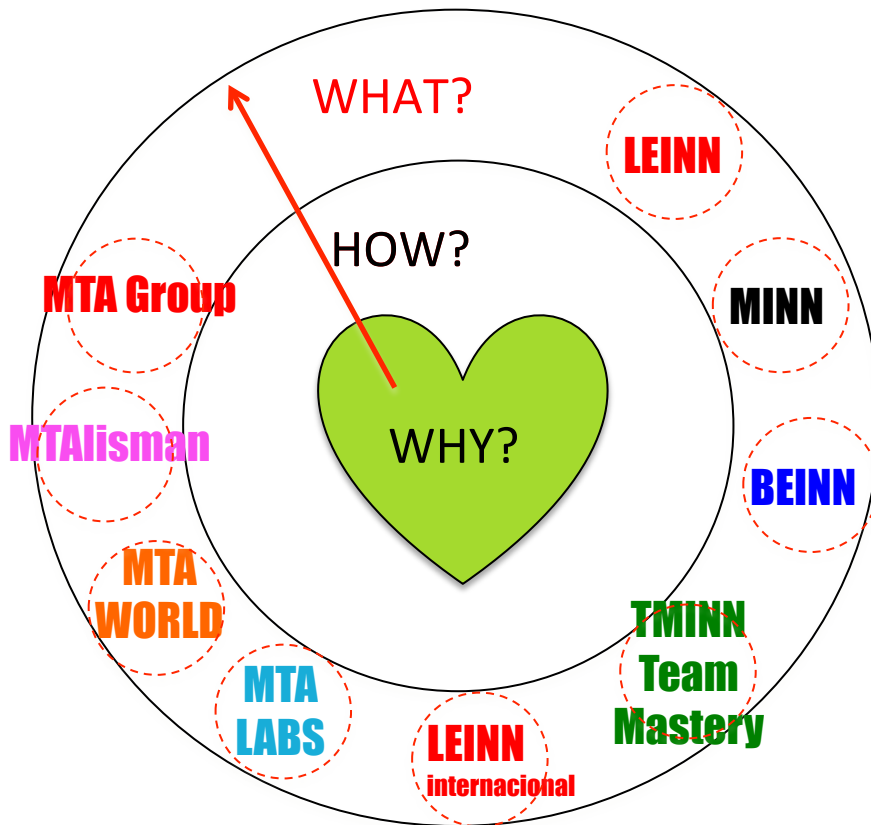
The Golden Circle - Simon Sinek

Desarrollamos orgánicamente

ECOSISTEMAS donde
EMPRENDEMOS y **APRENDEMOS**:

- LEINN (2009-10)
- MINN (2010-11)
- BEINN (2011-12)
- MTA Team Mastery IBERIA (2012-13)
- Nodos internacionales de LEINN (Madrid- Amsterdam) (2012-13)
- MTA Team Mastery ASIA (2013-14)
- MTA LABS – Ecosistemas Inovacion Social: Madrid, Valencia, Amsterdam, Barcelona, Shanghai, Pune, Mexico (2012-15)

¿Qué hacemos? (2/2)



The Golden Circle - Simon Sinek

Desarrollamos orgánicamente

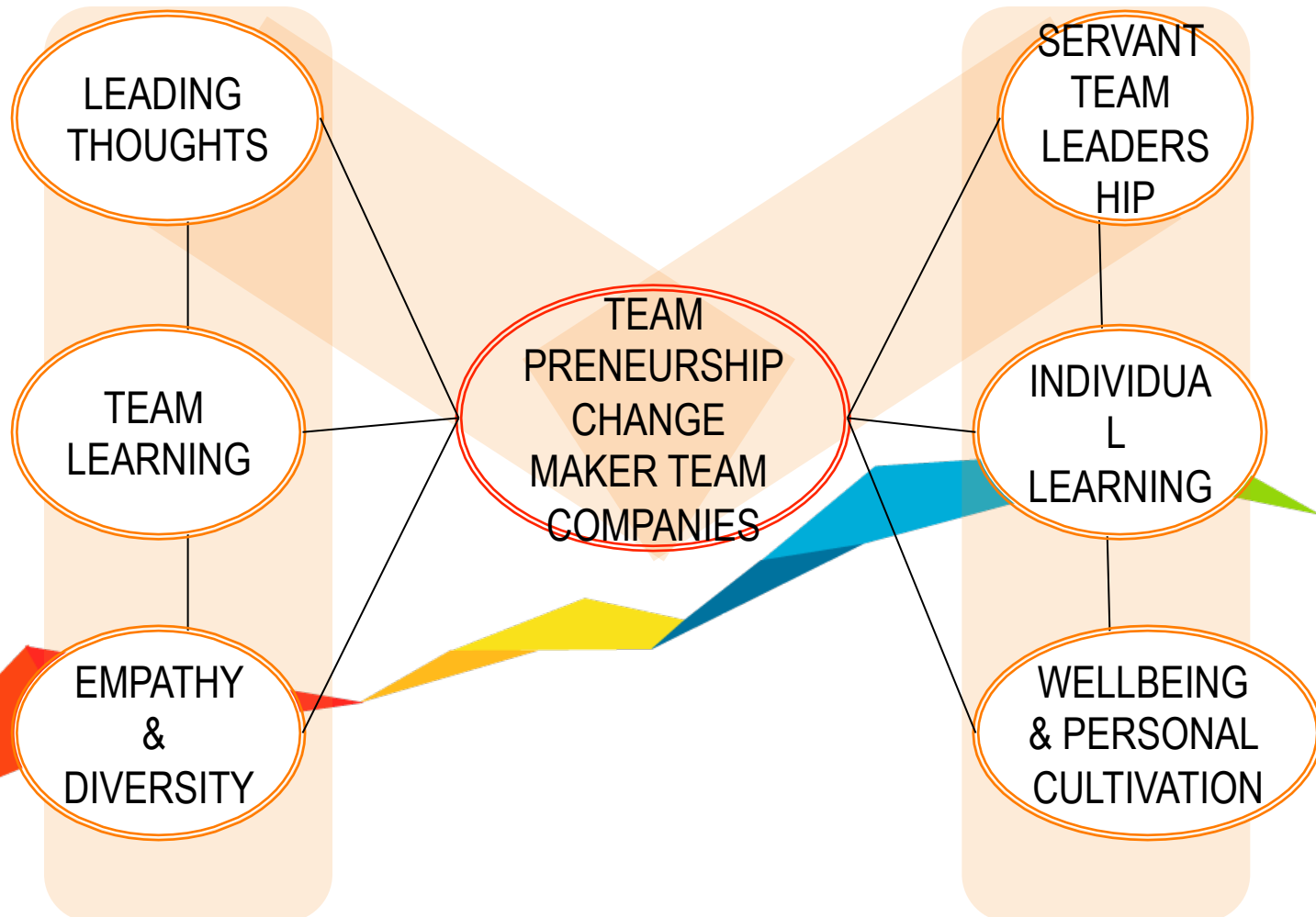
ECOSISTEMAS donde
EMPRENDEMOS y **APRENDEMOS**:

- **MTA WORLD (2015)**: una estructura legal paraguas para la coordinación multilateral democrática (1 Lab 1 voto)

- **MTAlisman (2015-16)**: una iniciativa global que permita el acceso de todo el mundo a los programas de MTA incluido los económicamente más pobres

- **MTA Group (2015-16)**: una agrupación de “Industrias Creativas” que escale las empresas de MTA

MTA – FALCON MODEL 2018 CHANGE MAKER TEAM



HOW DO WE REACH OUR BIGGEST DREAM

Basic question to be resolved

How do we reinvent the existing MTA World Model to **increase our impact and accessibility** to experiment and get transformed in MTA?

1 Open LEINN

LEINN – Dual Degree

Moving from LEINN as degree to create a DUAL-Degree model to allow more universities & youngsters to experience LEINN transformation.

Change Maker labs

Transform Universities' Campus creating a ChangeMaker Lab for “multi-disciplinar, multi-generational, multi-faculties” youngsters to experiment team learning by creating



2 MTA in the CLOUD

A- Blended MTA

Expand MTA programs learning experience by creating Blended learning experience

B- DreamTeam App

Improve coordination & monitoring processes within teampreneurs internally & open to the public star-up teams to experiment MTA

C- MOOC Teampreneurs

Spread teampreneurship within a public currently not reachable and increase the awareness of MTA programs and tools



3 MTA Business Group

We will create an international multi-located Business Group which will be used as shared “umbrella” for companies created and/or transformed by MTA to “learn & create together”. This group will be open to other networks (Ashoka,...) companies.



4 MTA Talisman Org.

A new “non for profit” organization has been created to assure accessibility to MTA experience to the “poorest of the poor as well as creating new “non academic” team learning by creating solutions.

