

Change
maker X
Change



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Our story..

Our reason to exist are *Changemakers* like

Alex Holmes
United Kingdom

Anti-bullying Ambassadors
improves the lives of hundreds of thousands of **pupils in schools** by training teenagers to become anti-bullying ambassadors.

Susana Basurto
Mexico

Someone, somewhere supports thousands of **rural artisans** across Latin America to sell their products online.

Abbas Sbeity
Lebanon

Architects for Change
connects **architects and designers** across the Middle East for the co-creation of high-impact collaborations.

Valarie Waswa
Kenya

Village Pillars Empowerment Project
builds the capacity of thousands of **women and girls** in Kenya and East Africa.

Tanzila Khan
Pakistan

Girly Things PK
builds a more inclusive society in Pakistan and supports women and girls with disabilities to get better access to health care and education.

Cally Cheung
Singapore

Prout
connects the **LGBTQ+ community** across Asia.

Jacquelin Alcious
Haiti

Alternative Business Incubator & Accelerator
Supports hundreds of entrepreneurs across Haiti to build sustainable businesses.



In 2012 we brought 40 of them together for
the first ever ChangemakerXchange
summit, and
realised



...while Changemakers do amazing work, they face challenges

we need to tackle

1. LACK OF LIKEMINDED PEERS, LACK OF SUPPORT AND LACK OF FINANCIAL SECURITY

Changemakers often feel lonely as they build their projects and ventures and lack likeminded peers to open up to about the hardships of being an entrepreneur. 'Changemaking' also is not financially rewarding, with 66%* of changemakers saying they cannot compensate themselves beyond a token amount for their work (41%* not at all).

2. SELF-CARE AND BURNOUT

According to the 2021 "The Possibilists" Survey 59%* of young changemakers have experienced some degree of burnout since they started their initiatives. Although awareness of the issue is rising, self-care, resilience and wellbeing are still often neglected in the social impact sphere.

3. HEROPRENEUR PARADIGM & LACK OF CO-CREATION

Many changemakers fall victim to the seductive paradigm of the 'heropreneur' that glorifies the role of the founder or leader and the classic growth paradigm (i.e. having to grow an organisation to be considered successful versus increasing one's impact). This often comes at the expense of more collaborative systemic impact.

➤ LOST IMPACT POTENTIAL

Beyond the individual hardship, we believe the above challenges also lead to significant unfulfilled impact potential in the social impact sphere and in society as a whole.

* The Possibilists 2021, 791 participants from 137 countries aged 16-35 leading their own social venture

Today, overcoming these challenges defines who

We are *

Our Mission: ChangemakerXchange is a global community providing safe, supportive, fun, and empowering spaces for changemakers. We foster profound and lasting connections, nurture wellbeing, and enable peer-learning and meaningful collaborations so that changemakers may create, sustain and scale positive change.

Our Vision: We envision a world where everyone is part of inclusive communities in which people connect deeply and co-create positive action to serve the wellbeing of people and planet.

* Our vision and mission was co-created word by word with 100s of changemakers from the ChangemakerXchange community and reflects a deep commitment to addressing the real needs of young innovators.



“ChangemakerXchange is a life transforming experience every leader should go through. I made friends, partners and learnt so much from brilliant minds of the network.”

ChangemakerXchange participant - 2019

We stand for a new way of changemaking,
guided by *human connection. peer-learning.*
wellbeing and collaboration.

Moving from individual efforts towards collaborative impact our members have created **over 200 collaboration projects and joint-ventures** between them, like:

Recipes for Wellbeing

Initiated by Greta Rossi, Tariq Al-Olaimy and Alessia Cervone

Through RfW Greta, Alessia and Tariq work towards shifting the culture of changemaking to include a focus on wellbeing through an online repository of exercises, workshops and events.



Climate Farmers

Initiated by Ivo Degen and Philippe Birker

Through Climate Farmers Ivo and Philippe, who first met at a CXC summit, are building the infrastructure to scale regenerative agriculture & reverse climate change



Singa

Initiated by Guillaume Capelle, Nathanael Molle and Sima Gatea

Singa is a global movement that brings together locals and newcomers to collaboratively engage in social, professional and entrepreneurial projects. After meeting Nathanael at a CXC Summit Sima decided to quit her venture at the time and become the founder of Singa in Germany, effectively joining forces around the mission of empowering migrants around the world.

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Today

through
ChangemakerXchange we
reach and work directly
with \pm 1000
changemakers across 130
countries globally.



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Building on

our learnings from
working with hundreds of
social innovators we have
equipped 150 civil society
leaders in the facilitation
skills needed to create
spaces for collective
impact.



the Possibilists

Through

The Possibilists we gather scientific data about the needs and challenges of young changemakers and collaborate towards addressing them. Collectively the Alliance reaches hundreds of thousands of young social innovators globally.

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Our Theory of *Change* aims at bringing these principles to life, everywhere

Which is why, we strive for the **following outcomes:**

1. All changemakers everywhere are part of a community of supportive peers for the exchange of knowledge, tools and resources.
2. Changemakers and their teams prevent burnout and increase their personal sustainability.
3. Changemakers and their organizations adopt an impact mindset and have the capacity to achieve their objectives.
4. The changemaking ecosystem is rooted in meaningful connections, wellbeing, and collaboration and strives for transformative impact.



What *We* do to achieve our outcomes



1. The (CXC) Community

Purpose: Provide young changemakers with safe, fun and empowering spaces.

What: A global community of 900+ changemakers.

How: Summits, Ongoing Engagement and Collaboration.

Key Outputs to date: >45 cohorts & summits, 250 collaborations, 900 members in 130+ countries, > 100 members involved in official roles.

2. Facilitators for Change

Purpose: Build capacity of ecosystem towards human-centered and collaboration focused facilitation.

What: A core team of trainers and a global group 60 changemakers turned facilitators.

How: Partnerships and train the trainer programs.

Key Output: 1000s of changemakers empowered through partnerships and 150 civil society leaders trained in facilitation across 40 organisations

3. The Possibilists

Purpose: Provide ecosystem with scientific evidence of changemakers needs and address them collectively.

What: A global alliance.

How: A yearly study, support database and ecosystemic collaboration.

Key Output: 16 global partners, 800 changemakers participated in survey, ± 600 offers for support mapped.

Partners and Collaborators

We have been delivering programs with and for



...how will we create impact together?

The Community Survey



Objectives

for the Community Survey

Engagement Activities

We wanted to understand which activities are most popular & what drives members to participate?

Communications

...which channels are most popular and surface any feedback?

Collaborations

... what is the nature of connections within the community?

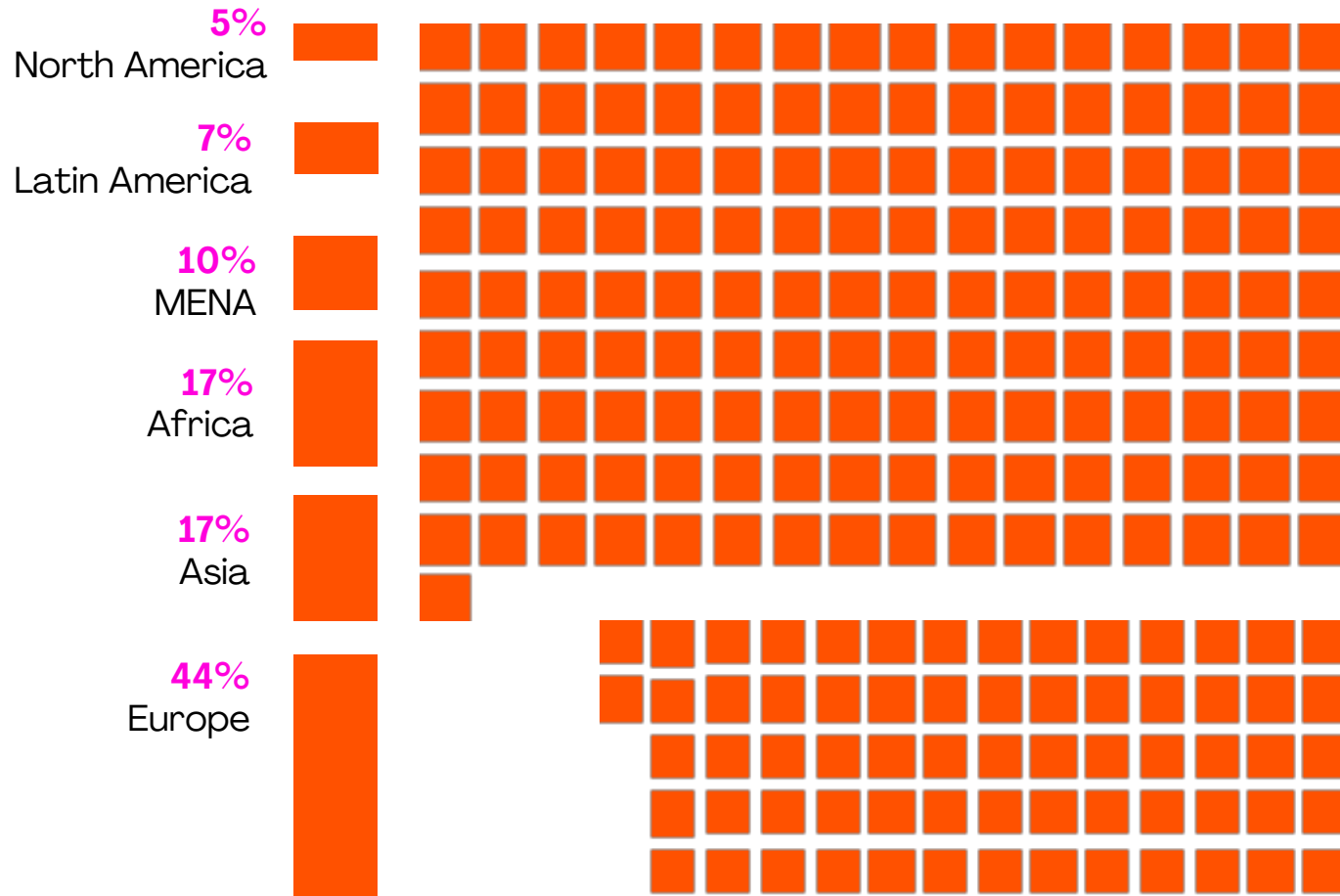
Impact

...how being part of CXC has impacted our members?



Who

took part in the Community Survey



145

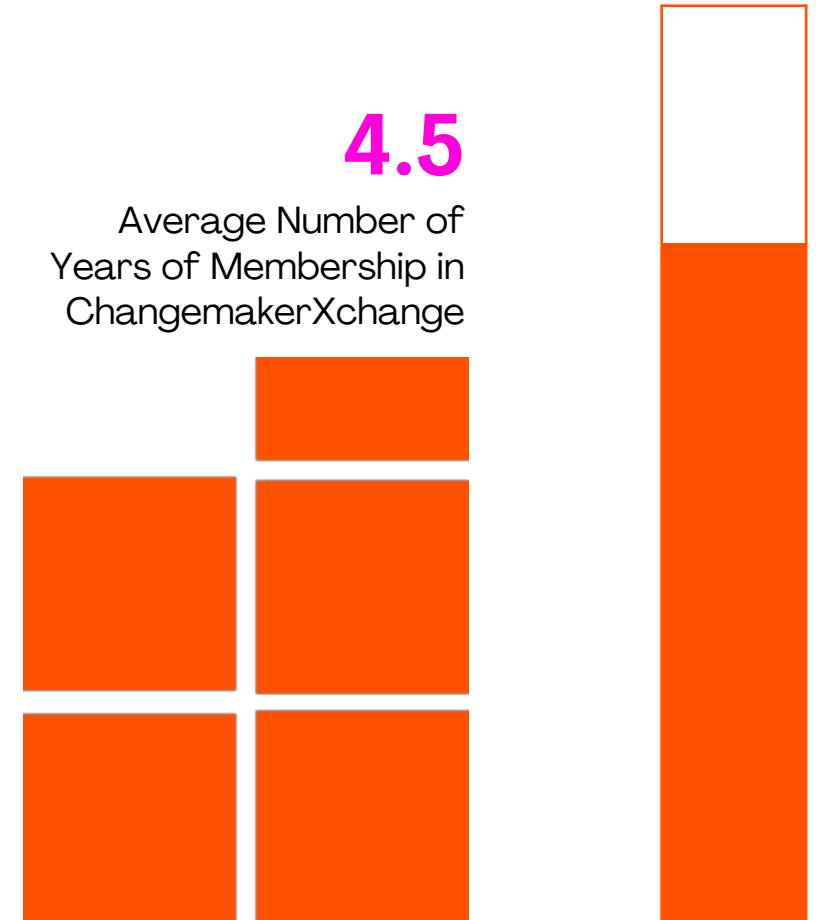
Respondents

from
67
Countries

74%

Are still working on the same initiatives they were working on when they joined ChangemakerXchange

4.5
Average Number of Years of Membership in ChangemakerXchange





The

145

respondents in the survey
directly reach and support

4 Million

people through their services

and reach

23 Million

through their social media.

Some selected very recent

Achievements



Mark Kasi
FundLife

Launched the 'Dream Collective' NFT, exploring how to leverage crypto for social good.



Victoria Novac
EduJoc

EduJoc reacted to the Ukraine crisis in record speed and adapted some of its educational toys for children who had to flee Ukraine.



Yussouf Ntwali
Bag Innovation

70,000 people have listened to their latest career development content via feature phones.



Joana Moreira
Movimento Transformers

Joana won the Social Economy Personality Honor Award in Portugal (2021) and was listed in the top 100 Women in Social Enterprise.



Pavel Veselovskiy
YellowRockets

Pavel held over 50 Science Slams all over Russia.

Answers to the question:

“What’s unique about ChangemakerXchange”

“The fact that the **network is powered from within** and consistently draws on abilities and resources of the members.”

“How it manages to create **deep and trustworthy relationships** between a huge number of changemakers from different cultural and social backgrounds. It makes the community a glimmer of light in a society where intergroup conflict and prejudices are frequent.”

“People are very special. Humble, helpful, funny. Never been in a community where **every person is such a treasure** :)”

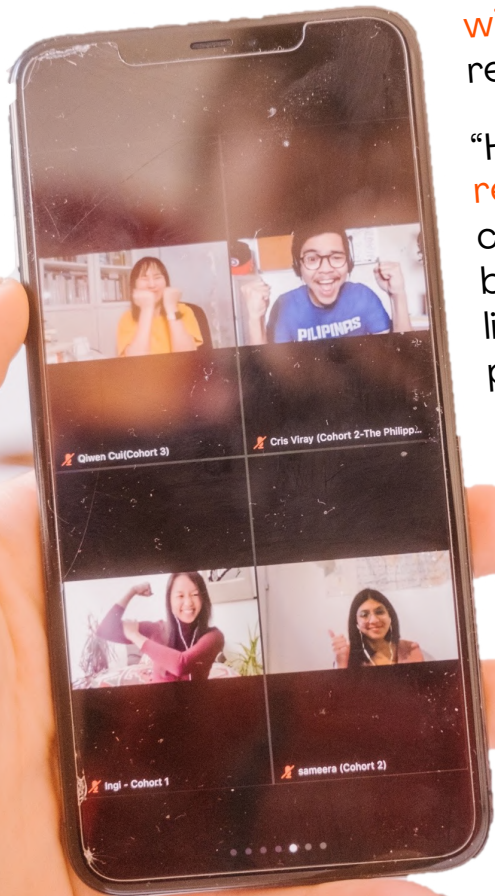
“The fact that you provide **templates and toolkits**.”

“Being part of the community has **contributed a lot to my personal growth**, through each activity I participated in. I'm free to be myself and I feel heard.”

“**The celebration of humanness**, of accepting changemakers as human beings first and foremost (with their strengths, weaknesses, and uniqueness). I think it's beautiful and I very rarely find it elsewhere.”

“How CXC always combines wholesomeness, fun, and social impact work in one **loving space**. I like that all hangouts are **action-orientated and it isn't just all talk**.”

“We are connected by **our drive and vision to create meaningful change**, that we have a shared experience of founding and running our own initiatives, and that we have a culture of trust where we can be **vulnerable and authentic** about the beauty and challenges of that experience.”



Net Promoter Score

“How likely is it that you would you recommend ChangemakerXchange to a fellow changemaker?”

70

Net Promoter
Score *

Details: Please rate how likely it is to recommend this network/community to other people from 0 (not likely) to 10 (very likely)

10: 56,73%
9: 15,38%
8: 18,27%
7: 7,69%
6: 0,48%
5: 0,48%
4: 0,48%
3: 0,48%
2: 0%
1: 0%

Source: The Possibilists Report 2021 (filtered for ChangemakerXchange community members)

* Net Promoter Score (NPS), expressed as a number from -100 to 100, is a customer/community member loyalty and satisfaction measurement taken from asking customers/community members how likely they are to recommend your product, community or service to others on a scale of 0-10. The higher the score, the better. Anything above 0 means that an organization has more “promoters” than “detractors”.

Belonging. Trust. Feeling seen

75,48%

Feel **seen, valued, accepted, recognized and appreciated** for who they are, and their contributions to ChangemakerXchange either to a *very high or high extent*.

Neutral: 13,94%
To a limited extent: 3,84%
Not at all: 0%
Don't know: 6,73%

81,73%

Feel **Belonging** to ChangemakerXchange either to a *very high or high extent*.

Neutral: 11,06%
To a limited extent: 2,88%
Not at all: 0%
Don't know: 4,33%

88,46%

Feel **Trust** in ChangemakerXchange either to a *very high or high extent*.

Neutral: 4,81%
To a limited extent: 1,44%
Not at all: 0%
Don't know: 5,29%

83,65%

Feel they can be their **full authentic self** in ChangemakerXchange either to a *very high or high extent*.

Neutral: 7,69%
To a limited extent: 2,4%
Not at all: 0%
Don't know: 5,29%



Engagement

82%

Agreed with the statement

"Being part of the CXC Community has helped me grow in terms of my changemaking capacity."

86%

Have taken part in some form of activity since their summit.

Most popular

Co-creation Summit (51%)
End of year check in calls with their summit cohort (48%)
Capacity building, Train the Trainer or Community Huddles (42%)

96%

Have made use of at least one of our funds, toolkits or attended an activity.

Most common feelings

members associate with our activities

1. Connectedness
2. Feeling energised
3. Being inspired



How do you feel after attending one of our community activities?



These activities remind me why I applied to the CXC community: to get in touch with other social entrepreneurs and **share our experiences**. Sometimes, entrepreneurship can be harsh and it's hard to **keep the dream alive**. Talking to people who are going through the same or similar challenges help me to **keep going forward**.

- Natalie Sennes, Moving Mountains

CXC is one of the **most important communities** that I am part of. I feel good with anything related to CXC.

- Alparslan Demir, Biryudumkitap



“Please rank the activities you would like us to prioritise in 2022.”*



1)
Capacity building sessions.



2)
Matchmaking to other changemakers in the community.



3)
Introductions to people outside the CXC community.



4)
Peer-to-peer learning & sharing.



5)
Social/informal activities.

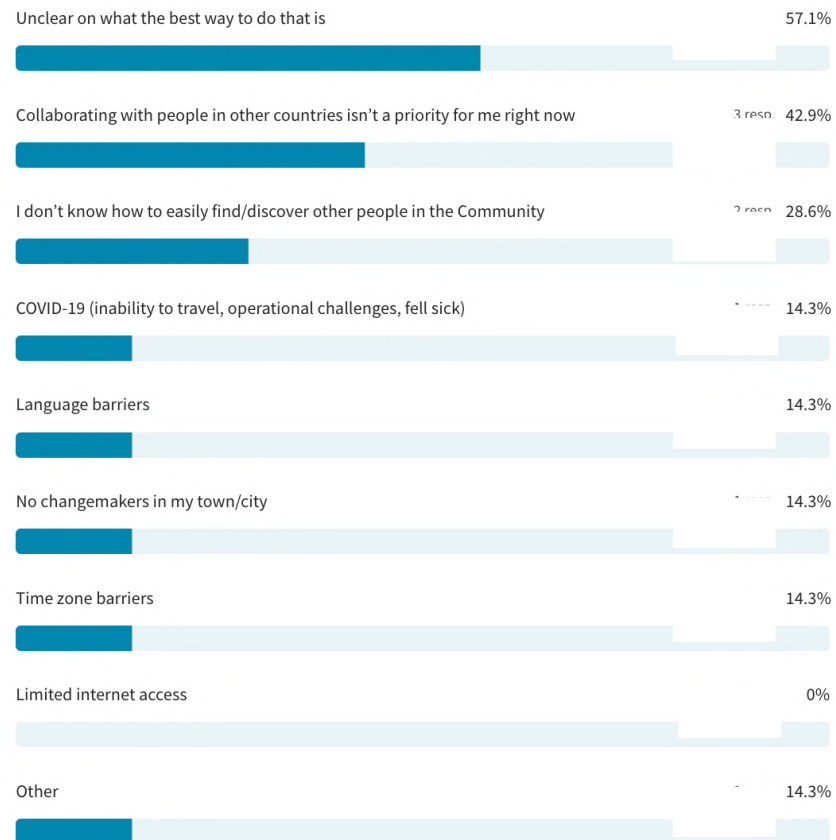


6)
Creation of new toolkits & templates.

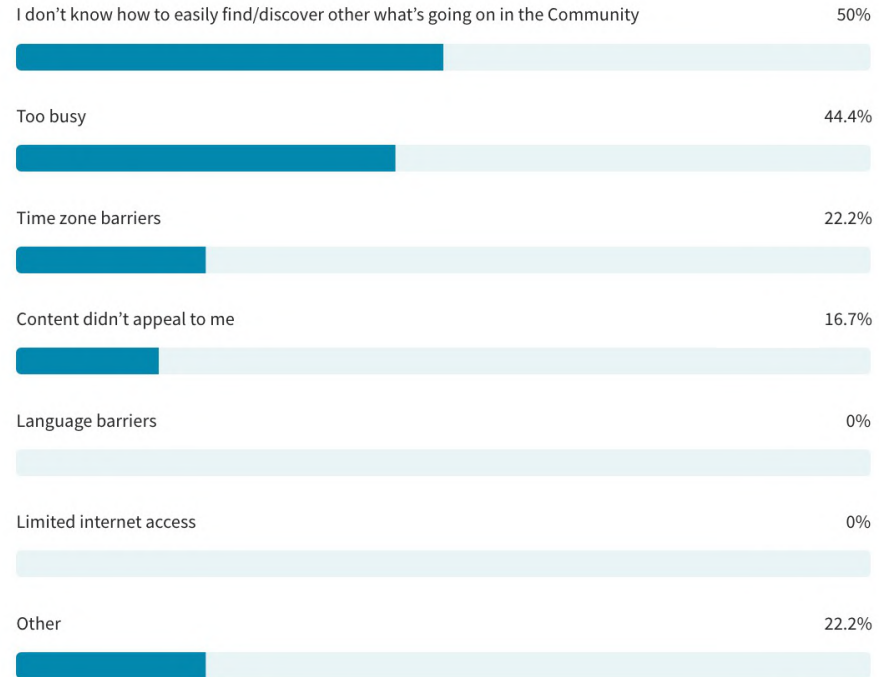
* From 1 being highest to 6 being lowest

Challenges*

“What (if anything) has prevented you from collaborating with other members?”*

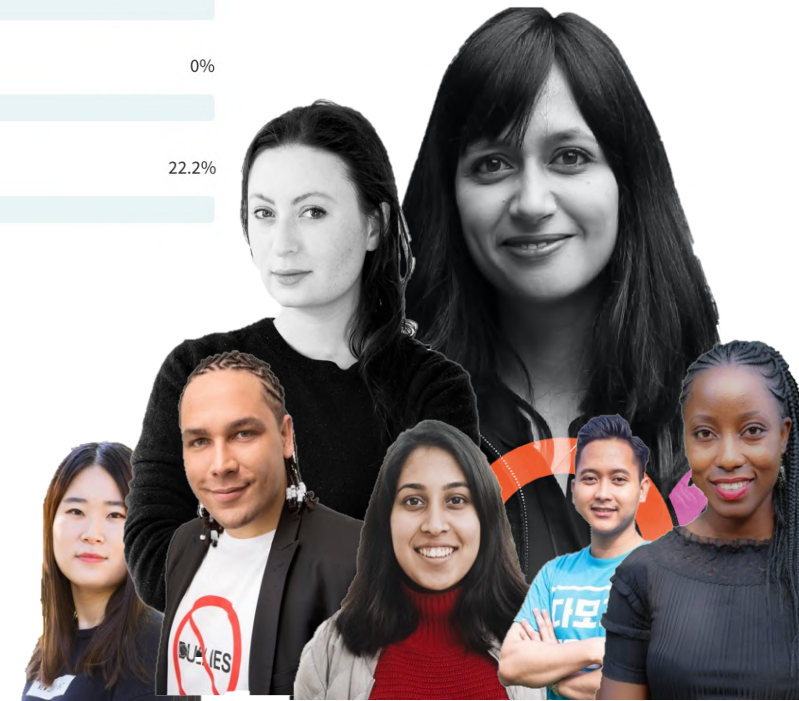


“What has prevented you from attending community activities this past year?”*



* This optional question was answered by 18 respondents out of all respondents who have not attended community activities, meaning for example 9 people say they “don't know how to easily find what's going on in the network” and so on ...

* This optional question was answered by 7 respondents out of all those respondents who have not collaborated with other members, meaning for example 4 respondents say “it is unclear what the best way to collaborate is” and so on ...



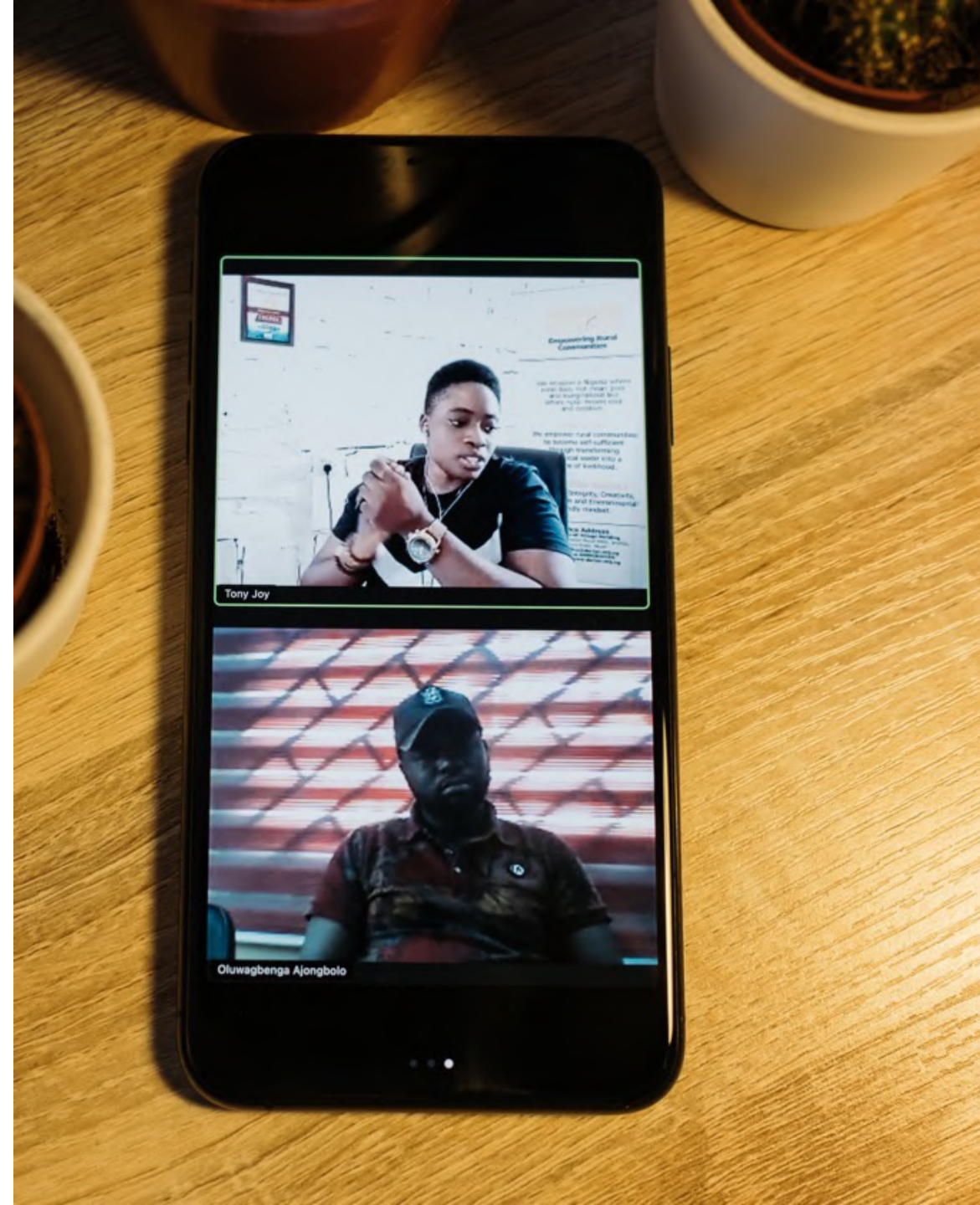
Communication

“Which channel do you use most to keep in touch with ChangemakerXchange?”

1. Newsletter (53%)
2. WhatsApp (38%)
3. Instagram (24%)
4. Facebook (20%)
5. LinkedIn (19%)
6. Twitter (6%)

“Which of the following platforms do you use regularly outside of ChangemakerXchange?”

1. WhatsApp (80%)
2. LinkedIn (71%)
3. Instagram (70%)
4. Newsletters (56%)
5. Facebook (48%)
6. Slack (36%)
7. Twitter (26%)
8. Telegram (23%)
9. Signal (15%)
10. Tik Tok (8%)
11. Discord (7%)



How can we improve our communication?

"Your **positive energy** is so infectious, and I'd love to see more videos of you guys doing shout-outs, announcements."

"Communication is strong already, I would just suggest **making it solution/problem specific.**"

"There is a fine line between an active online community e.g online groups, and feeling overwhelmed and sometimes spammed by the number of groups one is in. **Even though I value the ChangemakerXchange internal groups very much, I am a part of so many such groups that sometimes I need to disconnect from all of them.**"

"**I think the spontaneity and energy of communications we find in in-person/online events has not yet been replicated digitally.** To me the newsletters are very beautiful and polished, but they don't give me that driven/vulnerable/creatively-chaotic vibe that I get when I speak to the core team in person about what they're up to regarding projects and impact."



Connecting

93%

of the respondents have connected with another community member over the past 12 months

The majority connected with people from their ChangemakerXchange summit cohort (58%).





Connecting

“What motivates you to connect with other members?”

(Most mentioned answers)

1. To learn or share skills & knowledge.
2. To get inspired or share skills & knowledge.
3. To find likeminded peers and tap into a sense of belonging.
4. To reconnect with participants of my summit of have turned into friends.
5. To check in, give or get emotional support.

Collaborations

65%

of the respondents have collaborated with another community member.



Impact on changemakers*

91%

Agreed that

"Being part of ChangemakerXchange has raised my awareness of the importance of wellbeing & personal sustainability in changemaking"

78%

Agreed that

"The CXC community inspires me to be more systemic in my changemaking"

75%

Agreed that

"Being part of ChangemakerXchange has given me access to new practices and tools to help manage my wellbeing & personal sustainability"

69%

Agreed that

"Since joining CXC, I actively try to mitigate for 'heropreneurship'"





Impact^{*} on changemakers

88,94%

Of members are either very satisfied or satisfied with how much ChangemakerXchange fosters the wellbeing of young changemakers.

Neutral: 3,37%
Dissatisfied: 0,48%
Very dissatisfied: 0,48%
Don't know: 6,73%

75%

Of members are either very satisfied or satisfied with how ChangemakerXchange facilitates peer-to-peer support and effective collaborative formats internationally.

Neutral: 12,50%
Dissatisfied: 1,29%
Very dissatisfied: 0,96%
Don't know: 9,62%

80,77%

Of members are either very satisfied or satisfied with the overall support ChangemakerXchange provides to its members.

Neutral: 12,02%
Dissatisfied: 0,96%
Very dissatisfied: 0,48%
Don't know: 6,25%

Source: The Possibilists Report 2021 (filtered for ChangemakerXchange community members).

Our *Impact* on the Planet



The world needs changemakers who solve our most pressing challenges, but who do so in ways that also protect the wellbeing of our planet.

To that end,

- We run themed ChangemakerXchange summits on climate action.
- We have developed a **Sustainability Manifesto** that guides our sustainability efforts and ensure all our activities minimise their negative impact on the environment. E. g. this includes the use of 100% renewable energy for our servers and our office, a “vegan only” policy and sustainable stationary.
- We implement an approach of ***Avoid > Reduce > Offset*** to everything from partnerships to decisions on how to travel.
- We offset the carbon emissions of ALL our historic, current and future activities.
- Members of the core team can spend up to 10% of their (paid) time to work on climate action.

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