



For more information contact:

Gastón Wright

Co- Director of Community

Ashoka's Changemakers

Tel:+54 11 43220567

Email: gwright@ashoka.org

Social Business Winners Inspire Change in Emerging Markets

(Washington, DC - August 18, 2010) Three winners were elected today by the Changemakers online community for the [Leveraging Business for Social Change: Building the Field of Social Business](#) competition. Each demonstrates how social business models are revolutionizing this new field and scaling-up the impact of social business initiatives around the world. The competition, sponsored by Ashoka's Changemakers and Artemisia, received more than 440 innovative entrants from across the globe.

The winners are:

[Enterprise-wide Digitization](#), India

[Provision of Basic Services in the Base of the Pyramid: A Platform Promoting Inclusive Markets](#), Argentina

[Soluciones Comunitarias](#), Guatemala

"Social businesses are inventing a variety of ways to apply technology, finance, and other techniques to benefit a growing number of people at the base of the pyramid," said Kelly Michel, founder of Artemisia and one competition judge. "This competition identified innovative approaches that offer more inclusive participation in ownership, management and profit, such as the transformation of barren land in Kenya into productive tree farms, or the distribution of low-cost solar energy products in Rwanda."

The Changemakers online community selected the three winners from a pool of 12 finalists, identified by a distinguished panel of four judges, based on their initiatives to serve vulnerable and low-income communities by delivering critical goods and services to improve their lives and lift themselves out of poverty.

"The field of social business is an emerging culture that harnesses smart business techniques for building financially viable social ventures with the potential to grow and achieve huge impact," said Sushmita Ghosh, founder of Changemakers and Ashoka's president emeritus. "Whether working to reduce malnutrition through nutritious, low-cost food for children in Indonesia, or using rice husks to generate electricity in India, social businesses are demonstrating strategies to benefit low-income individuals."

Each *Leveraging Business for Social Change* winner will be awarded a prize of US \$5,000 and will be featured on Changemakers.com as one of the best ideas for social businesses in developing markets.

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About Ashoka's Changemakers

Ashoka's Changemakers is a community of action that connects social entrepreneurs around the globe to share ideas, inspire, and mentor each other. Through its online collaborative competitions and open-source process, Changemakers.com is one of the world's most robust spaces for launching, discussing, and funding ideas to solve the world's most pressing social problems. Changemakers builds on Ashoka's three decade history and belief that we all have the ability to be a Changemaker.

www.Changemakers.com

About Artemisia

Artemisia is an entrepreneurial organization with a global outlook that inspires, develops, and connects people to build a new generation of mission-driven businesses whose products and services contribute to reducing poverty. These social businesses leverage market mechanisms to improve quality of life at the base of the pyramid while becoming financially independent and perhaps even profitable.

Artemisia helps develop human capital for the field of social business both in Brazil and further afield, encouraging an entrepreneurial culture with a social purpose. Past collaborations have included such countries as Argentina, Colombia, Senegal, Mali, France, England, India and Vietnam. Artemisia offers experiential learning programs that integrate both behavioral and technical development and connect networks of entrepreneurs, students and specialists.

Since launching operations in Brazil five years ago, Artemisia has participated in the increasing momentum of the sector. Together with other players in the field, Artemisia is contributing to the creation of a Brazilian cluster for social business that attracts talent, innovations and investment at home and abroad.

<http://www.artemisia.org.br/eng/index.php>