



CHANGEMAKERS - ACCENTURE

VIDEO TRANSCRIPT

The program is a six-month accelerator for nine social entrepreneurs from the Nordic region, all working on solutions for climate change and circularity. And it's powered by three partners; Accenture Nordea and Ashoka.

-Climate change and social entrepreneurship are two important focus areas at Nordea, especially today when we have so many new challenges in the world. Many of which we believe social entrepreneurs can help to solve and by joining this program, or supporting this program, we believe that we can make a real difference and have an impact.

-We live in the market now where we're facing grand sustainability challenges, so a program like this, where three very different partners come together: Nordea, Accenture and Ashoka is exciting because we need collaboration from all different sectors.

-One unique thing about this program is the system change approach that we bring to the social entrepreneurs and the partners, which is basically about having a solution that is part of a system rather than seen isolated and alone. And about making sure that this solution is tapped into the other actors in that system so it's still around for many years - even if the organization is not.

-We believe this program is different, that it's really about scaling impact and make a difference. Not just scaling the social entrepreneurs businesses as such, they'd really scale the impact they can have on society to tackle these problems.

-I think this program is great because of what I've seen is this tremendous commitment from the social innovators girls from the partners, supporting these innovators.

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