

# MAKING MORE HEALTH



In 2010, Boehringer Ingelheim and Ashoka jointly created “Making More Health” (MMH), a long-term partnership with the ambition to improve healthcare for people, animals and their communities around the world through a holistic approach; by enabling innovative social entrepreneurs and supporting smart, sustainable solutions that create systemic change.

## OUR PILLARS FOCUS ON:

### 1. SOCIAL INNOVATION

Identify & support a global community of health innovators and social entrepreneurs.

### 2. CHANGE-MAKER CULTURE

Inspire people, show entrepreneurial spirit and develop new leadership skills by testing new projects and taking action in changemaking by engaging in MMH initiatives.

### 3. CROSS-SECTOR CO-CREATION

Foster a “win-win” collaboration approach across the social and business sectors.

### 4. SOCIAL ENGAGEMENT

Boehringer Ingelheim's social impact financing initiative, which offers innovative financing options in an ecosystem with like-minded, partners and employees strong engagement to scale the impact of social business in vulnerable communities.

### ABOUT BOEHRINGER INGELHEIM:

As a family-owned and world-leading, research-driven biopharmaceutical company, making new and better medicine for humans and animals is at the heart of what we do: Our mission is to create value through innovation in areas of high unmet medical need – since 1885.

### ABOUT ASHOKA:

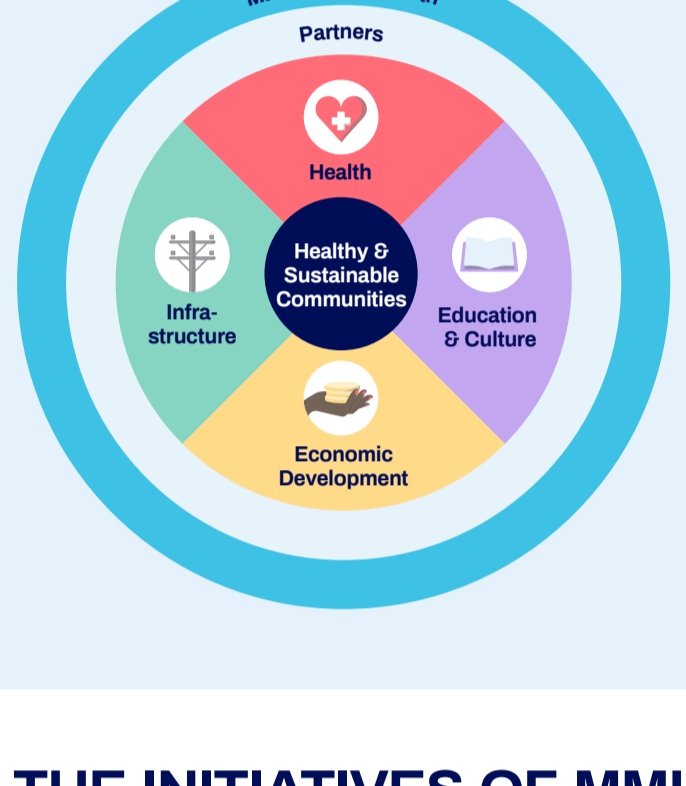
Founded in 1980, Ashoka is the world's leading network of social entrepreneurs with systems-changing solutions to the most pressing societal problems. With nearly 4,000 social entrepreneurs supported in 90 countries globally, Ashoka mobilizes and invites a global community of actors to create an “everyone a changemaker” world.



## BUILDING AN ECOSYSTEM OF CHANGE

Networking and co-creation are essential. They are the driving elements for MMH's approach to build a more sustainable ecosystem of change for communities living close to the poverty line. This means developing holistic and long-term solutions for the most pressing issues, while bringing together the right partners, enabling innovative social entrepreneurs, partnering with local NGOs and giving other local stakeholders a voice, collaborating with other industry companies, and engaging Boehringer Ingelheim employees to share their knowledge, skills and experience. To tackle challenges and create change at the systemic level.

### FOUR DIMENSIONS



Our holistic approach to enable healthy and sustainable communities incorporates the following dimensions:

- Health:** Affordability of human and animal healthcare
- Education and Culture:** Access to and affordability of education
- Infrastructure:** Access to healthcare, clean water, power and adequate sanitation
- Economic Development:** Sufficient income for communities and ensuring livestock well-being

## THE INITIATIVES OF MMH

### MMH INITIATIVES

We aspire to enhance the well-being of both humans and animals in vulnerable communities, enabling them to lead healthy lives and co-creating sustainable impact for generations



- Community Activation:** MMH acts as a coordination and co-creation hub with external partners. It implements projects in collaboration with local NGOs and communities, as well as social entrepreneurs from the MMH network.
- MMH Together:** A innovative opportunity to meet new partners and to collaborate with social entrepreneurs.
- Employee Engagement:** Over 6,000 Boehringer Ingelheim employees have given their time thus far, sharing their skills and experience to engage in and support innovative MMH programs and activities.
- MMH Connect:** An IT platform, to better match the skills, know-how and experience of Boehringer Ingelheim employees with specific social entrepreneurs and concrete projects worldwide, in order to enable a more effective matchmaking and better allocate resources.
- Social Entrepreneurs:** We are currently supporting more than 120 fellows in the areas of human and animal health and the environment.
- Business Accelerator:** Initiative to support social start ups in Sub-Saharan Africa with grants and knowledge support to help them raising additional funds to scale up and sustain their business model
- Boehringer Ingelheim Social Engagements:** Boehringer Ingelheim's social impact financing initiative, which offers innovative financing options in combination with Boehringer Ingelheim employee engagement, as well as like-minded, complimentary external business partners, to further increase the impact of innovative social businesses in the most vulnerable communities.
- Leadership Weeks:** The MMH Insights weeks (for Boehringer Ingelheim employees) as well as MMH innovation weeks (also for external interested stakeholders) take place several times a year in Kenya and India in our MMH project areas. In a one week excursion, participants experience the challenges of people living at the poverty line and interact with them. During the week they are also asked to contribute actively to the solutions. A social experience, where theory, practice and emotional understanding come together.
- Online Course:** In a six week online course you learn about social entrepreneurship and social entrepreneurial thinking. A direct exchange with social enterprises, learning about challenges and how to overcome them, as well as an interesting knowledge sharing among the participants take place. The social intrapreneurship course is open to all interested stakeholders and takes place twice a year.

## PROJECT PHASES – TIMELINE



- PHASE 1 (2011 – 2014):** Focus on identifying and supporting social innovators.
- PHASE 2 (2014 – 2017):** Focus on the development of changemaker skills, such as intrapreneurship and leadership among Boehringer Ingelheim employees and the start of an own community work on the ground in India, later in Kenya.
- PHASE 3 (2017 – 2020):** Focus on creating stronger local ecosystems and cross-sectoral collaboration between Boehringer Ingelheim, social entrepreneurs, and their local communities.
- PHASE 4 (2021 – 2024):** Further expand the partnership's ecosystem approach to include additional external partners and stakeholders with the purpose of advancing the systemic approach.

## OUR AMBITION

For the past 10 years, Making More Health has leveraged its distinctive character to push healthcare innovation and create a positive impact worldwide. Now, MMH is striving to achieve:

**UNTIL 2025**

- 30,000,000** Lives impacted
- 12,000** Employees engaged
- 250** Social Entrepreneurs supported

**UNTIL 2030**

- 50,000,000** Lives impacted
- 20,000** Employees engaged

## HOW WE CHANGE THE WORLD



- EXECUTIVE IN RESIDENCE PROGRAM (EIR)**
  - Leadership development opportunity for BI employees
  - Supporting MMH fellows in advancing their business model
- VENTURE4CHANGE (V4C)**
  - Prepare next generation of changemakers
  - Collaboration with universities, NGOs, Ashoka and Boehringer Ingelheim employees
- BAG2THEFUTURE**
  - International contest to encourage Boehringer Ingelheim employees to engage and become social intrapreneurs
- MMH FELLOWS:** Social entrepreneurs of the MMH network