

Youth London social enterprise helping Ireland tackle it's economic nightmare - Change Nation brings 50 Proven Solutions.

Young people in Ireland are already taking tough decisions on their future, to stay, to go, to do a degree, to start a business - there is a national realisation that renewal and recovery must be built on a long-term sustainable basis.

Youth finance and enterprise education charity MyBnk are one of fifty of the worlds leading social innovators converging on Dublin on Thursday 22nd - Saturday 24th March, where Ireland's Prime Minister, An Taoiseach Enda Kenny, opens **Change Nation**.

There we'll take on the challenge – bringing proven solutions, helping 11-25-year-olds manage their money, understand the consequences of bad financial decisions and start their own business with microfinance and education programmes.

Last month **Nesta & The Observer** named MyBnk as the [Number One](#) New Radical project in Britain; bringing fresh and innovative approaches and methods in practical ways to transform society for the better.

CEO and World Economic Forum Young Global Leader Lily Lapenna also is looking for the next alliance to build financial resilience, break the debt cycle and kick start enterprise for thousands of young Irish people.

We provide workshops, business experiences using real money, and train young people to run in-school, online saving and lending banks - independent and FSA approved.

Partners in China, Africa and South America have brought tried and tested programmes from the heart of global consumerism to young people in various settings.

They can't afford to learn the hard way, so neither have we.

Over the course of the three days, Taoiseach Enda Kenny will be joined by Irish entrepreneurs and change-makers from across sectors including Mary Robinson, former President of Ireland and Dermot Desmond, international financier. They will work to build demand and strategy for many of these 50 proven solutions to spread across Ireland.

Commenting on the event, the Prime Minister of Ireland, An Taoiseach Enda Kenny said, *“My Government is committed to ensuring that we unleash the full potential of social entrepreneurship and social innovation to addressing our economic and social renewal. I am confident that this process of Change Nation can launch and accelerate many innovations in Ireland leading to new employment opportunities, mobilising people at local level as change makers within their communities, towns and villages across the country, improving and deepening our appreciation and management of natural resources and helping to shape better communities for our children and young people.”*

Change Nation has been conceived and implemented by Irishman Paul O'Hara who explains, “Our greatest resource is our people. Despite the difficulties we have faced in recent years, we have communities of energetic, committed people around the country who are hungry for solutions to solve our myriad challenges. Change Nation is about identifying the proven effective solutions that already exist and putting the structures in place to bring them to scale. Systematically importing and accelerating these proven solutions will increase our speed, efficiency and success rate in addressing our challenges. It's about working smarter, individually or as a collective, to be a changemaker and play a part in Ireland's renewal.”

Change Nation is hosted by Ashoka Ireland in partnership with the business and citizen sectors, Government and media. Ashoka is the world's association of more than 3,000 social entrepreneurs.

Up to 500 one-on-one meetings will take place over the three days between social entrepreneurs, philanthropists, business and political leaders, connecting proven solutions with local talent and finance from across sectors. Other key social innovators at Change Nation include:

- **Mary Gordon, Roots of Empathy** is reducing aggression by teaching students emotional literacy fostering the development of empathy. With programmes already established in more than 40 schools across Ireland Roots of Empathy will continue to expand in coming years.
- **Peter Eigen, Transparency International** leader of a global coalition to challenge corruption. Peter's leadership is producing change in monitoring and governance in more than 90 countries around the world.
- **Rodrigo Baggio, CDI Brazil** - who is working to provide a more interactive learning environment, computer equipment and training to disadvantaged youths in South America. Established 14 years ago, CDI has more than 750 community centres in 12 countries and has impacted more than 1million people.
- **Caroline Casey, Kanchi, Ireland.** Along with her team at Kanchi, Caroline Casey has established a series of innovative programmes highlighting the contributions that the disabled make as employees and consumers through The Ability Awards, the Kanchi Network, and the Kanchi Standard. Through the Ability Awards and her growing network of over 100 Ability Businesses, Caroline has changed the perception of disability and is opening new avenues for the disabled in the business world. Having reached 20% of the Irish working population within three years, she has now launched the Ability Awards franchise in Spain and is looking to expand her approach even further afield.

ENDS

For further information visit www.changenation.org or contact

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