

# Changemakers Impact Report

5 YEARS  
IN THE MAKING



“Changemakers has introduced me to a community of wonderful and inspiring people. Each Changemaker event I have attended has left me feeling energised and excited to tackle the big challenges our world is facing today. Having the right values, tools, attitude and people on my side has emboldened me to champion radical positive change.”

**Arlette Doko, alumna, Changemakers Ambassador and Social Media Lead 2020-23**

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## Welcome from Dr Alison Wood, Founding Academic Director, Homerton Changemakers

In 5 years Changemakers has exceeded our expectations: from a 3-page document approved by College Council in the summer of 2018 to a living, vibrant, effective movement changing students' perspectives and the culture of education in Cambridge. We've crafted a programme – and a community – equipping students to be wiser, more effective agents of change in a disrupted and unstable world.

Changemakers is built on a framework of attributes-based development, where self connects to society connects to the world. It's designed to be modular, and adaptable to students' particular interests, needs and availability. Our subjects move from the very personal (resilience, compassion, deep listening, values) to the global and civic (systems thinking, emergent models of leadership, new economics, deep adaption, governance). We bridge this inner/outer movement with tools: communications, entrepreneurialism, pitching, emotional awareness, deep-impact leverage. And we connect people with each other to test out this bridging in practical ways, via mentorships, volunteering and programmes with partner organisations.

The work is non-competitive, co-creative, collaborative, and is explicit in its priority of playful engagement, intellectual demand, and the pursuit of wisdom.

Changemakers has also become a place for coalescing good will, reputational support and relationships amongst alumni, businesses and communities. It's a demonstrable intervention into the global debate on the Future of Education; and one of the many ways Homerton supports students from significantly diverse backgrounds to flourish not only at Cambridge but beyond.

In this we're demonstrating what a modern, elite education can and must do in the crisis-times of our world. We're animating many parts of College vision and practice. We're enlivening members of College from across the community: fellows, students and alumni. And we're having profound effects on the experience and knowledge of students, whether that's winning international business competitions, gaining job offers, making podcasts, winning social impact awards, or building apt confidence. As one senior colleague put it Changemakers has moved 'from an idea to college ethos' in a very short space of time.

'We cannot solve our problems with the same thinking we used when we created them.'

This is testament to the timeliness and efficacy of the programme, the ability of Homerton to seize an opportunity for innovation, and the hard work, leadership and vision of the Changemakers team. It is also testament to the openness and courage of academic colleagues across Homerton. To the network of over 200 supporters and mentors who generously give time and energy to the programme. And, most importantly, to the hundreds of students who engage with Changemakers. Their energy, ambition and invigorating optimism is the reason we do what we do.

Students repeatedly tell us that Changemakers offers a rare and valued space in which to:

- reflect and introspect without specific academic or career pressure
- develop meaningful and difficult skill sets
- develop and challenge mindsets
- grow capacity for critical, compassionate self-awareness combined with real tools for getting things done
- and to feel connected with other people interested in changemaking, across subjects and year groups

Anecdotally, people also say that Changemakers has given them confidence to 'step into the power structures of Cambridge and to speak up'; to put themselves forward for prestigious internships and roles; to consider starting their own initiative; or to even change career direction entirely. One student said that an event they came to was the 'highlight of their year so far' for its focus on the connection between academic rigour, personal courage, and permission to experiment. Some have praised Changemakers for its creativity, ambition, seriousness and quality of faculty. Others have said that they have found purposeful and deep connections with others they have met throughout the programme.

It's been a true privilege to build this programme and witness its effects. And we are really looking forward to the next 5 years and beyond.

## Thank you from Lord Simon Woolley, Principal, Homerton College

When I came to Homerton in 2021 I was immediately drawn to Changemakers: both its achievements since its inception in 2018, and its immense potential. Changemakers' values driven mission, which unites academic excellence with social purpose, embodies the aspirations and the direction of the College. That's why Changemakers is our flagship programme.

This immersive extra-curricular initiative offers students real world skills, and time with thought leaders from the worlds of business, politics, and the arts in a way that is life changing, and which equips them to be agents of change wherever they go.

I am extremely proud of Changemakers. The programme, and the network of mentors, supporters and partners are testimony to the vision led and delivered by its Director, Alison Wood. I would like to personally thank her and everyone who has helped make Changemakers such a success over the years.

Five years in the making, Homerton Changemakers will both enrich and enhance our many worlds for weeks, months and many years to come.



# Impact: Changemaker Start-ups

Changemakers has been the springboard for many start-up enterprises. By encouraging students to interrogate their values and passions, by giving them tools to design and innovate through mentoring and the Catalyst Fund, Changemakers provides much-needed support and investment at a crucial growth stage for these fledgling businesses and initiatives.



## VUALA

Abiel Ma is a recent Homerton graduate who matriculated in 2019 for the MSt in Entrepreneurship. He is CEO and Co-founder of the multi-award winning Vuala, a company working to revolutionise the food waste collection industry with innovation. Its mission is to reduce 100 million tonnes of CO2 in 10 years.

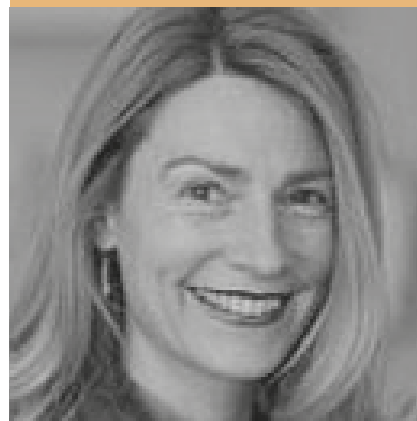
“The Homerton Changemaker experience has been truly transformative for me. It has not only provided me with valuable opportunities and networks that were essential to develop Vuala, but it has also given me a more profound perspective on my place in the world.” Abiel Ma



## iOWNA

Millicent Stone's iOWNA is a digital platform that engages patients in a real time two-way information exchange with healthcare professionals. It increases patient and professional wellbeing, and improves outcomes, while keeping all parties on track.

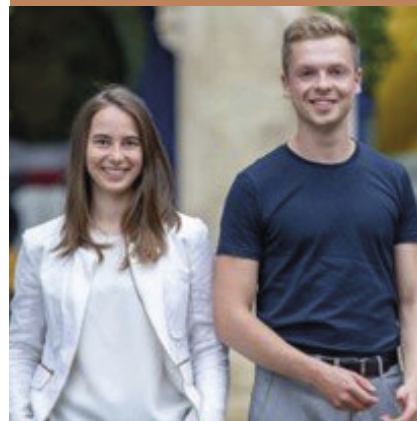
“Homerton Changemakers programme changed my perspective on how I can use my expertise and passion to bring wellness to people in their everyday lives. It triggered the desire to enable people to live longer healthier lives, by giving me the skills to change my vision and translate that outwards into action. It helped me find my voice.” Dr Millicent Stone



## Happyr Health

Nicola Filzmoser and Cornelius Palm have both experienced chronic pain since their childhood. This fuels their ambitions to transform paediatric chronic pain management for the better through their groundbreaking and multi-award winning app Happyr Health.

“Homerton Changemakers has inspired me with new systemic methods to tackle the major problems we face. I hope to support the practical implementation of those methods in my ambassador role.” Cornelius Palm



## The Fáilte Centre

Bethany Clarke, Claire Campion and Colleen Bromberger run a thriving centre in Athens, Greece that offers individualised learning opportunities as well as psychosocial and mental health support (MHPSS) services.



## UniArk

UniArk, a project run by Shukria Rezaei, Najib Sharifi, Maïke Steindel and Gonçalo Araujo Regado aims to bring a positive change to oppressed communities worldwide by supporting their young people, particularly women, to access and navigate higher education opportunities at leading global universities.

“Above all, I feel empowered by the opportunity that Changemakers has given me to connect deeply and exchange ideas with like-minded people of all ages and backgrounds - and a powerful reminder that it is up to our generation, each and every one of us, to make this world a better place to live in.” Maïke Steindel

## The Biophilic Education Institute

Through transdisciplinary, contextual, project-based learning, and portfolio based formative assessment, Rosina Dorelli, Zach Reznichuk and Farhaan Mir are transforming the way the secondary school curriculum is taught and assessed.

## Compassion8

Bethany Clarke’s project team designs interactive, web-based tools, to support organisations with a mission to increase children’s wellbeing globally. Their flagship product is an AI-assisted tool that provides low-cost, problem-solving based training and ongoing support to those who interact directly with children in the UK.

## Envirosia AI

Ruby Zhang’s product will be the first AI-powered ESG fund analysis generator to facilitate the decision-making process of impact investors. Envirovia uses advanced generative AI technologies to produce comprehensive ESG fund analysis that covers the ESG performances of the fund’s top holdings, portfolio construction criteria, as well as the asset manager’s ESG alignment.

## Strive

Liz Willey and Ben Grassby run Strive, an education recruitment platform that streamlines and democratises the university recruiting process. They use extensive credentialing, quantitative and qualitative data to efficiently dovetail the best suited students to respective entry-level jobs and internships.

## Health Heroes

Andre Lo’s health education and leadership program for school children aged 10+ will improve health literacy and tackle health inequality. The blended learning program is designed to educate and empower children, and through them, families and entire communities.

## HydrAlted

Designed to be used in the developing world, Samuel Wong’s AI-Assisted Water Quality Checker, along with its companion sensors, checks the quality of filtered water and decides if the filter has to be replaced. It consists of two models that consider the chemical and biological components found in water samples to make a decision.

## Lloyd Learner

Shukri Lloyd’s creative product is an e-learning programme and a revision tool for GCSE students. This e-learning platform allows students to access content from anywhere, easily. The platform ensures quality teaching, supporting students inside and outside of the classroom.

## Memory Lane

Yusuf Khalil’s website aims to help those affected by dementia. It will feature an animated virtual timeline that portrays the important events and memories from someone’s life. The platform will incorporate AI to create a personalised animation that reflects the unique interests and personality of the sufferer.

## Tara

Najib Sharifi, Hardika Kukreja, Eleonore Buffet-Heuser and Subhankar Paul aim to empower women affected by domestic violence and social deprivation. Tara provides free skills training to help women become financially independent, whilst also collaborating with a team of experts to provide legal, psychological, and educational support.



# Impact: Partnerships

Partnerships with organisations are key to the Changemakers programme, delivering unrivaled industry expertise, unique experiences, and access to funding. Building partnerships has been crucial to the success of Changemakers in its first five years, and it remains a key focus for the future.

## Current Partnerships

CAMBRIDGE  
SUSTAINABLE FOOD

CAMBRIDGE  
ANGELS

eden  
project

HAWKWOOD  
centre for future thinking

Intrinsic Labs

unhurried

OBRIZUM®



PLANETARI

THE  
TAVISTOCK  
INSTITUTE®

THE  
TOUCAN  
PROJECT

CW CAMBRIDGE  
WIRELESS

FORM THE FUTURE

“It’s been a great pleasure to get to know the staff and students, and to share their stories with local school students through a series of videos. I look forward to exploring what more we can do together!” **Anne Bailey, CEO Form the Future**



Students enjoying a 3-day residential at the Eden Project



# Programme

For more than 800 years Cambridge University has been a centre of academic excellence. Homerton Changemakers builds on what the University does best, equipping students with the skills to flourish and be agents of change in an increasingly complex world.



## Core Curriculum

The Changemakers programme is constantly evolving in response to student needs and changing global contexts. The programme is structured around a Core Curriculum of Self, Society, World.

The Core Curriculum is taught in two ways: students can attend a week long Annual Residential at the end of September, or attend three day-long virtual residentials which are held at the end of each term.

The Core Curriculum is taught by a network of experienced faculty drawn from the worlds of academia, business, arts, philanthropy, and politics. Teaching is increasingly immersive and student-led, and deliberately interdisciplinary, prioritising reflection and deep learning experiences.

The Core Curriculum also underpins a series of Extended Elements including Gamechangers, mentoring, Catalyst Fund, 'Tuesday Conversations', and the 'Dinner with a Leader' series.

Students determine their own level of participation.

*“Changemakers amplifies your degree, enabling you to create the change you want to see. It is about providing our students with insight, leadership, knowledge, skills and a powerhouse of cross-disciplinary understanding.”*

### **Dr Soraya Jones, Director of Engagement and Operations**

*“Homerton College’s Changemaker Programme is a wonderful and much needed initiative to stimulate entrepreneurial thinking and leadership among high potential changemakers in Cambridge. I greatly enjoyed the experience of interacting with the latest cohort. I found their passion and insight inspiring.”*

### **Prof Jaideep Prabhu, Judge Business School and Changemaker Guest Lecturer**

# The Annual Residential

The Annual Residential is a 6-day immersive and multidisciplinary experience, helping students build a toolkit for making positive change: with purpose, courage, knowledge and ambition.

During the week students are invited to focus on:

- learning to be well, to serve well, and to know more about who they are;
- developing capacity for getting things done and building skilful means;
- and contextualizing these in terms of the world – macro systems, systems change and planetary-level considerations.

The programme includes plenaries, workshops, 'building the toolkit' parallel sessions, peer-coaching groups, 1:1 mentoring, discussions, a field trip, access to a co-working/quiet space, and plenty of good food and drink in the mix. There are sessions with leading changemakers, the chance to network with them, and access all week to Changemakers' 'Innovator in Residence'. All supported by a fulsome set of 'Prompts for Thinking' and an extensive reading list.

To give a sample of the work sessions from 2023 include:

- Presenting with Impact: Elevating Your Clarity, Confidence, and Courage, with Tara Fennessy (Award-winning author and coach)
- Enlisting Authentic Strengths, Values, and Interests to Enrich Engagement with Self and Society, with Evelyn Gilbert-Bair (Education, University of Cambridge)
- Ideas, Power and Ideologies, with Dr Mariano Rosenvaig (Education, University of Cambridge)
- Charisma for all: On becoming a more charismatic and more persuasive public speaker, with Prof Michael Burke (Utrecht University)
- Why should universities major in social mobility?, with Jon Datta (Widening Participation, University of Cambridge)
- What do we owe to the future?, with Dr Robin Bunce (History and Politics, University of Cambridge)
- Bright New World (Planet, De-Colonialism, Change) with Cindy Forde (CEO Planetari and award-winning campaigner)
- Change in complex scenarios, with Pooya Kamvari (CEO, HomeRun)

## What the students say:

"Excellent. Every student at Cambridge should be given the opportunity to do this...it should be part of their 'integration' into the Cambridge community."

"I left feeling inspired, motivated and connected to this incredible community."

"It was a great experience, peer encounters were definitely a highlight while the materials presented many insights and knowledge."

During the residential, students can also take part in coaching circles. These tightly structured hour-long sessions allow students to explore an immediate challenge with a small group of coaches. By listening deeply, asking clarifying questions and sharing insights coaching circles help generate innovative ideas in response to pressing challenges.



"I am fully convinced that coaching circles are a powerful tool to help individuals approach a challenge they want to solve. More significantly, I am moved by the fact that people have a capacity to help each other, without any familiarity or expertise, and prepared only with an openness to listen and share."

**Evelyn Gilbert-Bair, PhD student in Education, US Universities Admissions Counsellor, and regular Changemaker student**

This year the Changemakers community enjoyed an Annual Residential Celebration Dinner on the 29 September, hosted by Lord Simon Woolley. The event was a wonderful opportunity for all to meet with other industry mentors, Changemakers supporters including industry guests invited via the Cambridge Wireless network, the Changemakers Team and of course the Changemaker Annual Residential students.

# GameChangers: Regenerative Leadership Programme

'Regenerative leadership is a way of leading that creates life-affirming conditions.' Laura Storm and Giles Hutchins launched in 2023, the GameChangers initiative has quickly become a central part of the Changemakers offer. This 6-month programme comprises structured intensive workshops, dinner seminars, and a 3-day field trip to the Eden Project. It is designed to invite a cohort of 20 students to combine old wisdom with the latest innovations and social technologies in order to influence in ways that enable whole-system thriving.

Regenerative leadership means going beyond sustainability: so rather than doing no harm, regenerative practices do good in every system they touch. GameChangers helps students bring this understanding to complex systems within businesses, governments and communities; and to

build practices of self-awareness that foster regenerative approaches across personal and professional domains.

GameChangers is led by people who are demonstrably committed to changing their part of the world. Faculty include Sharath Jeevan OBE (CEO, Intrinsic Labs), Dr Victoria Stewart-Jolley (Cambridge and formerly UN advisor on democracy), Professor Rev James Walters (LSE), Dr James Croft (Sussex), Dr Loes Damhof (UNESCO Chair in Futures Literacy) and members of the ecology and leadership teams at the Eden Project, Cornwall: Dan Ryan, Pam Horton and Richard Good.

GameChangers is proudly supported by the Toucan Project, under the wing of the Saïd Foundation.



# The Mentorship Scheme

Changemakers' mentorship programme matches students with an experienced mentor, often a Homerton alumni, to discuss career options, provide advice on next steps or job applications, and offer new perspectives.



**Tarquin Bennet-Coles**, a Homerton alumnus, has now been a mentor with Homerton's Changemakers programme for over 4 years. Tarquin says:

"I always feel the relationship with the mentee is two ways. You learn from each of them as they relay their story and what they want to achieve in the future. I feel very proud to be part of the process and to be able to lend a helping hand. I have a wide network locally and internationally and I have been able to open that up to the mentees and introduce them to senior thought leaders and influencers so they can get a leg up on the career ladder. I have been involved with CV writing, interview and networking preparation, arranging warm introductions, helping with job applications, investment for their businesses and introducing them to other experts in the field for careers advice.

Changemakers is a fantastic programme and allows the mentors to focus on the soft life skills that can add to the academic achievements that the students have already."



"The Homerton Changemakers Mentoring Scheme assigned me a mentor that was perfectly matched to my career aspirations. He was central in helping me attain the job I am currently in, and I am so grateful to the scheme for providing me with such invaluable support during my transition from University to the working world."

**Nishi Shah, mentee**

"I have been mentoring Nishi since July and have discussed things like job applications and interview techniques in the charity sector and the civil service. I'm pleased to say that Nishi was recently offered a role with the Department for Work and Pensions. The mentoring scheme seems to have helped during this challenging time and it's been great to be able to share my experience in the civil service to help Homerton graduates."

**Matthew Harris, Department for the Environment, Food and Rural Affairs (Defra)**

## Student Ambassador-led events

Often held in collaboration with other student groups, Student Ambassador-led events are informal gatherings designed to promote frank and open discussion. They sometimes take the form of open mic meetings allowing all participants to contribute in a relaxed atmosphere.

#SpeakUpHomerton, led by Changemakers Ambassadors Eyal Cohen, Anushka Bhaskar and Najib Sharifi was established as a forum to share personal experiences of global events.

Professionals often participate in Student Ambassador-led events. For example, Tara Fennessy, Managing Director of Leadership Skills Training, the award-winning bespoke leadership development consultancy, joined 'Presenting with Impact', an event organised by Changemakers Ambassador Jesimiel Akinsuyi.

Ambassador-led events can also take the form of field trips. Changemakers Ambassador Kogulan Vipulan recently took students to Snakehall Farm for an immersive day of learning. The award-winning farm grows sustainable, seasonal organic products and provides meaningful work, skills and training for people with additional needs, learning disabilities or autism.

# The Catalyst Fund

The Catalyst Fund, introduced in 2022, awards up to 5 grants of up to £2000 each for initiatives led by Homerton students.

Grants are made for establishing a social enterprise or business, supporting an existing start-up or project, developing a creative project or campaign, or research towards a new enterprise. Proposed projects can be in any field - from tech to arts, politics or business – they must be focused on public good and societal change. Groups are encouraged to explore the possibility of using technology to achieve their aims.

The fund is explicitly designed to support ventures at the start-up stage, where catalyst funding will make a substantive difference to the likely success of the project.

## Showcase Event

“The showcase event, this year held on 28 September 2023, is an opportunity for the Catalyst Fund winners to present their ideas. From healthcare literacy to cutting-edge applications of artificial intelligence, the students and partners from this year’s winning teams have started truly transformative and innovative change-making projects. This year there were further opportunities to win prizes, including two Ivan Baines Prizes of £1.5K each and 3 months mentoring by experienced entrepreneur Rupert Baines, and the Lovely Naha Foundation Prize of £500 and 3 months mentoring by Abhi Naha, Chief Commercial Officer of Cambridge Wireless and respected entrepreneur. Two Ivan Baines Prizes, sponsored by Rupert Baines, went to Health Heroes and Lloyd Learner.

Andre Lo delivered a wonderfully entertaining and insightful presentation on Health Heroes, his health education and leadership program. Health Heroes is designed to improve health literacy and tackle health inequality starting with school children.

Shukri Lloyd also impressed the judges with her detailed presentation of Lloyd Learner, her creative e-learning programme and revision tool for GCSE students. Lloyd

### Catalyst Fund Winners 2022



Winning groups are supported by intensive mentoring from experienced entrepreneurs and industry leaders via industry partner Cambridge Wireless.

### Winners of the Catalyst Fund 2023 at the Showcase Event



Learner aims to reduce inequality in exam resources through an affordable and accessible e-learning platform. The Lovely Naha Foundation Prize of £500 and 3 months mentoring by Abhi Naha, Chief Commercial Officer of Cambridge Wireless, went to Samuel Wong and Raghavendra Narayan Rao’s HydrALted, a cost-effective, reusable AI-Assisted Water Quality Checker which has the potential for distribution on a global scale. You can read more about the Catalyst Fund, the Showcase Event and the Winners on the website [www.homerton.cam.ac.uk/homerton-changemakers](http://www.homerton.cam.ac.uk/homerton-changemakers)

# Tuesday Conversations

Every Tuesday during term time, students have the opportunity to join informal roundtable conversations inspired by big questions. Students can exchange ideas, and build a supportive community of Changemaking practice. Throughout the year special guests including authors, medics, journalists, artists, CEOs, academics, and activists are invited to join these lively conversations.

Recent guests include:

- Frances Rayner, Chair of Stop Climate Chaos Scotland, climate campaigner
- Esther Loukin, Disability rights activist, co-founder of the disabled-led organisation Reasonable Access.
- Olu Orugboh, CEO Synergy Solutions, co-founder Black Talent in STEM initiative with Cambridge Wireless and Homerton Changemakers
- Prof Maggi Dawn, songwriter, theologian, and priest, Durham University
- Dr Edge Watchorn, Deputy Director, Westminster Abbey Institute; formerly House of Commons executive and strategist
- Dr Una McCormack, Feminist Science Fiction writer
- Prof Kamal Munir, Pro-Vice-Chancellor (University Community and Engagement) and Professor of Strategy and Policy, University of Cambridge.
- Pedro Gil, Architect, Founder + Director of Studio Gil Ltd
- Dr Sofia Singler, University Lecturer in Architecture, University of Cambridge
- Prof Alan Blackwell, Professor of Interdisciplinary Design, University of Cambridge
- Rosie Dawson, BBC correspondent
- Dr Samara Linton, award-winning writer and multidisciplinary content producer.
- Professor Charlotte Sleight, author, academic, historian of science
- Dr Susi Hunt, NHS medic and founder of the pioneering Doctors-for-Doctors
- Deborah Curtis, international artist, activist and founder of the Great Imagining
- Gavin Turk, international artist (his Adrianne Unwrapped is installed outside Cambridge Train Station)

This year the Changemakers team were delighted to host a private screening of 'London Recruits' – a new documentary about the international struggle against apartheid. The film was followed by a panel discussion with the director Gordon Main; producer Colin Charles (AfroFuturist Arts); anti-apartheid activist Steve Marsling; and two special guests, Ronnie Kasrils and Amina Frense.



Ronnie was Minister for Intelligence Services in South Africa between 2004-8. He joined the ANC in the 1960's and was an influential member until 2007. He has since been critical of the ANC under Zuma's leadership. Ronnie has dedicated his life to anti-apartheid struggles

Amina was a journalist covering South Africa's liberation struggle and was Associate Producer of the film 'Mandela Son of Africa'. Amina played a crucial role in the transition to a free media after the fall of apartheid.

## Dinner with a Leader

Dinner with a Leader roundtable discussions are lively and yet intimate gatherings that feature entrepreneurs, leaders and innovators. In 2023 we have had the pleasure of welcoming Glenn Collinson, a distinguished entrepreneur and non-executive director of several public and private companies in the UK and France; Kirsty Gill, Chief People Officer at ARM LTD, one of the largest tech companies in the world; and serial entrepreneur Rupert Baines.



# Lecturers, Speakers, Mentors and Champions

Changemakers benefits from an outstanding group of supporters, who generously contribute to programme events, to mentor students, and champion Changemakers' work across many sectors. In total, the number of mentor and unpaid faculty time since 2018 has reached nearly 5000 hours. The figures include all those who teach as well as the many loyal volunteers for the Changemakers Mentoring Scheme and the Catalyst Fund.

This network includes exemplary people in the arts, politics, policy and public service, business, publishing, academia, sports, media, and civic leadership.



Rupert Baines, entrepreneur and CEO of technology companies, is a long-term supporter of Changemakers. He recently joined enthusiastic Changemakers as part of the 'Dinner with a Leader' series, for a lively discussion of start-ups, driving change and fostering innovation. Rupert also sponsors the Ivan Baines Prize, which is awarded annually to the best Catalyst Fund project proposal.

Rupert says:

**"I really think Changemakers is an important and exciting initiative. University education in the UK is often very focused, and a programme like this, that is deliberately 'open', is incredibly valuable. It complements the academic strand by enabling students to develop other aspects of their personality and ambition: in a way, a return to the 'universal' aspect of 'university'."**



Pooya Kamvari is another passionate Changemakers champion. A Homerton alumnus, Pooya has given much of his time and energy to the College's Changemakers programme. He is a mentor and speaker, and is continuing to be heavily involved with the Changemaker Catalyst Fund.

Pooya says:

**"I contribute to Changemakers precisely because I think it's so valuable. Not only does it impart technical skills to students, enabling them to translate their ideas into commercially appealing ventures, or powerful and emotive not for profits, but more importantly, it opens new avenues of thinking."**

**Our society largely encourages participants to prioritise financial profitability and gain. Changemakers encourages an understanding of real-world economics, and the resilience and adaptability required in entrepreneurship, while encouraging passion for delivering positive impact to the planet."**

## Broader academic and policy conversations

Changemakers are also actively involved in broader academic and policy conversations on the future of education. In 2020/21 Dr Wood co-hosted an 8-part research series and symposium 'Sustainability and Education', in partnership with the Hawkwood Centre for Future Thinking and colleagues from South Africa, Germany, the US and UK. She is a member of the judging panel for the Vice-Chancellor's Awards for Social Impact (Cambridge) and is a regular contributor to international conferences and public forums on whole-person education, the future of universities, and education in the era of climate crisis.

# People and Governance

Led by its Academic Director, Dr Alison Wood, Changemakers is supported by Dr Soraya Jones, Director of Engagement and Operations, Jane Mumford, Programme Coordinator, Dr Robin Bunce, College Lecturer in Changemaking, Jesimiel Akinsuyi, Social Media Lead, a Steering Group, Academic Advisory Group and a Student Ambassadors Group.



# Changemakers - the Core Team



## **Dr Alison Wood, Founding Academic Director**

Dr Alison Wood is founding Academic Director of Homerton Changemakers at the University of Cambridge - Homerton College's pioneering programme on whole-person education and system transformation. Australian born and bred, Alison is an academic and intrapreneur with 20 years' experience connecting seemingly disparate ideas, people and organisations to build cross-sector, interdisciplinary initiatives that enable better thinking.

She's now devoted to demonstrating how universities can help cultivate apt, wise societies able to thrive in the polycrisis of our time. Changemakers is one iteration of this commitment. Alison also teaches for the Faculty of Education, Cambridge; is co-founder of the newly launched 'Centre for Better Futures', also at Cambridge; and this year is a Fellow at the Hawkwood Centre for Future Thinking.



## **Dr Soraya Jones, Director of Engagement and Operations**

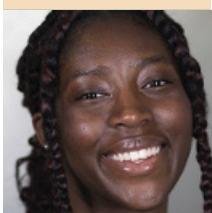
Dr Soraya Jones is driven by her passion to promote innovation, diversity and entrepreneurship, especially amongst the next generation. She feels privileged to be involved with the visionary Homerton Changemakers Programme where she is currently the Director of Engagement and Operations. She is also an Associate Fellow of Homerton College.

Soraya is an entrepreneur-in-residence at St. John's Innovation Centre, Innovation Ambassador for the Bradfield Centre and has her own consultancy business. She sits on Advisory boards including the UEA Innovation Advisory board and is also the INNOVATEUK Ambassador for Women in Innovation. She has recently been appointed Royal Society Entrepreneur in Residence (hosted by the University of East Anglia).



## **Dr Robin Bunce, College Lecturer in Changemaking**

Dr Robin Bunce is College Lecturer in Changemaking. He works on the politics of social transformation. His work on Black Power in Britain explores grassroots approaches to social change, and his work on utopianism and the speculative politics of the future examines the transformative power of storytelling. He recently published a biography of Diane Abbott MP with Samara Linton. Together with historian Paul Field, he was historical consultant on the Steve McQueen film *Mangrove*, and recent television documentaries on Black Power and Michael X. Robin believes that the skills and insights learned through Changemakers are ever more relevant for students seeking to navigate an increasingly dynamic and complex world.



## **Jesimiel Akinsuyi, Social Media Lead**

Jesimiel Akinsuyi is a third-year chemistry student with a passion for scientific innovation and design. As the social media manager Jesi leverages her social media expertise to promote Changemakers' core messages, values and initiatives.

# Changemakers Steering Group

The Steering Group, largely drawn from Homerton College, was established in 2019. It meets termly to discuss and agree the programme's strategy. It provides essential support by evaluating the success of Changemaker initiatives, and agreeing key objectives for future improvements. It reviews all aspects of the programme, including the budget, structure, staffing, marketing and communications. The current members of the Steering Group are:

- Dr Soraya Jones, Associate Fellow, Homerton College
- Dr Alison Wood, Fellow, Homerton College
- Dr Chibez Agle, Research Fellow in Genetics, Homerton College
- Dr Penny Barton, Senior Tutor, Homerton College
- Dr Judith Bunbury, Senior Tutor, St Edmund's College
- Mr Matthew Moss, Director of Development, Homerton College (until Sep 2023)
- Dr Paul Elliot, Fellow, Science Admissions Tutor, Director of Studies in Biology and College Assistant Professor, Homerton College
- Dr Francesca Moore, Vice-Principal, Director of Studies in Geography, College Associate Professor, Homerton College
- Dr Ros McLellan, Fellow, Undergraduate Tutor, Homerton College
- Mr Aaron Westfall, Fellow, Homerton College

You can read more about the members of the Steering Group at [www.homerton.cam.ac.uk/homerton-changemakers/about/changemaker-team](http://www.homerton.cam.ac.uk/homerton-changemakers/about/changemaker-team)

# Academic Advisory Group

Representing a range of scholarly disciplines, Changemakers' Academic Advisory Board augments the work of the Steering Group, advising on issues of strategy and pedagogy. As well as a group of trusted impartial advisors, the Academic Advisory Board are ambassadors for the programme, championing Changemakers within the University.

The current members of the Academic Advisory Group are:

- Ms Éireann Attridge, Bye-Fellow, Undergraduate Tutor, Homerton College
- Professor David Belin, Director of Studies in Psychology and Behavioural Studies, Homerton College
- Dr Abdeldjalil Bennecer, Fellow, Postgraduate Tutor, Homerton College
- Dr Melanie Keene, Postgraduate Tutor, Director of Studies for History and Philosophy of Science, College Assistant Professor, Homerton College
- Dr Dawit Tiruneh, Undergraduate Tutor, Homerton College

You can read more about the members of the Academic Advisory Group at [www.homerton.cam.ac.uk/homerton-changemakers/about/changemaker-team](http://www.homerton.cam.ac.uk/homerton-changemakers/about/changemaker-team)



# Student Ambassadors

Every year a group of passionate and enthusiastic Student Ambassadors are appointed to be champions of Changemakers and changemaking. Ambassadors advise on Changemakers' programme, strategy and communications. They also help inform our governance and decision-making. Ambassadors meet termly with the Changemakers team and hold their role for 1 academic year, renewable for up to 3 years.

Recent ambassadors include successful entrepreneurs, podcasters, authors and broadcasters, as well as creators of award-winning social innovations.



Kogulan Vipulan is an active Changemakers ambassador, studying Chemical Engineering.

He says: **"After participating in the Annual Residential week in 2022 I successfully applied to be an Ambassador for Changemakers.**

Using money from the Ambassador scheme I co-funded and organised a community visit to Snakehall Farm in Cambridgeshire in April 2023. Changemakers has made me think in ways that have eluded me since secondary education. What I value most is the way time seems to slow down whenever I attend a workshop or event. Consequently, I feel more present in the moment and it is at those times I think carefully about my place in the wider world.

In order to solve any global issue, we require well-rounded individuals who can see from all angles. Changemakers proudly delivers these personal development opportunities. I was drawn to the programme's willingness to explore critical themes and provide students with a more holistic approach to problem-solving."

The many benefits of being an ambassador include access to bespoke development opportunities, such as green finance, or sustainability leadership and support in developing changemaking initiatives. It also provides access to Changemakers' network of experts, mentors, investors and advisers.

Ambassadors also have first access to all of the Changemakers programme and opportunities to attend the Changemakers Steering Group. They have opportunities to lead and create Changemakers events and are part of the ready-made network of Changemakers which extends across a wide range of academic disciplines and commercial sectors.



Kayla Gillman is a current Student Ambassador, studying an MPhil in Criminological Research, and has recently been involved in shaping the future strategy of the Changemakers programme. When she started her course in September 2022, she believed her year-long academic course would give her the gift of time: to reflect on the world's systems, particularly in criminal justice, and think intentionally about how we might work to change them for the better.

She says: **"My course has given me just that opportunity, but it has been the Changemakers program that has grounded my reflection and enabled my thinking to be its most expansive and robust. Through Changemakers' Residentials, dinner seminars, field trips, and weekly conversations, I considered the world and its systems from perspectives I never would have engaged with alone or with my faculty. Through these conversations, I also became part of a community that has shaped my time in Cambridge: Changemakers has not only provided me with a framework to think about myself, society, and the world, but has also introduced me to people who have become my dear friends. Changemakers has been the primary gift from my year at Cambridge, and I know my involvement with the program will shape how I move through the world for a long time to come."**

You can read more about our Student Ambassadors at [www.homerton.cam.ac.uk/homerton-changemakers/about/student-ambassadors](http://www.homerton.cam.ac.uk/homerton-changemakers/about/student-ambassadors)

# Communications and Social Media Report

Report by Arlette Doko and Jesimiel Akinsuyi, Changemakers Student Ambassadors

Over the years, the Changemakers team has developed a comprehensive presence on the College website where information about the programme and events are regularly updated. The website also features up-to-date information about the Catalyst Fund and other prizes. Stories that celebrate our wonderful community are also published here before being promoted through our social media channels, as well as the College’s social channels, in order to get as much exposure as possible. This year we’re delighted to have designed and printed our first brochure as well as our first Impact Report.



Arlette Doko



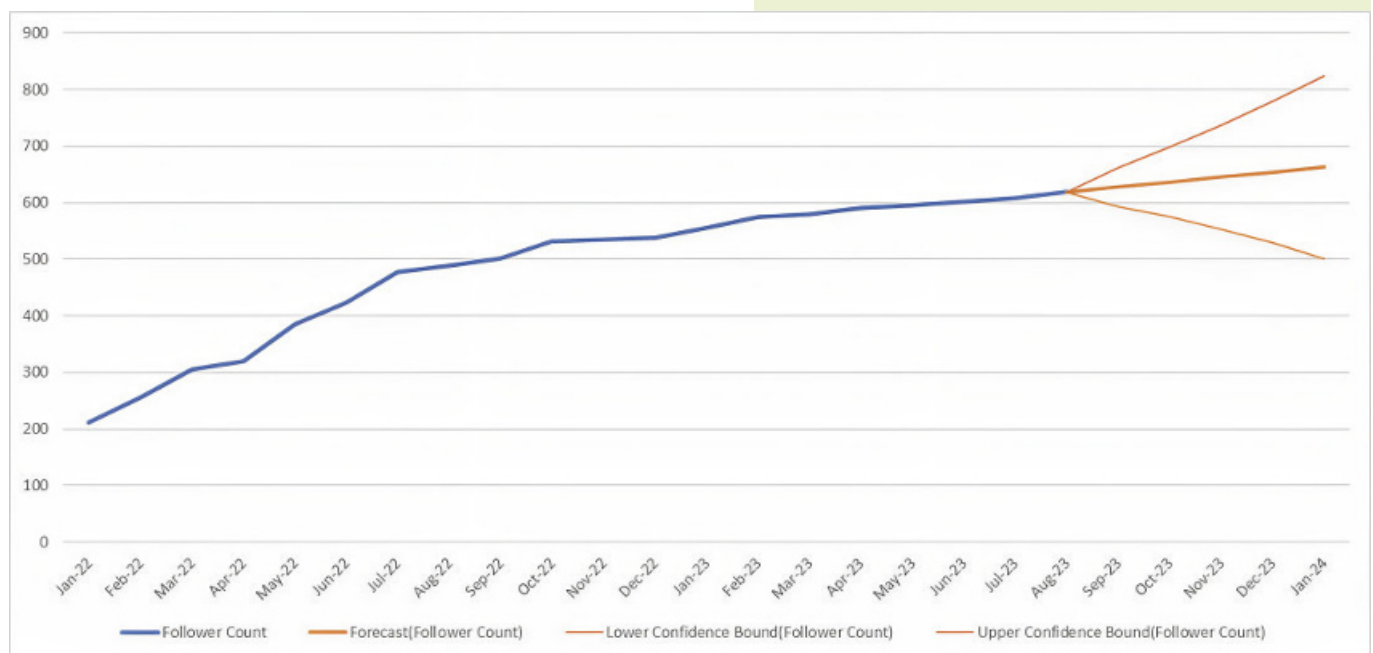
Jesimiel Akinsuyi

## Social Media

Instagram is the most effective channel for interacting with students and promoting events, whereas Facebook is the best channel for maintaining connections with alumni. X (formerly Twitter) works well when interacting with the businesses and communities who support Changemakers. We began tracking social media data from early 2022, so our data begins from there.

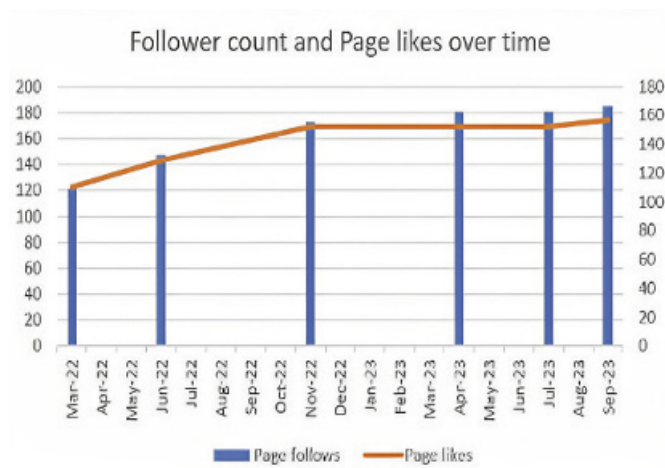
This graph details our increase in follower accounts over time (the blue line), and we have continued to see steady growth overtime. The orange lines show future growth projections extrapolated from our historical data. The bold orange line, denoting the most probable trajectory, anticipates a substantial surge in followers following the Annual Residential.

## Instagram followers



Year after year, we have consistently witnessed an upward trajectory in both follower acquisition and engagement on our platform, particularly within our target demographic. This empirical evidence underscores the effectiveness of our Instagram publicity efforts in driving increased participation in Changemaker events.

## Facebook Reach and Engagement



Over the preceding three years, our Facebook platform has experienced a substantial increase in both reach and engagement, resulting in enhanced connectivity with the student community. It has proven to be an effective channel for facilitating seamless communication with our alumni network, as well as for promoting our events within the influential MCR and JCR Facebook groups.

## X impressions and Engagement

We started using X in 2022 and within a short period achieved substantial reach, with our peak in impressions reaching 10.8k.

X has enabled Changemakers to cultivate a professional presence beyond the confines of the Cambridge community, underscoring its distinctive value. We remain committed to leveraging X to amplify our efforts, with a particular focus on promoting and celebrating the achievements of Changemakers ambassadors and alumni.





In November 2022, Homerton College was delighted to welcome His Majesty King Charles III. During the visit he saw an example of a Changemakers workshop, met the team, students and Changemakers ambassadors. He noted the transformative and hopeful effect of the Changemakers programme.



# The Next Steps

Changemakers has grown and thrived because of the generosity and commitment of its supporters, sponsors and donors. It is also a credit to academic colleagues at Homerton College and staff in almost every department - catering, conferencing, communications, estates, website, alumni, tutorial, IT, gardens, porters - who help make Changemakers possible. And of course the students themselves, who encounter and engage with Changemakers in so many compelling, enlivening and complex ways.

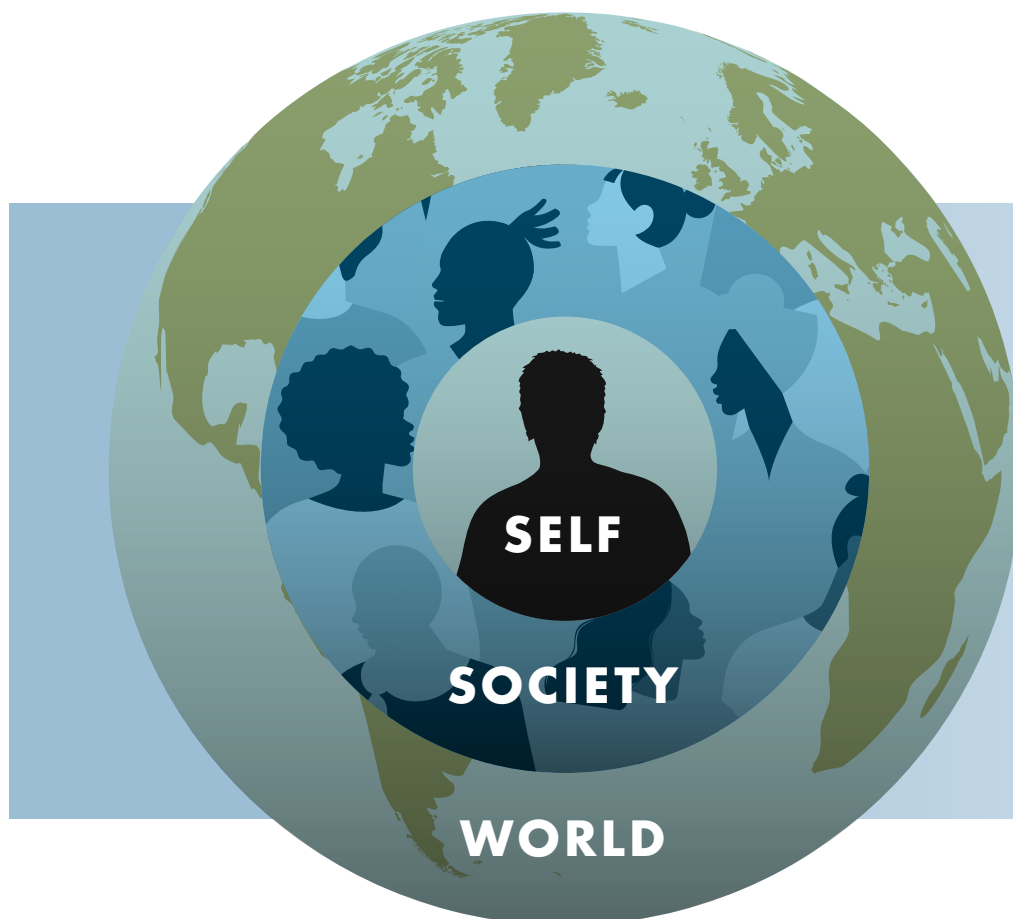
Initiatives launching in 2023/2024 include a pod-cast on what our guests think are the most important ideas we need to grasp in order for human flourishing to be possible; a major series of conversations on big issues of the moment - 'Project Open Door' - co-hosted with Homerton College; two online modules 'Innovation for Thriving' and 'Creativities' co-developed with the AI-led adaptive learning platform OBRIZUM; prototypes of workshop on 'rehearsing leadership', developed with colleagues working in leadership coaching and facilitation; and a programme of field trips encompassing arts, science, technology and business.

The Changemakers team is excited to be working on the Black Talent in STEM initiative in collaboration with Cambridge Wireless and 10000 Black Interns, offering Changemaker-style programmes to early-career and established professionals in tech. And we are working in partnership with TTP to support applicants to our annual Catalyst Fund with a development day and team-building hackathon.

Also in the near future, there are plans for more research and writing on what Changemakers is and does; why that matters; and how it can build cultures of whole-person education in Universities across the UK and beyond.

A strategy for the next ten years is in preparation - an iterative vision that will help everyone understand how and where Changemakers can grow, and what its most deep and useful impact might be. Fundamentally, the task is to keep asking what Universities - what Homerton, what Changemakers - can and must do to step into the responsibilities the world demands right now.

**Dr Alison Wood,**  
Founding Academic Director,  
Homerton Changemakers





"I think that Homerton Changemakers are pioneering a new way of looking at education, by valuing the whole human being. Changemakers is teaching the skills needed for life in the 21st century - leadership, teamwork, problem solving, self-management, mindfulness, resilience, etc. With the current rise in student mental health disorders, this is a sorely needed movement. Thank you for encouraging us to find our 'thin spaces' of contemplation where creativity can flow."

**Rosina Dorelli, recent alumna,  
Catalyst Fund winner and Changemaker Ambassador**





## Get involved

Can you help us to deliver or expand the Changemaker programme?  
Could you become a mentor?  
Are you able to support the programme financially?  
Are you a student? Do you want to get involved?

Find out more at  
[homerton.cam.ac.uk/homerton-changemakers](http://homerton.cam.ac.uk/homerton-changemakers)

## Contact us:

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