How to bring social business to your school – A gbsn webinar

April 15, 2013
About Social Business

The Grameen Creative Lab
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Questions & Answers
„I believe that we can create a world without poverty, because it is not the poor who created poverty.“

Prof. Muhammad Yunus,
Nobel Peace Prize Laureate,
Founder of Grameen Bank
Initiator of Social Business
Founder of The Grameen Creative Lab
97% of borrowers are women

8,400,000 borrowers in Bangladesh only
$13,400,000,000 have been distributed by Grameen Bank in the form of microcredits since 1983.

97.1% repayment rate
Social business initiatives are taking place all over the world…

Grameen Bank, Bangladesh
Grameen is more than a bank

- Grameen Foundation
- Grameen Creative Lab
- Grameen America
- Grameen Distribution Ltd.
- Grameen Healthcare Trust
- Grameen Kalyan
- Grameen Telecom
- Grameen Trust
- Grameen Bank
- BASF
- BASF
- Grameen Uniqlo
- Otto
- Otto
- Grameen Krishi
- Grameen Shakti
- Grameen Fabrics and Fashion Ltd.
- Grameen Shikkha
- Grameen Veolia
- Grameen Check
- Grameen Cybernet
- Grameen Danone
- Grameen America
- Grameen America
- ... and many more
Grameen is not only a Bank…

It is a **family** of **social businesses**!

and much more :-)
A social business is a no loss, no dividend company with the only purpose of solving a social problem.
Social Businesses Follow Seven Principles

The Seven Principles

1. **Business objective will be to overcome poverty**, or one or more problems (such as education, health, technology access, and environment) which threaten people and society; **not profit maximization**

2. **Financial and economic sustainability**

3. **Investors get back their investment amount only**. No dividend is given beyond investment money

4. When investment amount is paid back, **company profit stays with the company for expansion and improvement**

5. **Environmentally conscious**

6. **Workforce gets market wage with better working conditions**

7. **…do it with joy**
"Social business unites the dynamism of traditional business with the social conscience of charity" - Prof. Yunus
Defining the spectrum

- Social Enterprise
- Social Venture
- CSR
- Social Business
- Social Innovation
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About The Grameen Creative Lab

Interact
About The Grameen Creative Lab

Incubate
About The Grameen Creative Lab

Create

Launched by

Yukiguni Maitake Ltd.

A Joint Venture Social Business with

Grameen Krishi Foundation, Bangladesh
Kyushu University, Japan
Yukiguni Maitake Co., Ltd., Japan

Date: October 13, 2008

Partners:

Grameen
Communications

Sponsors:

DANONE
VEOLIA
INTEL

BASF
adidas
GROUP

OTTO

VW
AUTOSTADT

SAP
BASF Grameen Produces Bed Nets and Micronutrients

Grameen Social Business JV: BASF Grameen

- **Problem:** In 2007, 58k Bengali newly infected
- **Idea:** Produce mosquito nets against Malaria that are affordable to the poor
- **Grameen SB JV between Grameen Healthcare Trust and BASF SE**
- **First nets sold in 2009, nets effective for 2-5yrs**
GCL Initiated a Social Businesses Fund in Haiti and Mumbai

Grameen Creative Lab Initiative: YY Haiti

- **Problem:** Haiti significantly hit by earthquake on 12 January 2010
- **Idea:** Provide infrastructure, funding and training for social businesses entrepreneurs
- **Social Business Fond Haiti** provides seed funding for social businesses
- Run by Haitian professionals
Our University Activities
Social business education is key to shaping a new mindset, which puts society’s needs first.
GCL wants to connect with universities worldwide
Vision, mission and goals of GCL’s university activities

**Vision:**
To bring social business into universities and create a culture within academia, with the goal to serve society’s most pressing needs through social business.

**Mission:**
Our mission is to build relations with leading universities worldwide to encourage research as well as teaching and practical implementation of social business. In order to accelerate the social business movement within academia, we support universities with our services and expertise in a variety of areas in order to help them to implement their individual social business initiatives.
GCL connects with universities within three pillars
The elements of GCL’s university activities

1. Seeding
2. Network
3. Consulting / Joint Initiatives
The pillar of Seeding includes all activities that can be seen as a first starting point to engage with social business.

Activities such as workshops and conferences are a great way to initiate activities at universities.

The GCL team has built profound experience in offering speeches and lectures, and also offers a variety of workshop formats for a broader audience or tailored for students or social business entrepreneurs.
We are in the process of establishing a platform that provides universities with an opportunity to exchange their ideas. As part of this platform we established the Academia Meeting on Social Business. In addition to the Academia Meeting, we are planning to extend the network activities, also providing other services such as an academia newsletter, access to the Grameen network and exchange with Grameen partner companies.

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GCL provides consulting services to help academic institutions explore social business and to implement social business activities within the university. The consulting activities could include many activities within the topics of research, teaching and practice including strategic consulting or specific project consulting. In addition, GCL initiates joint initiatives with universities in the field of social business, such as the GCL@Kyushu University in Japan.
All activities seen as a first starting point to engage with social business

Seeding

- The GCL team regularly gives speeches on social business at universities and international conferences
- The GCL team developed a comprehensive lecture series including the modules “Introduction to Social Business” and “Financing Social Business”

Speeches & Lectures

- Social Business Labs are one- or two-day interactive workshops specifically tailored to the needs of the university
- Participants will learn more about social business and best practice examples and will jointly develop concrete social business ideas in creative breakout sessions

Social Business Labs

- The GCL team supports universities through activities such as volunteer opportunities, participation in idea competitions or the organization of student field trips

Student Initiatives

- The GCL promotes the concept of social business through the development of relevant material, such as case studies about best practice social businesses, a bibliography with social business literature, a student guide and many more

Groundwork
All activities seen as a first starting point to engage with social business

Seeding
GCL has started building partnerships with universities worldwide

**Network**

- The GCL established the Academia Meeting on Social Business, an annual event that takes place one day prior to the Global Social Business Summit.
- During this meeting, faculty from universities all around the world come together to share the latest ideas and activities, but also to develop new ideas and projects for collaboration in the field of social business.

**Academia Meeting**

- The GCL wants to foster exchange and collaboration with universities all around the world. We connect universities with each other and also with other organizations and companies from our network.
- We are planning to further formalize the exchange through establishing a Global Social Business Network Academia.

**Networking**

- We are planning to publish the first Academia Report on Social Business at the beginning of 2013.
- In addition, we are planning to set up a specific Academia Newsletter, which will inform regularly about the activities of the universities involved in social business.

**Further Activities**

- The GCL currently develops further activities to strengthen university collaboration.
GCL has started building partnerships with universities worldwide

"Many problems you see around the world are simple problems and can be solved in simple ways"
Universities involved in social business Network
GCL has extensive experience in the field of social business
Consulting / Joint Initiatives

Strategy Consulting
- The GCL provides strategic consulting to universities, which are planning to start institutional social business activities like a Social Business Center, a Social Business Institute or an incubator.
- We will develop a tailored strategic plan and business plan for the institution including a detailed annual activity plan.

Project Consulting
- The GCL provides consulting for specific projects that a university would like to start in the field of social business.
- The GCL team supports the implementation of idea competitions, field trips, etc.
- In addition, we provide our expertise to design specific educational programs, such as master programs and courses, etc.

Training Week
- During this 5 day training week GCL will impart knowledge about social business including best practice examples and also provide various creative training elements for university faculty.
- The training week can be adjusted individually to meet specific needs of each university.

Joint Initiatives
- GCL@University is a joint initiative between GCL and a university to promote social business within the university.
- The university and GCL will jointly decide about the scope of social business activities and their fields of operations within the pillars of research, teaching and practice (see next slide for details).
Consulting activities and joint initiatives will focus on three fields

Consulting / Joint Initiatives

**Overall**

- Universities can choose to engage in research, training and/or practical implementation for their social business activities
- In order to allow for great flexibility, we developed a modular approach. Together with the university, we will define their focus areas and specific activities

**Modular approach**

- **University Activity**
  - Research
    - PhD Courses
    - Publications
    - Case Studies
    - Monitoring of SB Projects
  - Teach
    - Social Business Courses
    - Social Business Labs
    - Social Business Tour
    - E-Learning
    - Conferences
    - Social Business Hub / House
  - Practice
    - Social Business Idea Contest
    - Field Trips
    - Case Studies
    - Local Social Business Activities
    - Internships
    - Social Business Hub / House
Best Practice Examples
GCL@Kyushu – A Social Business Hub for Japan and Asia
Shareholder Value vs. Social Return on Investment:

„What banks can do to better the World“

EBS University – First Social Business Chair worldwide
IED – bringing in a different perspective into social business
GCL@NUS – A Social Business Hub for Singapore and South-East Asia
Food Share
Healthy Food
Cooperation w/schools
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Questions & Answers
Your Questions?
If you have any questions or would like to receive more information about our activities, please do not hesitate to contact us directly:

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Social business – do it with joy!