



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

April 15, 2013



About Social Business

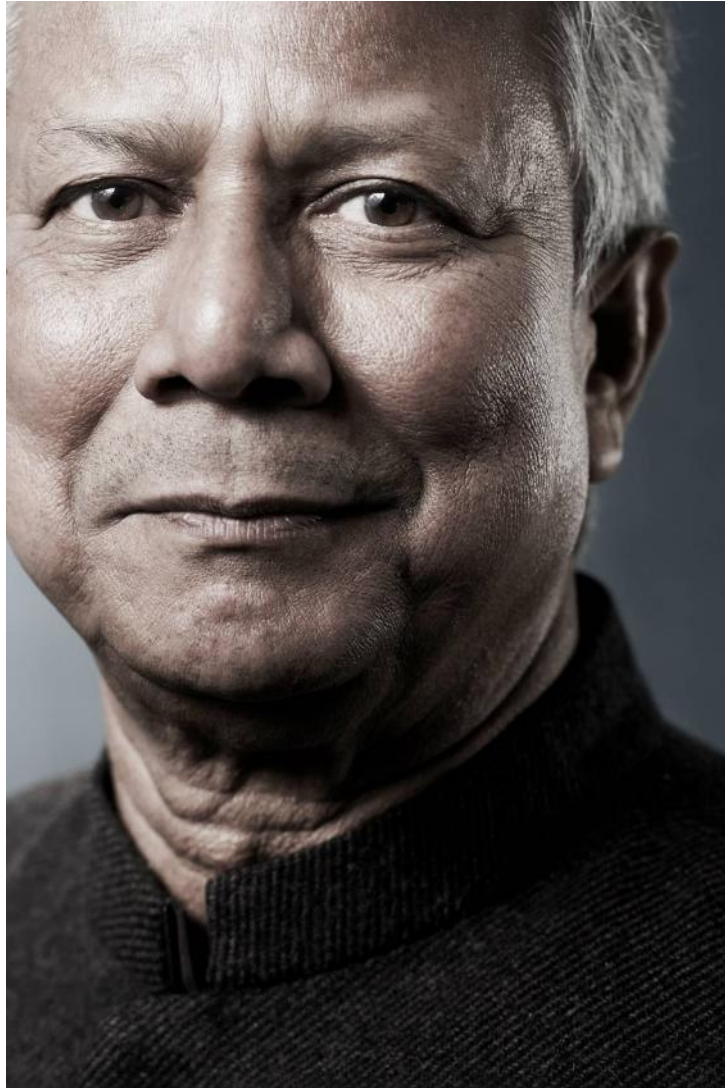
The Grameen Creative Lab

Our University Activities

Best Practice Examples

Questions & Answers





„I believe that we can create a world without poverty, because it is not the poor who created poverty.“

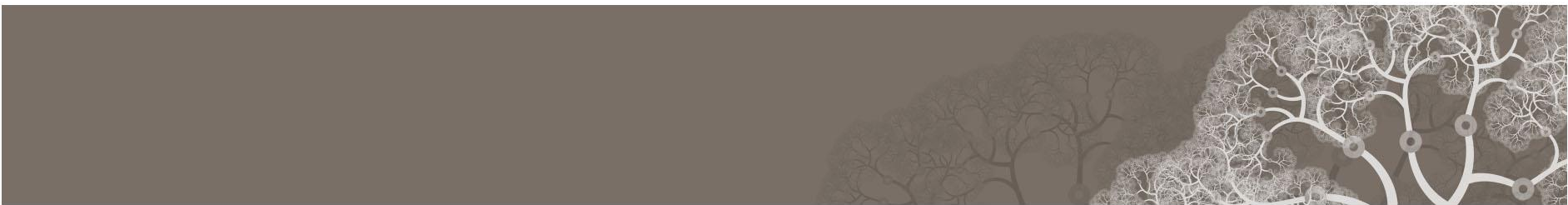
Prof. Muhammad Yunus,
Nobel Peace Prize Laureate,
Founder of Grameen Bank
Initiator of Social Business
Founder of The Grameen Creative Lab



8,400,000 borrowers

in Bangladesh only

97% of borrowers are
women



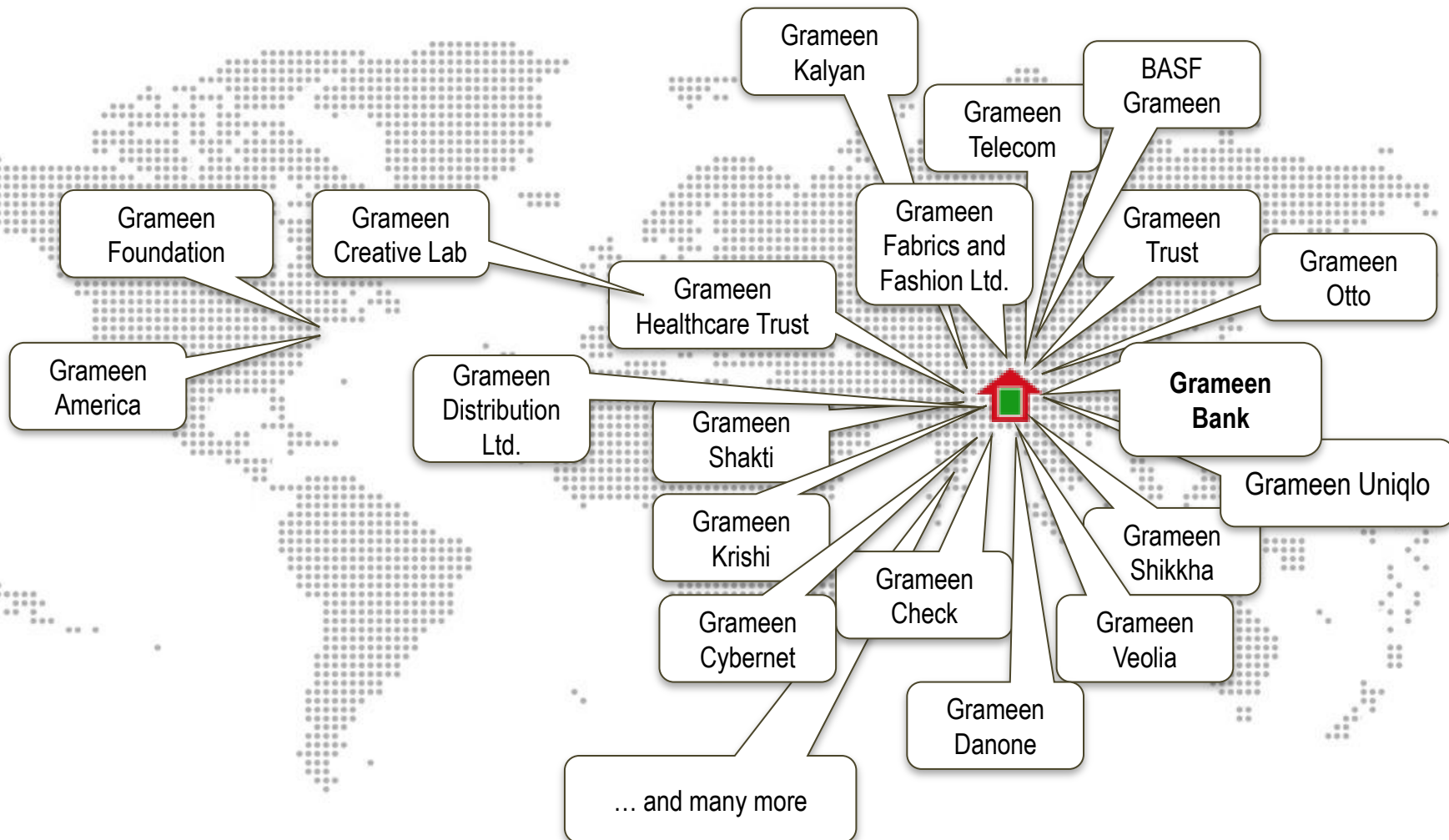
\$13,400,000,000
have been distributed by **Grameen Bank**
in the form of microcredits since 1983

97.1% repayment rate

Social business initiatives are taking place all over the world...



Grameen is more than a bank



Grameen is not only a Bank...

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

and much more :-)

Social Business in one sentence...



A social business is a **no loss**,
no dividend company with the
only **purpose of solving a**
social problem.

Social Businesses Follow Seven Principles

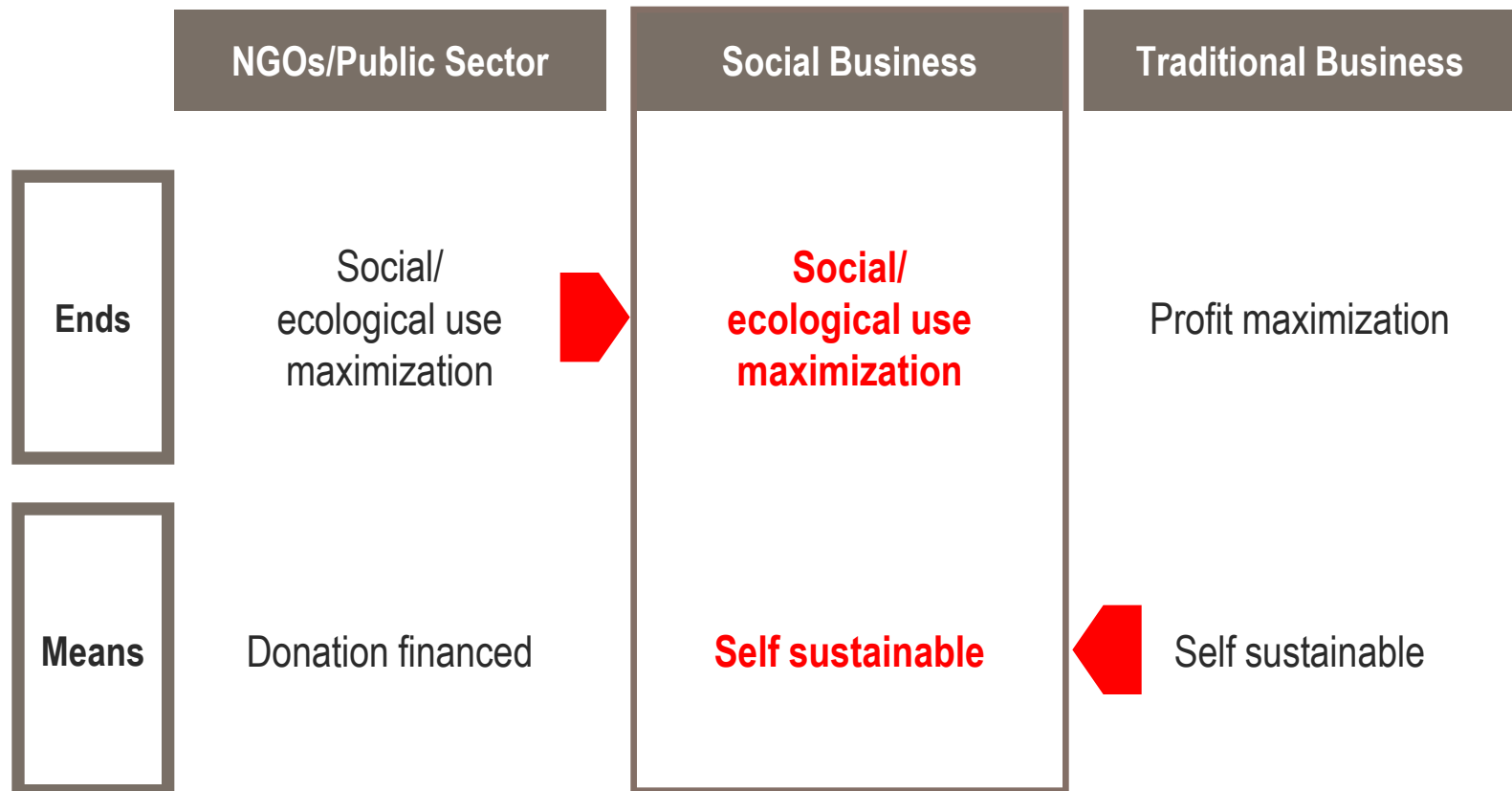
The Seven Principles

Six Principles of Grameen Social Business

1. Business objective ^{will be} to overcome poverty, or one or more problems (such as, education, health, technology access, environment, etc) which threaten people and society; not profit maximization.
2. Financial and economic sustainability.
3. Investors get back ~~the~~ the 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 get market wage with better working condition.
7. do it with joy

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7. **...do it with joy**

"Social business unites the dynamism of traditional business with the social conscience of charity" - Prof. Yunus



Defining the spectrum



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About The Grameen Creative Lab

Interact

GLOBAL  SOCIAL BUSINESS SUMMIT

3RD INTERNATIONAL GCL
KLASSENTREFFEN



About The Grameen Creative Lab

Incubate

HULT International
Business School

 **KYUSHU UNIVERSITY**

 **IED**

 **Università Commerciale
Luigi Bocconi**

EBS Universität
für Wirtschaft und Recht

 **NEW YORK UNIVERSITY**

HEC

 **McGill**

 **NUS**
National University
of Singapore

 **THE GRAMEEN
CREATIVE LAB**
@ KYUSHU UNIVERSITY


**GLASGOW
CALEDONIAN
UNIVERSITY**


**UNIVERSITÉ DU
LUXEMBOURG**


**UNIVERSITÉ DU
LUXEMBOURG**

 **CALIFORNIA
INSTITUTE FOR
SOCIAL BUSINESS**
CHANNEL
ISLANDS

About The Grameen Creative Lab

Create



BASF Grameen Produces Bed Nets and Micronutrients

Grameen Social Business JV: BASF Grameen



BASF
The Chemical Company



BASF
The Chemical Company

- **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

DIALOG IM DUNKELN®

EINE AUSSTELLUNG ZUR ENTDECKUNG DES UNSICHTBAREN



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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

GCL connects with universities within three pillars

The elements of GCL's university activities

1

Seeding

- 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.



Università Commerciale
Luigi Bocconi



NEW YORK UNIVERSITY



2

Network

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NEW YORK UNIVERSITY



2

Network

- 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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Consulting / Joint Initiatives

- 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



1

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

Seeding



Speeches & Lectures

- 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"



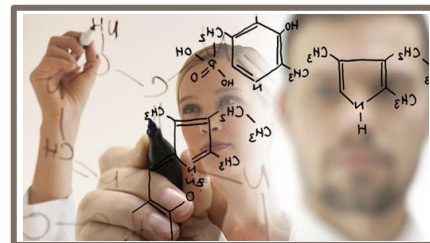
Social Business Labs

- 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



Student Initiatives

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



Groundwork

- 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

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

Seeding



a conference or a workshop; and publish them. Announcements can be easily obtained by speakers and participants. It will be repeated next year, notes to the participants. You and Smith that have happened meeting to question why the change the procedures for it.

business.

2

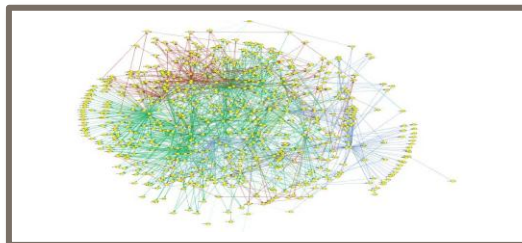
GCL has started building partnerships with universities worldwide

Network



Academia Meeting

- 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.



Networking

- 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



Further Activities

- The GCL currently develops further activities to strengthen university collaboration
- 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

2

GCL has started building partnerships with universities worldwide

Network

// Academia Report

// Social Business

ACADEMIA REPORT
DRAFT VERSION
SOCIAL BUSINESS

// 2012

"Many problems you see around the world are simple problems and can be solved in simple ways"

Yunus
Yunus

// California Institute for Social Business

// United States of America

Principal elements of the CISB

Undergraduate and graduate curricula

The CISB has created a Minor and a Certificate in Social Business. The Certificate is available to non-matriculated students and is geared toward members of our community who wish to better understand the principles of Social Business and Social Business planning. Our program is grounded in the principle of interdisciplinarity—students not only study Social Business but must also take courses that help them understand the social, economic, and political issues that Social Businesses can be designed to address.

As part of these programs, three new courses are being taught—the first in the world about Social Business geared to undergraduates: Introduction to Social Business, Social Business Planning, and Research in Social Business. These courses are not standard classroom courses but have multiple active learning and community engagement components. Students have had face-to-face and virtual visits by leading social business entrepreneurs and analysts. For example, this year, students have had Skype meetings with Eugenio La Mesa (Cure Therapeutics in India), Kerstin Humberg (researcher with extensive expertise on Grameen Danone and Grameen Voila), and Holly Mosher (filmmaker, Bonsai People). They have met in person for in-depth conversations with Nancy Wimmer (Grameen Shakti), Martin Loeffler (Grameen Caidas), and local social entrepreneurs Brian Enright (Venture Homestead) and Bonnie Weigel (FoodShare).

The Research in Social Business course involves faculty-student research teams studying a particular social business. In this course, students are learning from and assisting entrepreneurs and nonprofits in the development of social business plans. Our students are deeply engaged in our local community, helping to address pressing issues. In Fall 2012, the CISB initiated a partnership between our Social Business students and Community Action of Ventura County. Students will work with Professor Maria Gallardo-Sola and CAVC to create a social business plan for a weatherization and energy conservation Social Business. Students will also work with the organization to conduct feasibility studies for additional Social Businesses. Once we build our endowment, research teams will engage in these activities abroad. We also offer courses in Social Business as part of our MBA program.

Research Center

City: Fukuoka
Country: Japan
Focus Areas: Research, Teaching and Incubation
Contact: Prof. Masaharu Okada
Email: okada@sbrc.kyushu-u.ac.jp

Yunus & Shiki Social Business Research
Center // Kyushu University // Japan



2

Universities involved in social business Network



3

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)

3

Consulting activities and joint initiatives will focus on three fields

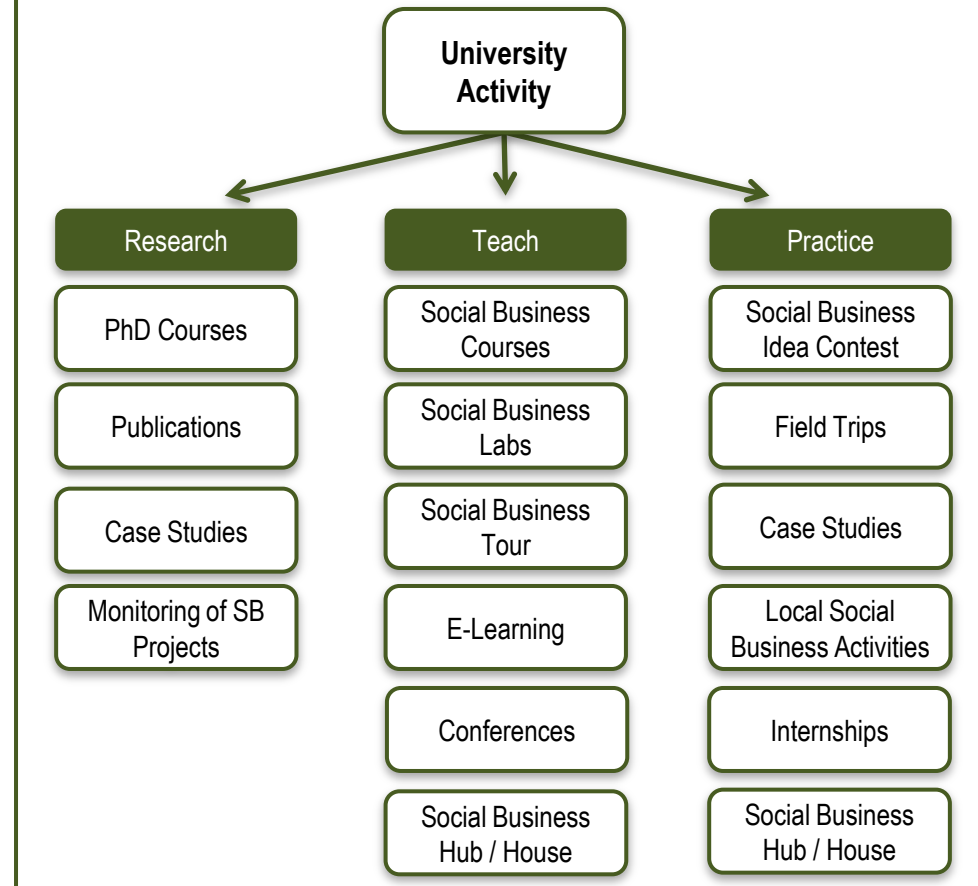
Consulting / Joint Initiatives

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



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ムハマド・ユヌス博士とともに東日本の自立復興支援を考える

ソーシャル・ビジネス・フォーラム・アジア in福岡2011 公開シンポジウム

Social Business Forum Asia in Fukuoka 2011 Public Symposium

主催：ソーシャル・ビジネス・フォーラム・アジア・イン・

GCL@Kyushu – A Social Business Hub for Japan and Asia

Social Business Forum Asia in Fukuoka 2011

Towards a self-reliant recovery, thoughts by Prof. Yunus

ソーシャル・ビジネス・フォーラム・アジア in 福岡2011

ムハマド・ユヌス博士とともに東日本の自立復興支援を考える



Shareholder Value vs. Social Return on Investment:

„What banks can do to better the World“



DEUTSCHES SOCIAL BUSINESS FORUM



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



California State University– Institute for Social Business



my foods/meals

Food Share

Hult International Business School – London / UK

Healthy Food

Cooperation w/schools

MINISTERS + DISTRICTS
in education

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Your Questions?



Contact



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!

