



Prof. Yunus, Grameen and Social Business

Grameen Creative Lab Overview

February 2011



Agenda

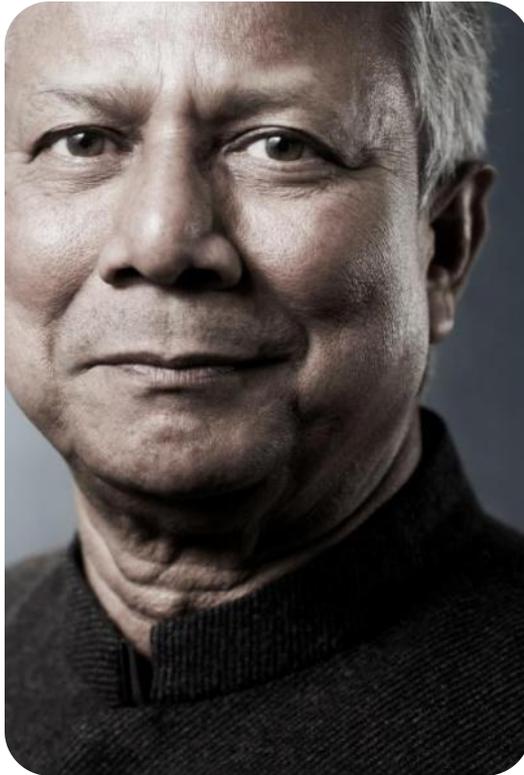
Prof. Yunus and the Grameen Success Story

Social Business

Grameen Creative Lab: Accelerating the Social Business Movement

"Poverty is a Threat to Peace"

Nobel Peace Laureate 2006 Professor Muhammad Yunus



*"I am proposing to create **another kind of business**, based on **selflessness** that is in all of us. I am calling it **social business**."*

Prof. Muhammad Yunus

Professor Muhammad Yunus – Quick Facts:

- **Nobel Peace Prize Laureate 2006** for his efforts to create social and economic development
- **Recipient of the Presidential Medal of Freedom** in 2009 and many other awards including 48 honorary doctorate degrees
- **Founder of Grameen Bank** that has loaned more than \$10 billion to 8.3 million poor people
- **Nobel Peace Prize Committee about Prof Yunus:** "Muhammad Yunus has shown himself to be a leader who has managed to translate visions into practical action for the benefit of millions of people."
- **Initiator of social business and co-founder of the Grameen Creative Lab**

Grameen Bank Impacts ~40M Lives in Bangladesh

Success Story of the Grameen Bank



- ... brings **microcredit to poor** people who would otherwise be unable to obtain a loan
- ... since its founding in 1983 it has **loaned over USD 10 billion** — some in amounts as little as USD 5
- ... has **8.3 million clients**, 97% women who are also **owners of the bank**
- ... operates **2,565 branches** in over **81,000 villages**
- ... **97% loan recovery rate**
- ... **99% literacy** in second generation



Grameen Bank was the first social business providing the seed and structure for the creation of many businesses across all industries

Grameen Developed in Several Waves

The Evolvement of the Grameen Family of Businesses

Microfinance in Bangladesh

1983

Grameen Bank
(8.3m borrowers in Bangladesh)

Inter-nationalization

1989

Grameen Trust
(147 partners in 39 countries, 6.9m borrowers worldwide)

Diversification

1994

Engagement in essential industries: ICT (Telecom 1999, Comms 1996, Solutions 1999), Textiles, Healthcare

Partnering

2006

Joint ventures with corporations:
Danone 2006, Intel 2007, Veolia 2008, BASF 2009, Otto 2009 etc.

Further Expansion

2009

Grameen Employment, Grameen Creative Lab, Cooperations with Academia

1983

t

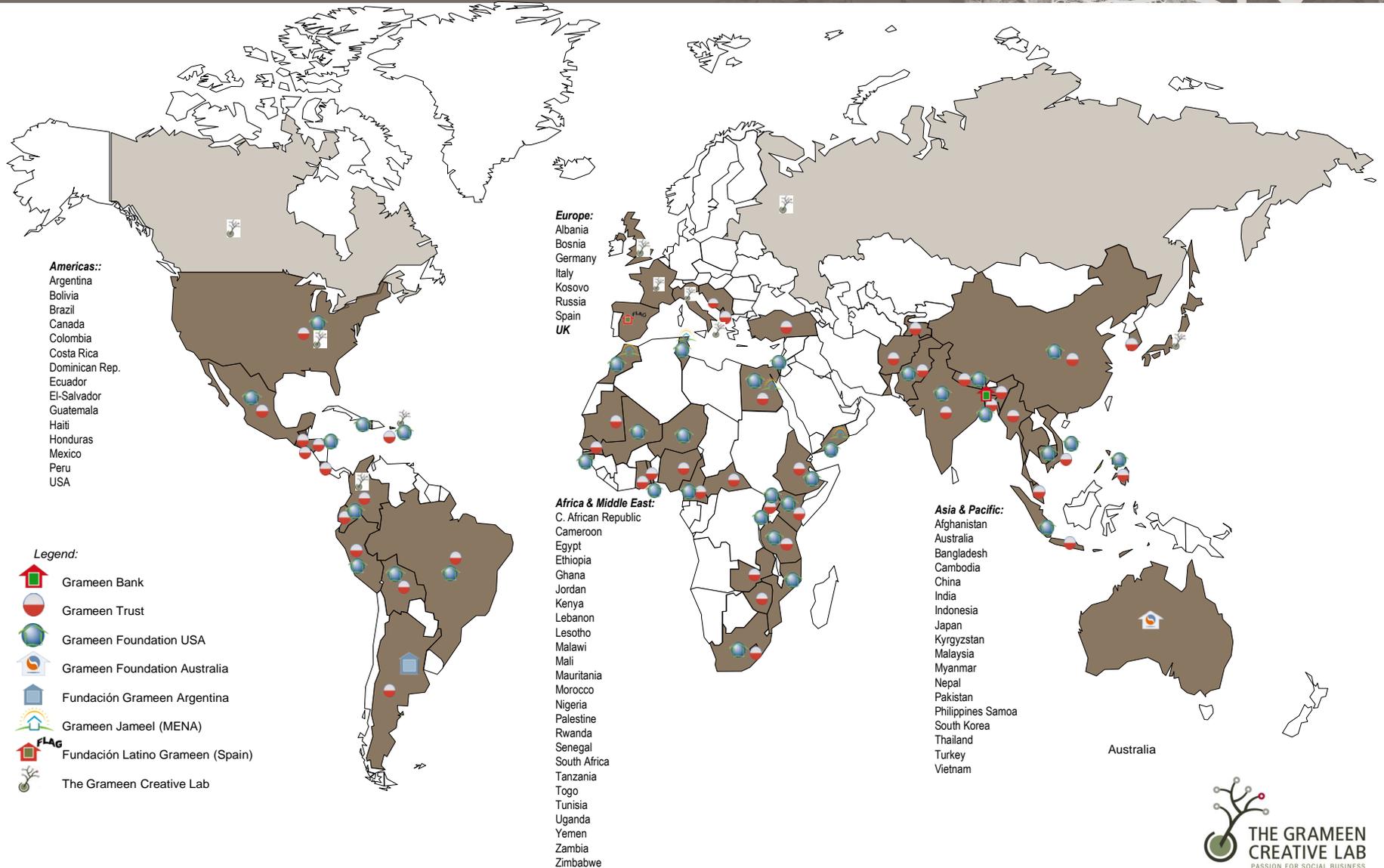
Grameen is Not Just a Bank

Examples of Grameen Activities in Different Sectors

Sector	Grameen companies	Comments	
	<p data-bbox="343 468 523 504">Healthcare</p>	<p data-bbox="653 444 919 511">Grameen Clinics Grameen Eye Hospital</p>	<p data-bbox="1060 444 1789 511">48 health clinics in rural areas serving ~250,000 Bangladeshis High-quality cataract surgeries and examinations</p>
	<p data-bbox="401 608 465 644">ICT</p>	<p data-bbox="653 582 880 649">Grameen Telecom Grameen Solutions</p>	<p data-bbox="1060 582 1875 691">Grameenphone has >23m subscribers in Bangladesh and its Village Phone Program is an income-earning opportunity to >210,000 mostly women Village Phone operators living in rural areas</p>
	<p data-bbox="378 743 488 779">Energy</p>	<p data-bbox="653 715 842 743">Grameen Shakti</p>	<p data-bbox="1060 715 1827 782">Solar home systems for energy generation and improved cooking stoves, since its inception >420,000 and >100,000, respectively</p>
	<p data-bbox="330 858 537 943">Agriculture & Farming</p>	<p data-bbox="653 851 836 879">Grameen Krishi</p>	<p data-bbox="1060 851 1885 958">Community-based fisheries and livestock. The Krishi Foundation lends and accepts repayments in cash as well as in agricultural input and produce, while profit is plowed back into the Foundation</p>
	<p data-bbox="372 1022 494 1058">Textiles</p>	<p data-bbox="653 986 871 1053">Grameen Check Grameen Knitwear</p>	<p data-bbox="1060 986 1895 1053">Cotton and non-cotton fabrics and textile products exported all over the world</p>
	<p data-bbox="353 1158 513 1193">Education</p>	<p data-bbox="653 1136 846 1165">Grameen Shikka</p>	<p data-bbox="1060 1136 1875 1243">Promotes mass education in rural areas, provides financial support in the form of loans and grants for the purpose of education, uses IT for alleviation of illiteracy and development of education</p>

Grameen is Active in over 60 Countries Worldwide

Grameen Worldwide Activity Map



Agenda

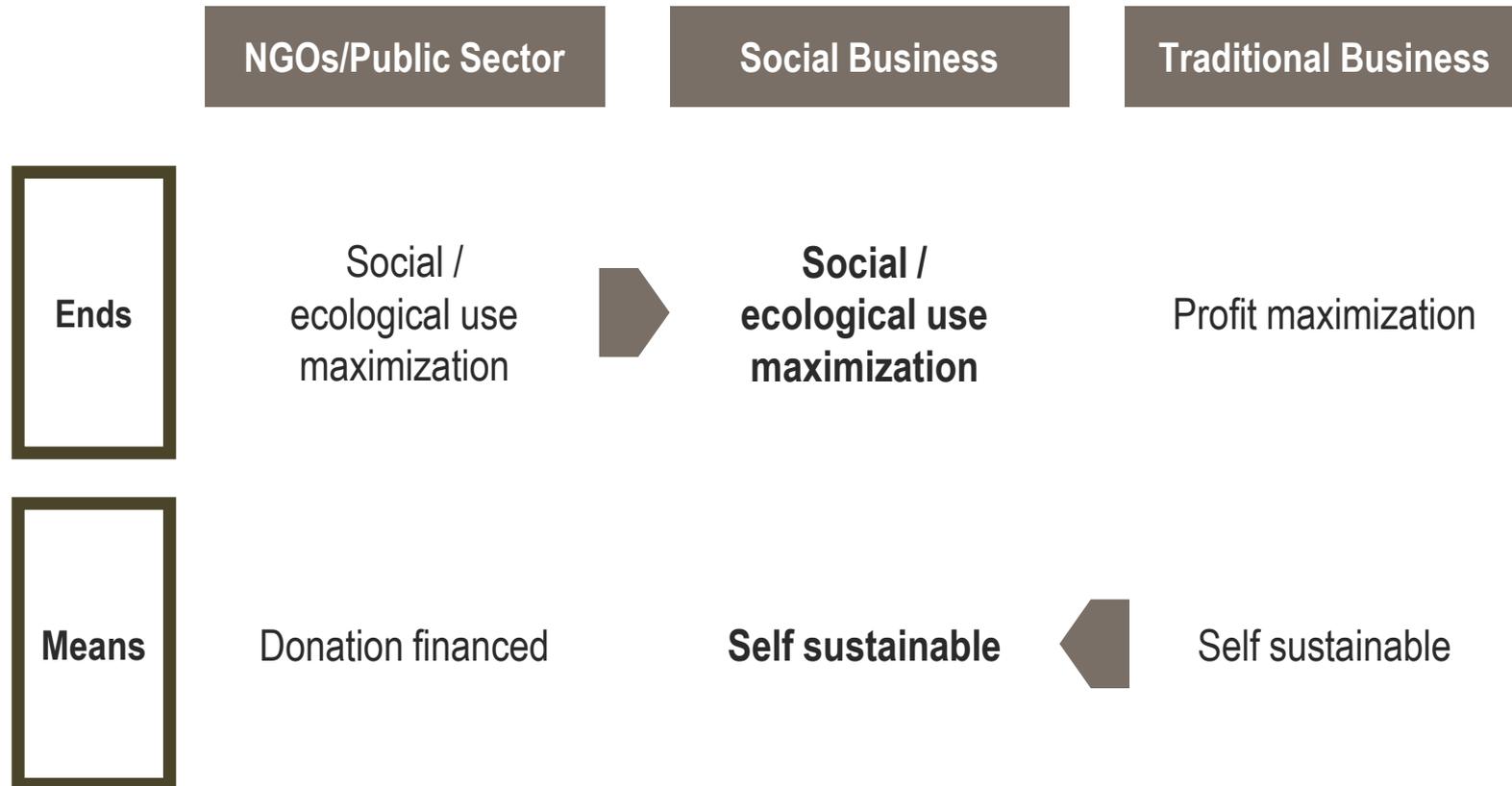
Prof. Yunus and the Grameen Success Story

Social Business

Grameen Creative Lab: Accelerating the Social Business Movement

Non-Loss, Non-Dividend Company Solving a Social Problem

Definition of a Social Business



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

Social Businesses Follow Seven Principles

The Principles of Social Business Defined by Prof. Yunus

Six Principles of Grameen Social Business

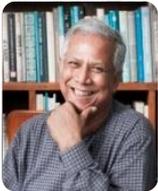
1. Business objective ^{will be} to overcome poverty, or one or more problems (such as, education, health, technology access, environment, etc) which threaten people and society; not profit maximization.
2. Financial and economic sustainability.
3. Investors get back ^{the} investment amount only. No 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

Numerous Institutions Already Engaged in the Movement

Example of Institutions Involved in the SBM

Who initiated the social business movement?



Prof. Yunus



Yunus Centre



Which corporations have joined?

Existing social business JVs with Grameen:



Social business projects & exchange of expertise:



Which academic institutions have joined?

Profound involvement in social business:



Among others social business labs/ workshops:



Which government organizations are joining?



Republic of Albania



Government of Caldas



City of Milan



City of Wiesbaden

Which large global networks are joining?



SanPatrignano.



ERSTE Stiftung

Agenda

Prof. Yunus and the Grameen Success Story

Social Business

Grameen Creative Lab: Accelerating the Social Business Movement

We Want to Serve Society's Most Pressing Needs

Vision and Mission of the Grameen Creative Lab

Vision: To serve society's most pressing needs

Mission: Leading by example, we accelerate and spread the social business movement worldwide

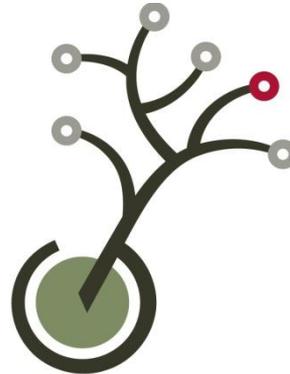


GCL Supports Prof. Yunus in Accelerating the Movement

The Unique Role of the GCL

Why were we created?

Social business is a new and spreading concept. Companies, entrepreneurs, academia and governments are approaching Professor Yunus at a faster rate than he can respond to alone. Furthermore, much of this demand stems from Europe and North America, far from Professor Yunus' base in Bangladesh



How do we contribute?

We share Professor Yunus' vision of a world without poverty. With his support, our unique network, and our consulting and communication skills, we help to spread the concept of social business throughout Europe and the world, and actively support those individuals and organizations looking to develop social businesses worldwide

What is our relationship with Prof. Yunus?

We regularly (2-3 times/month) accompany Prof. Yunus on work trips throughout Asia, Africa, the Americas and Europe. We follow-up on his meetings and bring ideas into performance. We also represent Prof. Yunus at formal meetings (e.g. Africa Progress Panel). Hans Reitz is additionally the creative advisor to Prof. Yunus and creative director of the Yunus Centre

Why are we a social business ourselves?

Most importantly, we want to live what we preach. We generate revenue through our activities and services that we provide. Investors receive their investment back, with no dividends. Our aim is to be financially self-sustainable. We are very proud to be the first social business GmbH (Ltd.) in Germany

Key Activities

Three Pillars of the GCL Activities

Vision: To serve society's most pressing needs
Mission: Leading by example, we accelerate and spread the social business movement worldwide

1 Interact

- Set up conferences and education events
- Network and connect (focus on youth)
- Publish & speak (including Prof. Yunus' engagements in Europe)

2 Incubate

- Collaborate with universities to integrate social business into research, teaching and practice
- Brainstorm and experiment with social business ideas

3 Create

- Initiate and support creation of social businesses (esp. JV)
- Establish social business public private partnerships
- Support creation of social business funds

Grameen Danone Produces Fortified Yoghurt

Grameen Social Business JV: Grameen Danone Foods Ltd

Why was it created?



For Bangladesh:

- >30% of population undernourished
- Malnutrition a major cause of economic underdevelopment

For Danone:

- Develop local production know how
- Source of innovation and motivation
- Fit with founder's vision

What is it?



The product

- Yoghurt fortified with micronutrients
- Produced with solar and bio gas energy

The price

- 6 Taka (€0.06) per package of 60g

The place

- Bogra, 230 km north of Dhaka
- Distribution by Grameen Ladies and local stores

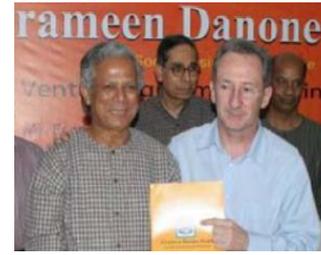
How is it organized?



Grameen Social Business JV

- Four Grameen companies – social know how
- Danone and Danone.communities¹ – product and technical know how

What is the outlook?



Late 2006

- 1st plant started producing and will break even in 2011
- Second plant planned

Within 10 years time

- Establishment of 50+ plants
- Several hundred distribution jobs
- Creation of partnerships (e.g. for better additives)

What do people say?

Professor M. Yunus

Peace Nobel Laureate
"It is a small project to begin with, but contains the seed of a new breed of business that can change the economic world fundamentally"

Franck Riboud

CEO, Group Danone
"... a business model of proximity which will daily bring healthy nutrition to people with no resources."

Salma

Sales woman, Grameen Danone
"...I can make a living from selling healthy yoghurt to my community – with Grameen Danone taking the commercial risk."

1. Danone-communities: mutual fund initiated by Danone to support and finance social businesses in the area of Danone's expertise

Grameen Veolia Supplies People with Clean Water

Grameen Social Business JV: Grameen Veolia

Why was it created?



For Bangladesh:

- In Bangladesh, 35-80m people suffer from water contamination
- In 1993 discovery of natural arsenic in groundwater causing cancer and skin lesions
- Especially rural areas are affected

For Veolia:

- Develop market know-how
- Test new business model

What is it?



The product

- Cleaned surface water
- 1 plant supplies 20K people

The price

- 2.5 Taka (€0.025) per 10L depending on distance from plant

The place

- Goalmari, 100km east of Dhaka
- 5 villages supplied

How is it organized?



Grameen Social Business JV

- Grameen Healthcare – social know how
- Veolia Water – technical know how

What is the outlook?



Jan 2009

- 1st plant started production
- 18 months from idea to implementation

Until 2012

- 3 more plants
- 100K people will be supplied

What do people say?

Professor M. Yunus
Peace Nobel Laureate
"Economy must adapt itself to the needs of the poor...Grameen Veolia is dedicated to this aim."

Antoine Frérot
CEO, Veolia Water
"...the social business is what we need to implement effective solutions for the supply of drinking water to the poor."

BASF Grameen Produces Bed Nets and Micronutrients

Grameen Social Business JV: BASF Grameen

Why was it created?



For Bangladesh:

- Danger of catching Malaria (58K newly infected in 2007)
- >30% of population undernourished

For BASF:

- Develop affordable products for the poor
- Capture new market segments
- Boost reputation
- Motivate employees

What is it?



The product

- Mosquito net against Malaria effective for 2-5yrs
- 0.5M nets already produced
- Micronutrient sachets to sprinkle on food

The price

- Mosquito net, at 475 Tk, leasable
- Nutrition sachet 2T/package

The place

- East Bangladesh (malaria regions)

How is it organized?



Grameen Social Business JV

- Grameen Health Care Trust – social know how
- BASF SE – technical know how

3 Board members

- One from each and one additional chairman

What is the outlook?



JV signed on 3 March 2009

First bed nets sold in October 2009

Goal to provide nets for population of ~3M people

The product portfolio may be extended

- Floating roofs made of Styropor

What do people say?

Professor M. Yunus

Peace Nobel Laureate
"...it fascinates me, how fast we were able to put an idea into place and create a social business with such a great social benefit..."

Dr. Jürgen Hambrecht

CEO, BASF SE
"...Sustainable development is key for BASF – that's why we engage in social businesses ..."

Grameen Otto is the Textile Company of the Future

Grameen Social Business JV: Grameen Otto

Why was it created?



For Bangladesh:

- Textile is the biggest industry in Bangladesh
- Highly abusive working conditions

For Otto:

- Take on responsibility for upstream market
- Find a model factory that works socially and ecologically while achieving its economic sustainability

What is it?



The project

- Profits of textile production plant benefit workers through social services, health care, etc.

The goals

- Provide employment to poor people
- Improve living conditions of workers and their families
- Protect the environment
- Achieve product excellence to ensure sustainable economic activity

How is it organized?



Grameen Otto Trust

- In charge of social services
- Owns Grameen Otto Textile Company
- Representative of workers

Grameen Otto Textile Company

- Produces clothing to export
- Provide profits into Grameen Otto Trust

What is the outlook?



JV agreement signed between Prof. M. Yunus & Dr. Michael Otto

- November 2009 during Prof. Yunus visit

Construction to be started by end of 2010

Goal to start production by 2011

GCL is Developing a Joint Venture with Reebok

Grameen Social Business JV: Grameen Reebok

Why was it created?



For Bangladesh:

“(…) to produce affordable shoes for the poor in Bangladesh, to decrease the incidence of hookworm and other parasitic illnesses in Bangladesh (…)
The idea behind the project is that no person anywhere in the world should go without shoes“ (Prof. Yunus 2009)

For Reebok:

- Develop affordable products for the poor
- Capture new market segments and know-how
- Key element in Reebok CSR program, motivate employees

What is it?



The product

- Affordable, durable and appealing multi-purpose footwear product suitable for the impoverished market in Bangladesh
- The product will be sustainable and involve simple production processes allowing opportunities for social business activation

The price

- Affordable price for the poor – exact price point not yet determined

The place

- Bangladesh

How is it organized?



Probably a Grameen Social Business JV

- Production facilities may not be with Reebok, but sub-contracted
- Design, development and material selection through Reebok
- Distribution through conventional channels and Grameen network

What is the outlook?



Memorandum of Understanding

- Signed 7 November 2009 during the Global Grameen Meeting

Pilot phase successfully completed in October 2010

Next steps to be defined and taken throughout 2011

GCL Initiates Social Businesses in Haiti and a Fund

Grameen Creative Lab Initiative: YY Haiti

Why was it created?



For Haiti:

Haiti significantly hit by recent earthquake on 12 January 2010:

- 250,000 dead, additional 300,000 badly injured
- 2 million left homeless
- 50% of business destroyed after earthquake

For Grameen:

- Develop YY Haiti Social Business Fund as role model for future social business fund structures

What is it?



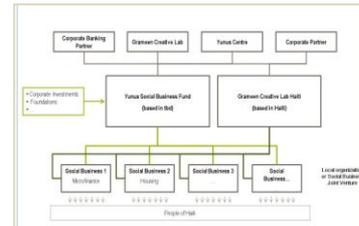
The project

- YY Haiti-an initiative of the Grameen Creative Lab, the Yunus Centre, and SAP AG-intends to create the infrastructure and provide the skills needed for social businesses in Haiti

The goals

- Establish long-term and self-sustainable social businesses for Haiti's development (in contrast to short-term emergency relief and general charity)

How is it organized?



Set up the infrastructure for social business

- YY Haiti is a social business fund investing in social businesses
- YY Haiti is run by Haitian professionals of the Grameen Creative Lab (GCL) in Haiti
- GCL Haiti to initiate, support and monitor social businesses in Haiti

What is the outlook?



Our milestones for 2011

- Set up of the Grameen Creative Lab office in Haiti
- Raise funds for YY Haiti Social Business Fund
- Set up approx. 4 social businesses in 2011
- Spread the social business movement in Haiti

GCL is Developing a Holistic SB Movement in Caldas

Government Co-operations

Why was it created?



For the State of Caldas:

- More than 70% of population living below poverty line
- Declining population due to migration abroad
- Lack of job opportunities
- Sharp drop in coffee output (the single most important agricultural crop)

For Grameen:

- Prove social business as a powerful tool to fight poverty in a whole region
- Develop a new kind of public private partnership

What is it?



Holistic Social Business Movement

Three different organizations will be created:

- Microcredit organization
- Venture capital fund
- Joint ventures with international and national companies

The place

- State of Caldas located in the coffee triangle of Colombia (heart of coffee production region in the country)

How is it organized?



Grameen Social Business JV

- Government of Caldas: social and local know-how and investment
- Yunus Centre/ GCL: technical and social business know-how and network

Operational Management

- Young Colombians aged between 25 and 30 years ("ability generation")
- Supported by Grameen and government in order to build up a social business movement to fight poverty

What is the outlook?



Memorandum of Understanding signed

- Signed 7 November 2009 during the Global Grameen Meeting

GCL on the ground in Caldas since March 2010

- Team of GCL started to advise the government of Caldas in setting up the social business fund and the microcredit organisation

Microcredit organisation and social business fund to be set up in 2011

GCL is Developing a Holistic SB Movement in Albania

Government Co-operations

Why was it created?



For the State of Albania:

- More than 18% of population living below poverty line
- Declining population due to migration abroad
- Lack of job opportunities

For Grameen:

- Prove social business as a powerful tool to fight poverty in a whole country
- Develop a new kind of public private partnership

What is it?



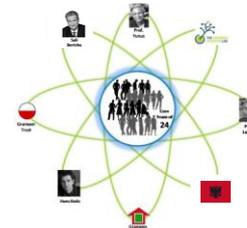
Holistic Social Business Movement

- Several organizations will be created
- Agency for the Promotion of Social Business (government-owned)
- Microfinance Institution (MFI)
- Social Business Fund (SB Fund) for the financing of new ventures
- Joint ventures with international and national companies

The place

- Projects can be sited anywhere in Albania

How is it organized?



Social Business JVs

- Private-sector partners lead the projects
- GCL and Grameen supply technical and social business know-how and network
- Local facilitation & investment to be provided by government of Albania through a new Agency for the Promotion of Social Business

MFI and SB Fund

- Ownership and decision-making structure of the microfinance institution and of the social business fund is being discussed

What is the outlook?



Groundwork is being laid

- Initial screening and research study took place in December 2009 and in January 2010
- Currently in discussion with the Government of Albania concerning setting up of the Agency for the Promotion of Social Business as well as the MFI and SB Fund
- Also discussing potential SB JVs with well-known international companies

GCL leads the Social Business City Network Wiesbaden Holistic Movement in Developed Nations

Why was it created?



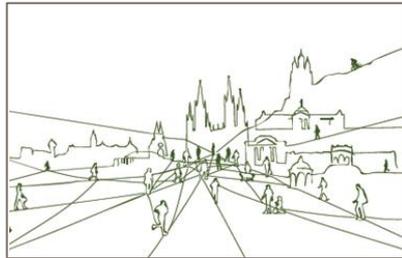
For the City of Wiesbaden:

- 10,000 children live below the poverty line
- Insufficient number of daycare facilities
- High percentage of migrants with low graduation rates
- High level of youth unemployment
- Problematic city districts

For Grameen:

- Prove social business to be a powerful tool to serve society's needs in a developed country
- Establish Wiesbaden as a best practice approach for social business in cities

What is it?



Social Businesses Incubator

- Social business fund for financial support of social business entrepreneurs
- Physical infrastructure and support for social businesses start ups

The Network

- Join forces of local key players to encourage entrepreneurs and foster social business

How is it organized?



Network Partners

- City of Wiesbaden
- European Business School
- Wiesbaden Foundation
- Social Business Women
- Local Media
- The Grameen Creative Lab

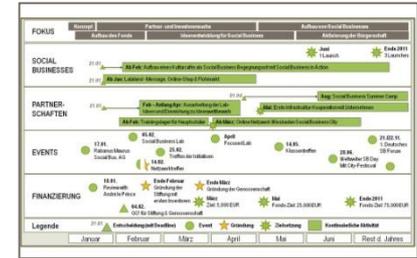
Social Business Fund

- The fund will provide financial means to social businesses

Operational Management

- GCL consults, enables and coordinates the network

What is the outlook?



Milestones

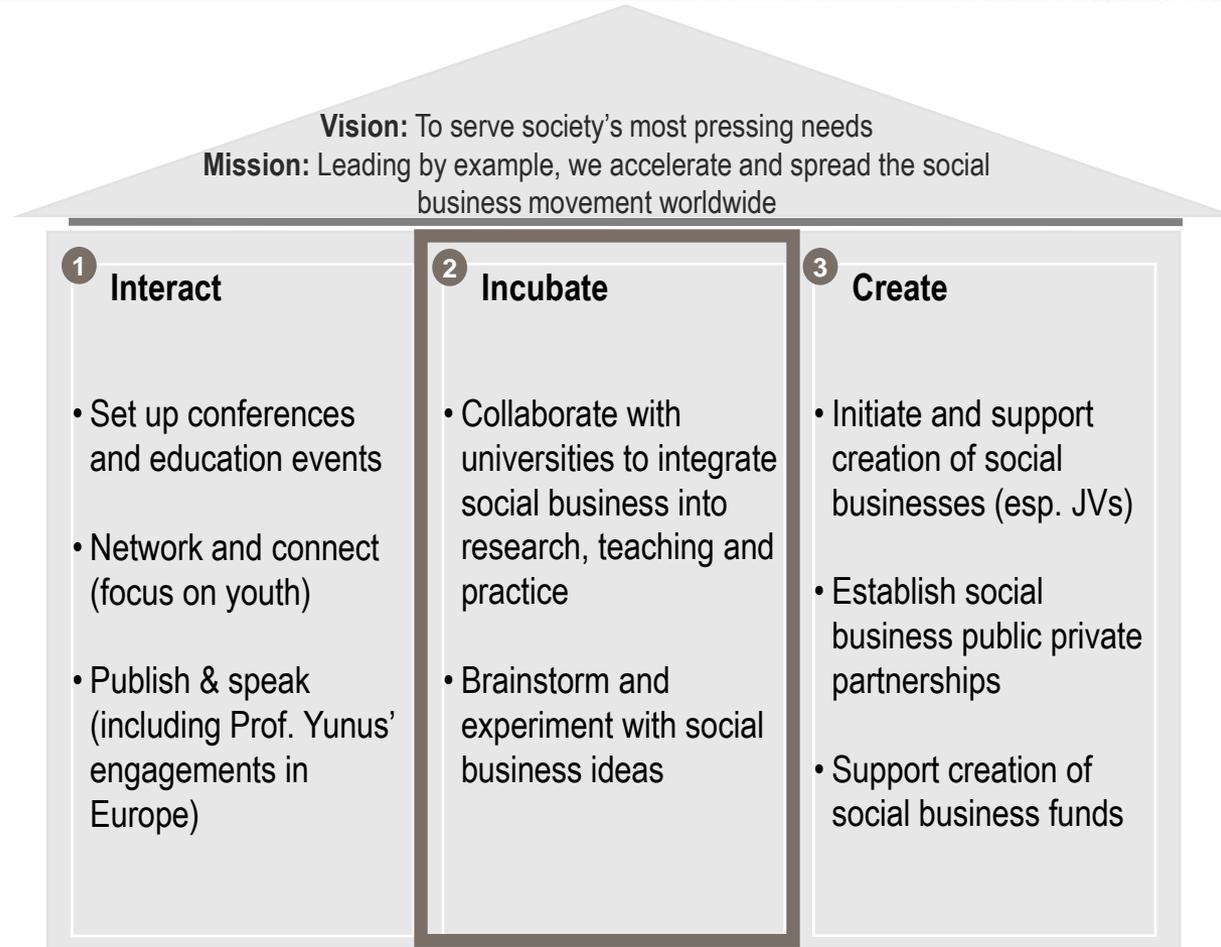
- Official initiation of the Network Social Business City Wiesbaden by the mayor Dr. Müller in November 2010
- Launch of Social business chair at the European Business School in November 2010

Next Steps

- Search for partners and investors
- Social business events in Wiesbaden
- Social business launches
- Set-up infrastructure

Key Activities

Three Pillars of the GCL Activities



GCL Collaborates with Universities Worldwide

University Co-operations



EBS Business School,
Germany



Glasgow Caledonian
University, Scotland



Kyushu University,
Japan



California State
University Channel
Islands, United States



McGill University,
Canada



Bocconi University,
Italy



Istituto Europeo di
Design, Italy



National University of
Singapore



Finance University of
Moscow, Russia



University of
Luxembourg

GCL is Setting Up Social Business Chair at EBS

Example of University Co-operations

Why was it created?



For the EBS:

- The EBS is the first university in Germany to incorporate SB in research, teaching and practice
- There is a strong need for socially-responsible leaders
- Unique offering in the academic world

For Grameen:

- Draw upon a university's expertise to conduct research on social business
- Universities are important for the acceleration of SB
- Tap into pool of talented students to make them part of the social business movement

What is it?

EBS  **Universität**
für Wirtschaft und Recht



The Product

The EBS will integrate social business into three areas

- Research on key success factors of social business
- Build up social business curriculum
- Practice social business by generating social business pilots

The place

- EBS is located near Wiesbaden, Germany
- It ranks among the best business schools in Germany

How is it organized?



The EBS launched a Social Business Chair in November 2010

- EBS: Team of one professor, two assistant professors and one assistant will position social business within university and deliver theoretical content
- GCL will support the EBS to develop the three areas, mainly providing practical content

Support through Danone

- Danone agreed to fund the EBS Social Business Chair

What is the outlook?



Development of Curriculum

- Piloting first classes on social business

Development of relevant research

- First research study will be released in the first half of 2011

GCL Works with German Students on SB Ideas

Talent Project at "Hauptschule" Wiesbaden

Why was it created?



For the pupils

- Learn how to discover own talents
- Pride through foundation of social business
- Re-integrate into society

For Grameen Creative Lab

- Seed social business idea at an early age
- Draw upon young talent
- Engage in local community

What is it?



The place

- Hauptschule located in a troubled area
- Pupils often from socially disadvantaged families

How is it organized?



Hans Reitz as teacher

- Regular classes taught by Hans Reitz

Participation in creative labs

- Pupils participate in social business labs

Performances during events

- Students showcase their talents during Wiesbaden based events (e.g. during Yunus' public speech in November 2009)

What is the outlook?



First social business established

- Pupils bought meadow with fruit trees
- Sell their own apple sauce at Wiesbaden-based events
- Cater cookies and cakes during Grameen Creative Labs

More social businesses planned

- The GCL actively integrates pupils in any social business in Wiesbaden

Key Activities

Three Pillars of the GCL Activities

Vision: To serve society's most pressing needs

Mission: Leading by example, we accelerate and spread the social business movement worldwide

1 Interact

- Set up conferences and education events
- Network and connect (focus on youth)
- Publish & speak (including Prof. Yunus' engagements in Europe)

2 Incubate

- Collaborate with universities to integrate social business into research, teaching and practice
- Brainstorm and experiment with social business ideas

3 Create

- Initiate and support creation of social businesses (esp. JVs)
- Establish social business public private partnerships
- Support creation of social business funds

Global Social Business Summit with High-Profile Participants

Example of GCL-Organized Event

Why was it created?



Convene partners and supporters of social business to

- Exchange experiences among existing social businesses
- Foster intensive networking and discussion of new social business ideas with Professor Yunus
- Create a platform for interactions with potential partners from the 'classical' world of business, universities, opinion leaders

Who is participating?



Participants are CEOs, board members and selected representatives from:

- GCL joint venture corporate partners (e.g. Michael Otto spoke 2009)
- Businesses interested in forming joint partnerships or otherwise becoming actively involved in social business
- Universities developing social business curriculum
- Active supporters of Professor Yunus, the GCL and the social business movement
- Close friends of the Grameen Family

What is it?



Two-day conference hosted by Autostadt in Wolfsburg:

- Annual strategy of social business community
- Expert exchange sessions and focus groups
- Marketplace of Social Business
- Public Speeches (incl. Prof. Yunus and Paulo Coelho in 2010)
- High-level panel discussions (among others with Dr. Hambrecht)

What is the outlook?



2nd Global Social Business Summit (GSBS) Autumn 2011 (tbd)

- 2nd GSBS will take place in different country this year
- The GSBS is the annual reunion bringing together all leaders of the social business movement
- It is a critical component of the annual November week, which brings Professor Yunus to Europe to highlight social business in Germany and the developed world

Social Business Tour 2010

Example of GCL-Organized Tour

Why was it created?



Introducing the social business concept into Central and Eastern Europe and beginning a long term social business initiative

Goal is to solve the burning social problems that are right at our door step in Eastern and Central Europe

Who is participating?



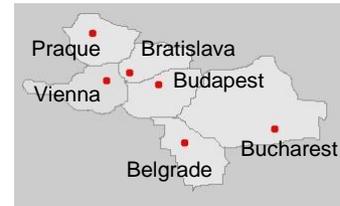
Participants of the events:

- Business and opinion leaders of the region (leadership symposium)
- Entrepreneurs, Students, NGOs, University representatives (social business labs)
- Public (idea contest)

Partners:

- ERSTE Foundation, Erste Group, good.bee, the Austrian Federal Ministry of Labour, Social Affairs and Consumer Protection

What is it?



The tour:

- Providing information on social business to promote sustainable social business initiatives
- Events taking place in six countries and six cities (Vienna, Bratislava, Prague, Belgrade, Budapest and Bucharest)

The Idea Contest:

- A contest between ideas with the potential to solve a clearly specified problem through social business
- Consists of six national preliminaries and a European final

What is the outlook?



Supporting new SB ideas:

- Winners of the preliminary decisions will receive consultation and training
- The winner of the European final will be supported by a range of expert advice and also financial provision for his social business
- Long-term impetus for the Social Business Movement in Central and Eastern Europe
- Continue with regular social business labs

Social Business Labs Build Up Global Network

Example of Networking Event

What is the goal?



For new participants:

- Provide background on social business
- Offer tools and ideas for greater involvement

For existing participants:

- Provide depth on social business
- Generate new social business ideas
- Network and strengthen ties
- Provide tools and support

Who is participating?



Participants:

- Representatives from corporations, academia and NGOs
- Students
- Entrepreneurs
- Artists
- Other individuals interested in social business

Participation rates:

- Participation at the courses ranges from 20-100 individuals

What do we offer?



Social Business Labs:

- A Social Business Lab aims at introducing the concept of social business and initiating concrete ideas
- We discuss how to get from a relevant social problem (e.g. the hookworm) to a sustainable social business solution!

What is the outlook?



Regular Social Business Labs:

- Continue the annual tradition of the 'class meeting' and 'class trip'
- Expand participation in each type of course
- Increase number of courses outside of Germany

GCL Published Illustrated Book on Bangladesh

Example of GCL Publication

What is the goal?



- Make Grameen and social business easily accessible
- To change the perception people have of “the poor”
- Show the real faces of successful Grameen stories in Bangladesh
- Show graphically that “the poor” have the potential to raise themselves out of poverty

What is it?



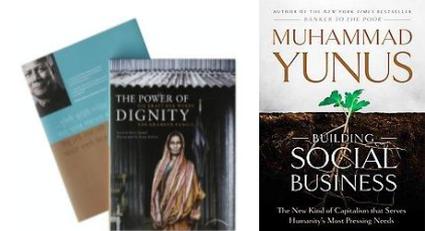
- A magnificent 221-page book with more than 100 photographs by Roger Richter and an essay written by Peter Spiegel
- Clear documentation of the Grameen family in Bangladesh

GCL business model



- GCL does not generate significant revenues from this activity
- It serves as a marketing instrument to create awareness for social business

What is the outlook?



- Power of Dignity first published in December 2008
- GCL also contributes to Prof. Yunus' third worldwide publication “Building Social Business” which was launched in January 2010

Prof. Yunus' Speech at Brandenburg Gate in Berlin

Example of Prof. Yunus' Speaking Engagements

What is the goal?



9. NOVEMBER 20TH ANNIVERSARY OF
THE FALL OF THE BERLIN WALL
HISTORY WITH "DOMINO EFFECT"

Create awareness for social business

- Professor Yunus and other personalities including Genscher and Gorbatschow gave a speech and a symbolic contribution regarding "Next Wall to Fall" at the Brandenburg Gate, in commemoration of the 20th anniversary of the fall of the Berlin Wall
- Professor Yunus highlighted the next wall to fall: The Wall of Poverty

Who is participating? Frequency?



Participants:

- This was a once-off public event drawing hundreds of thousands of participants

GCL business model



Financing:

- Costs for speaking engagements are borne by event sponsors

What is the outlook?



Speaking events:

- GCL will continue to represent Professor Yunus in Europe
- All events and speaking engagements in Europe will be sourced by or passed through the GCL

The Grameen Creative Lab

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