

Overview GCL University Activities

January 2011



Overview about the GCL's university activities

Goals of this presentation

- **Social Business**
- **The Grameen Creative Lab**
- **GCL's University Activities**
- **Best Practice Examples**

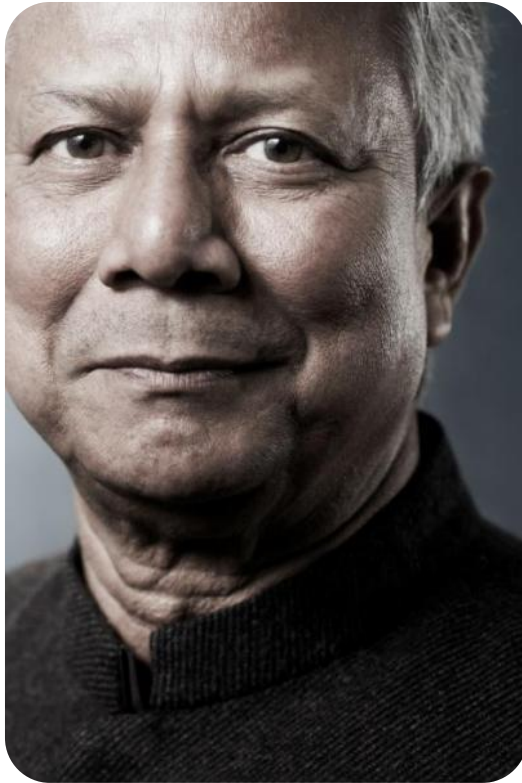


Social Business



"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 26 honorary doctorate degrees
- **Founder of Grameen Bank** that has loaned more than \$9.7 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**

Social business follows seven principles

Social Business

- 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

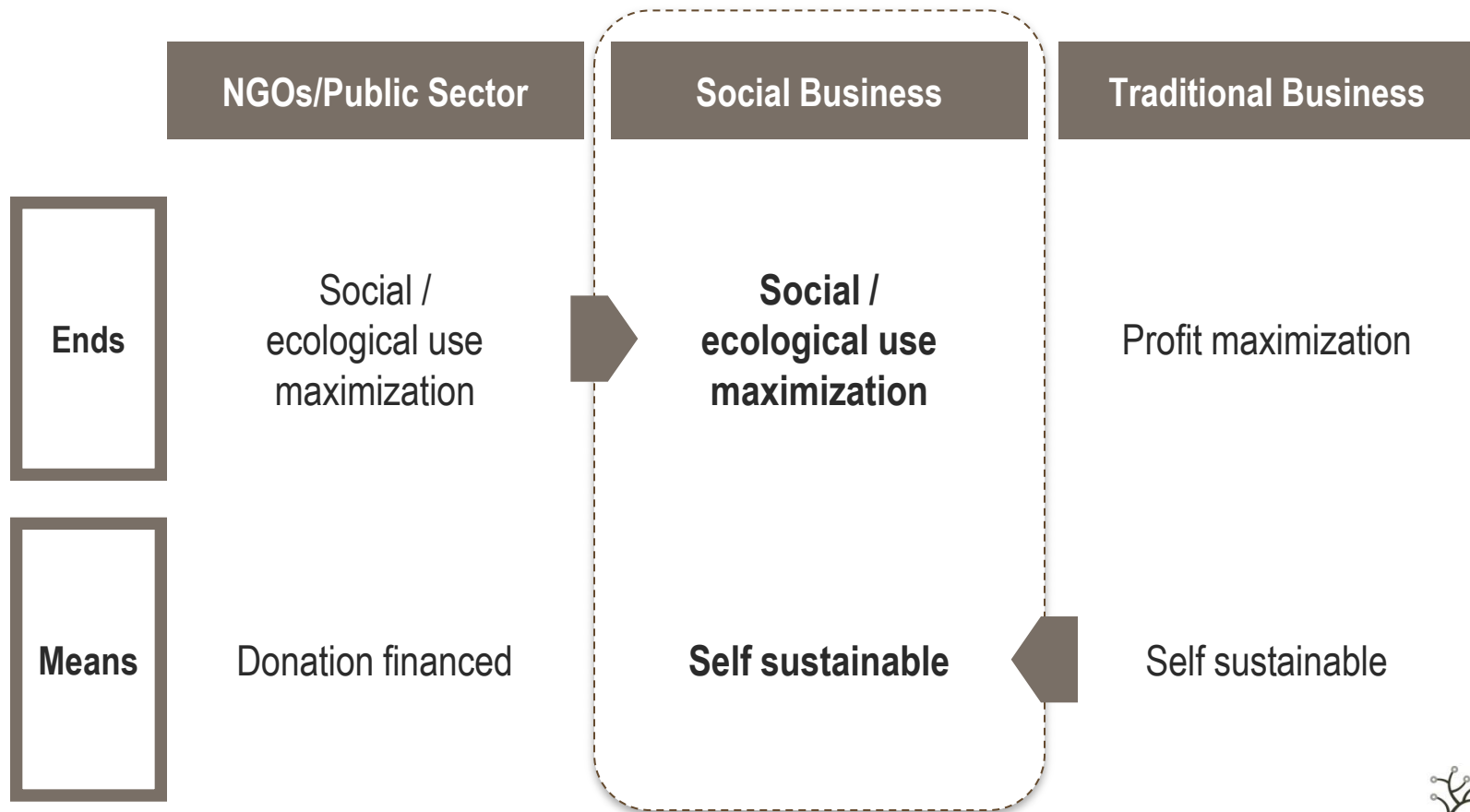


Professor Muhammad Yunus

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Non-loss, non-dividend company with the purpose of solving a social problem
Social Business

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

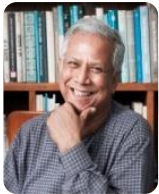


Numerous prestigious institutions already engaged in social business movement

Social Business

Example of institutions involved in the social business movement

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:



KYUSHU UNIVERSITY



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?



RUSSIAN MICROFINANCE CENTER



SCHWAB FOUNDATION FOR SOCIAL ENTREPRENEURSHIP



2015 EPO ITALIA - MILANO CANDIDATE CITY

SanPatrignano.



SING FOR HOPE Arts Activism in Action



ERSTE Stiftung

The Grameen Creative Lab

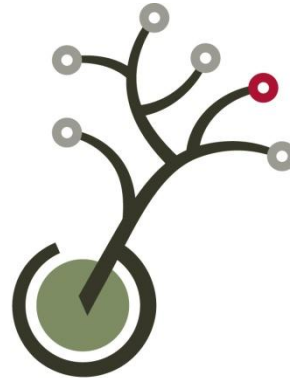


The Grameen Creative Lab aims at eradicating poverty in the world...

About The Grameen Creative Lab

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. That's why he created the Grameen Creative Lab together with Hans Reitz as a joint venture between the Yunus Centre and circ responsibility



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 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 to performance. We often represent Prof. Yunus at formal meetings (e.g. Africa Progress Panel). Hans Reitz is 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 will 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 are based on three pillars: interact, incubate, create

About 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

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

GCL University Activities



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 eradicate poverty through social business

Mission:

- To connect with leading universities worldwide and encourage research as well as teaching of social business
- To develop programs that support universities to
 - Conduct practically relevant academic research in the area of social business
 - Design curricula for social business
 - Initiate social business activities for students
 - Provide physical space as well as assistance regarding social business to students, allowing them to work on and develop social business ideas

GCL connects with universities within four pillars

The elements of GCL's university activities



What?

Examples?

1 "Seeding"

- Speeches at lectures and conferences
- Social Business Labs (1 or 2 day workshops)
- Support of student initiatives
- Participation at idea contests, etc.

- Bocconi University, Italy
- Columbia University, USA



2 Network

- The Global Social Business Network will become the leading platform to connect universities globally to foster maximum exchange and collaboration within the field of social business



3 Consulting

- Consulting universities implementing social business activities incl. social business chairs, institutes, conferences, idea contests, etc.
- Universities can choose numerous services provided by GCL

- EBS European Business School, Germany
- CSU Channel Islands, USA



4 Joint Initiatives

- Initiating joint initiatives in the field of social business with universities
- GCL@University initiative, where the university could obtain the GCL branding or choose an individual branding

- GCL@Kyushu, Japan
- Y7Y at IED, Italy



1 Seeding

The elements of GCL's university activities



What is seeding?

- This pillar includes all activities which could be seen as the first starting point to engage with social business activities
- The seeding activities are the starting point for many further social business activities

What does it look like?

- Speeches: GCL could held speeches and lectures at universities
- Social business labs: 1 or 2 day workshops, see next slides for details
- Universities could participate at idea contests



1

The GCL team holds many speeches globally Speeches



- Members of the GCL team holds speeches and lectures at universities and conferences
- These speeches are tailored to the specific audience and target group and include topics such as an introduction to social business, an overview of best practices examples as well as information how to start your own social business
- Speeches typically take place from 45 minutes up to 1.5 hours, but can also be adjusted accordingly, with time for questions and answers afterwards



1

GCL has conducted more than 50 social business labs worldwide

Social Business Labs



What is a social business lab?

- One or two day “workshop” designed to develop systemic understanding of social business
- Understand the benefits that social business can have for society
- Exchange best practices and learn more about examples of social businesses
- Brainstorm and develop first social business ideas



What goals does it have?

- Identify existing social needs in your society and collectively brainstorm and create ideas for a social business based on your skills and local setting
- Understand concrete steps to set up a social business and build up the foundation for concrete social business initiatives in the future
- Connecting people with similar social business ideas and aspirations



What benefits can it bring me?

- Foster creativity, innovation and entrepreneurial spirit
- Plant the first seeds of social business ideas in your institution, which will eventually grow and bear fruit

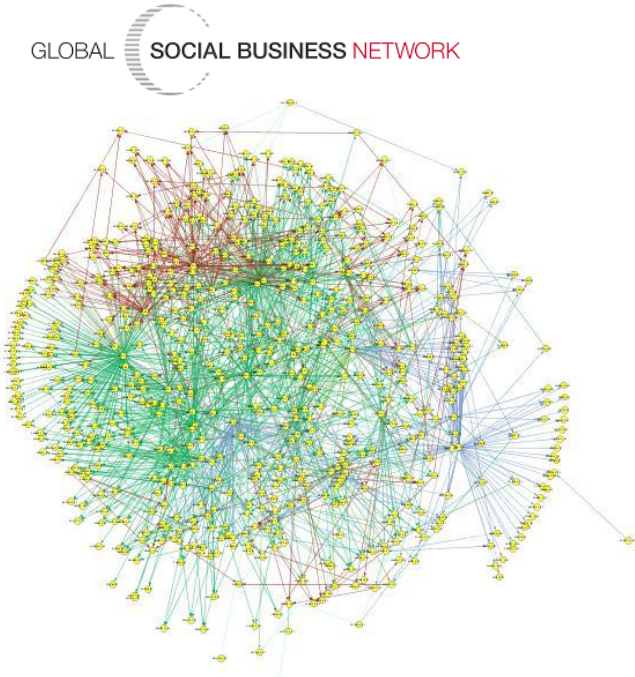
2 Global Social Business Network

The elements of GCL's university activities



What is the network?

- The Grameen Creative Lab will not only establish new joint initiatives, but also foster exchange and collaboration with universities by establishing the Global Social Business Network Universities starting from April 2011



What does it look like?

The services of the membership fee-based network will include:

- Monthly university newsletter & project updates of existing social businesses
- Bi-monthly calls about specific topics
- Organization of university specific events
- Access to the Grameen network
- Online community as an exchange platform
- One-page feature on www.grameencreativelab.com
- Reduced rates for Grameen events (such as the Global Social Business Summit and Klassentreffen)
- Research requests and exchange with companies
- Organization of internship programs, field trips and idea contests
- ...

2

GCL has started building partnerships with universities worldwide

Existing collaborations and collaborations in process

Year 1	Year 2	Year 3	Year 4
<ul style="list-style-type: none"> Spain: IESE Business School USA: Babson University USA: University of Maryland USA: University of North Carolina USA: University of Virginia USA: University of Wisconsin USA: University of Wyoming USA: University of Texas USA: University of California USA: University of Michigan USA: University of Illinois USA: University of Arizona USA: University of Colorado USA: University of Florida USA: University of Georgia USA: University of Kentucky USA: University of Louisiana USA: University of Missouri USA: University of Nebraska USA: University of Oklahoma USA: University of South Carolina USA: University of Tennessee USA: University of Virginia USA: University of Washington USA: University of Wisconsin USA: University of Wyoming USA: University of Texas USA: University of California USA: University of Michigan USA: University of Illinois USA: University of Arizona USA: University of Colorado USA: University of Florida USA: University of Georgia USA: University of Kentucky USA: University of Louisiana USA: University of Missouri USA: University of Nebraska USA: University of Oklahoma USA: University of South Carolina USA: University of Tennessee 	<ul style="list-style-type: none"> USA: University of California USA: University of Michigan USA: University of Illinois USA: University of Arizona USA: University of Colorado USA: University of Florida USA: University of Georgia USA: University of Kentucky USA: University of Louisiana USA: University of Missouri USA: University of Nebraska USA: University of Oklahoma USA: University of South Carolina USA: University of Tennessee USA: University of Virginia USA: University of Washington USA: University of Wisconsin USA: University of Wyoming USA: University of Texas USA: University of California USA: University of Michigan USA: University of Illinois USA: University of Arizona USA: University of Colorado USA: University of Florida USA: University of Georgia USA: University of Kentucky USA: University of Louisiana USA: University of Missouri USA: University of Nebraska USA: University of Oklahoma USA: University of South Carolina USA: University of Tennessee 	<ul style="list-style-type: none"> USA: University of California USA: University of Michigan USA: University of Illinois USA: University of Arizona USA: University of Colorado USA: University of Florida USA: University of Georgia USA: University of Kentucky USA: University of Louisiana USA: University of Missouri USA: University of Nebraska USA: University of Oklahoma USA: University of South Carolina USA: University of Tennessee USA: University of Virginia USA: University of Washington USA: University of Wisconsin USA: University of Wyoming USA: University of Texas USA: University of California USA: University of Michigan USA: University of Illinois USA: University of Arizona USA: University of Colorado USA: University of Florida USA: University of Georgia USA: University of Kentucky USA: University of Louisiana USA: University of Missouri USA: University of Nebraska USA: University of Oklahoma USA: University of South Carolina USA: University of Tennessee 	<ul style="list-style-type: none"> USA: University of California USA: University of Michigan USA: University of Illinois USA: University of Arizona USA: University of Colorado USA: University of Florida USA: University of Georgia USA: University of Kentucky USA: University of Louisiana USA: University of Missouri USA: University of Nebraska USA: University of Oklahoma USA: University of South Carolina USA: University of Tennessee USA: University of Virginia USA: University of Washington USA: University of Wisconsin USA: University of Wyoming USA: University of Texas USA: University of California USA: University of Michigan USA: University of Illinois USA: University of Arizona USA: University of Colorado USA: University of Florida USA: University of Georgia USA: University of Kentucky USA: University of Louisiana USA: University of Missouri USA: University of Nebraska USA: University of Oklahoma USA: University of South Carolina USA: University of Tennessee



3 Consulting

The elements of GCL's university activities



What is consulting?

- 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 (see next slides for details)

What does it look like?

Launching social business activities including:

- Social Business Chair
- Social Business Institute
- Social business idea competition
- Master of Social Business
- ... and many more



3

Consulting activities will focus on three fields The elements of activities for universities



Put social business into practice
Unleash potential of students



Encourage multi-dimensional thinking
Develop students' creative skills

Become research centre on social business

Establish global research network on social business

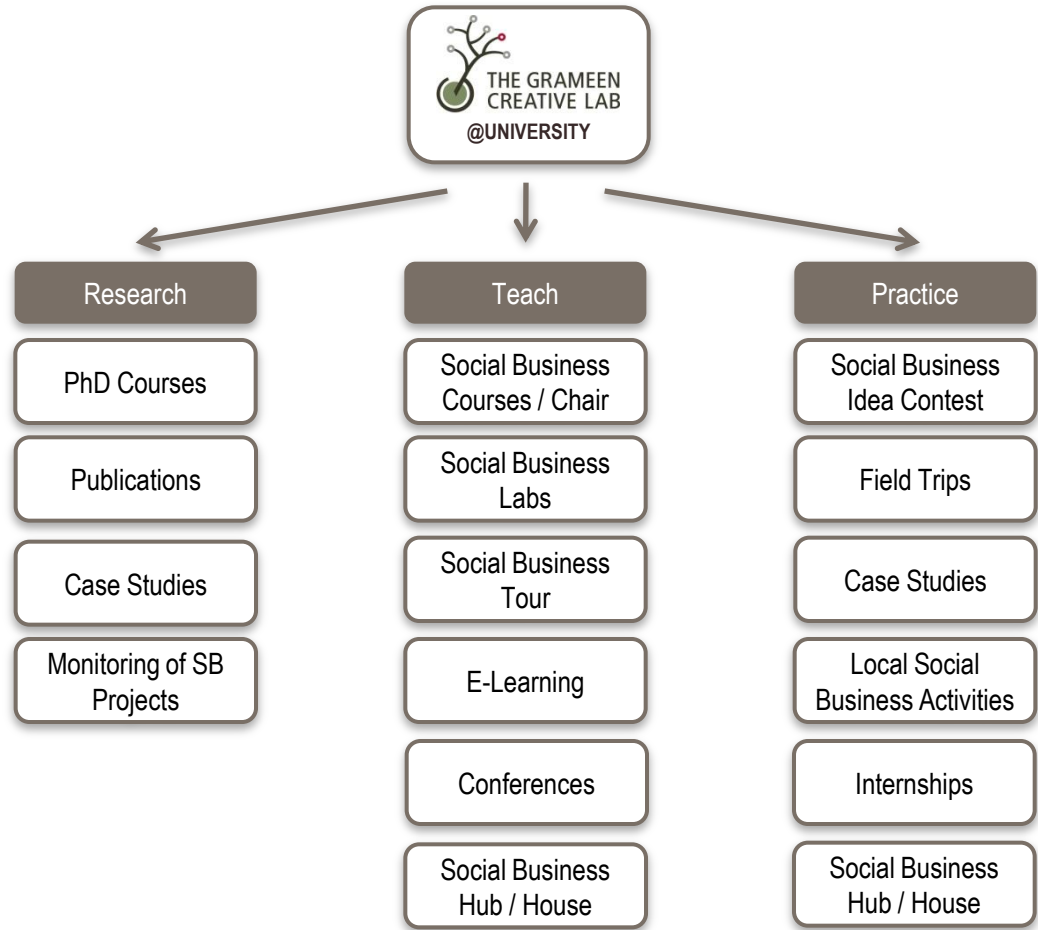
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Universities choose scale of social business activities

The elements of activities for universities



- Universities can choose to engage in research, training and/or practical guidance
- They are free to combine various modules / elements according to their specific needs and capacities



4 Joint initiative

The elements of GCL's university activities



What is a joint initiative?

- GCL@University is a joint initiative with GCL and the university to promote social business within the university
- The university and GCL will jointly decide about the scale of social business activities and their fields of operations within the pillars of research, teaching and practice



What does it look like?

- Each university can choose if they want to use the GCL@University branding or if they would prefer a unique name (e.g. Y7Y for the collaboration with the IED Milan)
- The GCL@University framework (e.g. quarterly reports and updates) defines the basement for operation to ensure common quality levels, but still allows maximum independence for each University



4

The training week is a prerequisite for setting up GCL@University

Training week GCL@University



- The initial training week (5 days) is a prerequisite for setting up GCL@University
- During this training week GCL will impart knowledge about social business including most recent case studies and best practice examples
- Moreover, GCL will provide training elements which will enable staff members from the university to conduct upcoming social business labs on their own. During this week, GCL and staff members from the university will jointly conduct one open social business lab
- Together with faculty members, GCL will work on a strategic plan for the GCL@University
- The training week can be adjusted individually to meet specific needs of each university



Best Practice Examples



GCL@Kyushu University will become a hub for social business in Japan

GCL@Kyushu University, Fukuoka, Japan

The idea behind GCL@Kyushu University

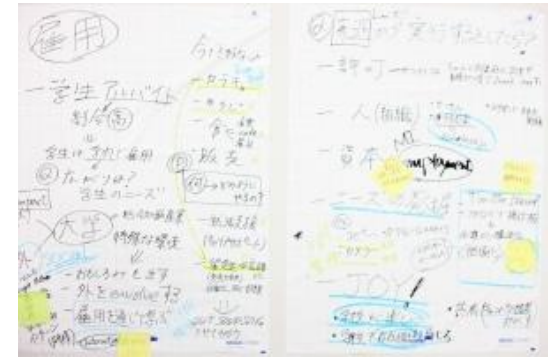
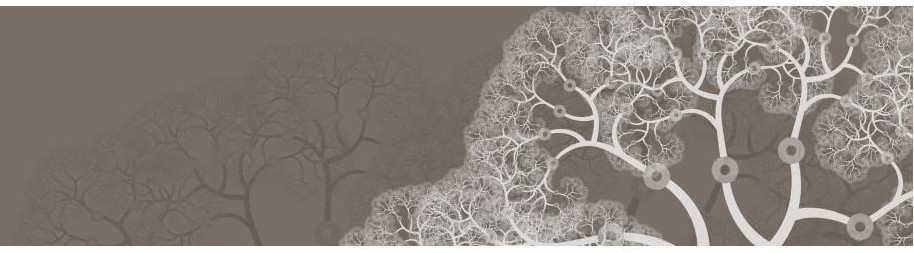
- To serve as social business hub of Japan
- To establish a “Grameen Creative House” where people will meet to exchange on social business
- To launch a social business idea contest and plan to launch an Asian Social Business Forum

How does it work?

- Kyushu University entered into a licensing agreement with GCL and Yunus Centre
- Kyushu University received intense training which prepared and enabled them to now independently promote social business in Japan
- Six professors of different fields work on incorporating the social business know-how into their classes
- The university will support student-run initiative for social business

GCL@Kyushu University Impressions

GCL@Kyushu University, Fukuoka, Japan



EBS founded first chair for social business in Germany

Danone Endowed Chair of Social Business, Oestrich-Winkel, Germany

The idea behind EBS Social Business Chair

- The Social Business Chair will first focus its efforts to strengthen academic research and to develop a curriculum in the area of social business
- EBS selected a professor and started first research study in social business, which will be presented at the beginning of 2011
- Together with GCL they will be one of the main partners promoting the idea of Wiesbaden Social Business City, the first holistic social business approach for a city worldwide

How does it work?

- EBS (European Business School) obtained funding from Danone Germany to officially launch the first Chair of Social Business in Germany in November 2010



Y7Y promotes excellence in social business through design

Y7Y Design, Milan, Italy

The idea behind Y7Y Design

- The Istituto Europeo di Design (IED), the international education group in design, fashion, visual arts and communication and GCL announced a social business initiative to develop sustainable design
- Y7Y Design aims at social business excellence through relevant and future-oriented design solutions under the guiding principles of sustainability and social responsibility



How does it work?

- Seven IED students are selected to work with Y7Y Design for one year
- IED students from campuses in Italy, Spain and Brazil will travel to developing countries to get first-hand impression on social needs
- Under guidance of GCL and IED, the Y7Y Design students design and create responsible as well as sustainable products for social business
- The products generated will be produced and sold by companies in the GCL and IED network



Launch of Y7Y Design on 12 May 2010

Y7Y Design, Milan, Italy



“It is within our mission to create a new class of citizens capable to create and find sustainable solutions to solve ever-growing problems and fulfill the needs of the planet population at all social level.”

Carlo Forcolini
CEO of Istituto Europeo di Design



“Social business aims at providing excellent and high-quality products to the poor people at an affordable price. Launching a joint initiative with the leading design school IED will give us the opportunity to bring the products of our social businesses to a new level.”

Hans Reitz
Co-Founder of The Grameen Creative Lab



Contact



If you have any questions, do not hesitate to contact us directly:

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Social business – do it with joy!

