

Thursday 22 May 2008

## 19th INSEAD Alumni Sustainability Roundtable

**Social Entrepreneurship: The Business of Positive Change**

*What do thriving micro-finance network promoting business development among village women in Pakistan, a physical education teacher who promotes an active lifestyle among elderly people in France, and a music producer who trains homeless AIDS orphans in Malawi to become music performance groups have in common? They are all leaders in the burgeoning and dynamic field of social entrepreneurship; committed visionaries who employ innovative business solutions to create new markets, address unmet social needs and create sustainable change in their communities and the world around them.*

In the 19<sup>th</sup> INSEAD Alumni Sustainability Roundtable we will look at the dynamic growth of social entrepreneurship, recent innovations in funding these ventures, and INSEAD's own contribution to the field. Two leading figures in the field; Pamela Hartigan and Mads Kjaer, will join us for the day to present important issues related to the emergence of social entrepreneurship as a global force for positive change.

**The Power of Unreasonable People**

Pamela Hartigan was the Managing Director of the Schwab Foundation for Social Entrepreneurship from its founding until March 2008. The foundation promotes and enhances social entrepreneurship in close cooperation with the World Economic Forum. It works as a catalyst for social innovation in both developing and developed countries, supporting a community of over 130 social entrepreneurs worldwide. Pamela is also co-author of the recently published *"The Power of Unreasonable People: How Social Entrepreneurs Create Markets that Change the World"*. She will give us an overview of social entrepreneurship, the dynamics that drive it and its ability to bring about positive social change.

**Innovation in Social Ventures**

Mads Kjaer is former CEO of the Kjaer Group A/S of Denmark. At Kjaer Group A/S, he served as CEO for 20 years and as Chairman since August 2006. Kjaer Group A/S has been recognized Denmark's Best Workplace in 2003 and 2004 and one of Europe's 10 Best Workplaces in 2005. Mads has 20 years of business experience from emerging countries and has lived in Zimbabwe, Uganda, South Africa and is the Honorary Consul for Ethiopia in Denmark. Mads is also co-founder of MyC4. Created in 2005 and established in 2006, MyC4 is a small organization emerging as a leader in the field of internet-based peer-to-peer funding. Mads will discuss the remarkable innovations that are reshaping the manner in which capital is made available to social entrepreneurs.

**Insights from the Field: Commentary from Social Entrepreneurs**

The challenges and impact of social entrepreneurship are best explained by the social entrepreneurs themselves. After each presentation we will hear from two practitioners who will offer their own experiences, insights and reflections, before the discussion will be opened to the audience.

Thursday 22 May 2008

19th INSEAD Alumni Sustainability Roundtable

## Social Entrepreneurship: The Business of Positive Change

### Agenda

- 9:45**            **Registration and Coffee**
- 10:00**           **Welcome to Participants**  
*Megan Pillsbury*, Executive Director, INSEAD Social Innovation Centre
- 10:15**           **Introduction to the Roundtable Topic and INSEAD's Social Entrepreneurship Initiative**  
*Hans H. Wahl*, Executive Director, INSEAD Social Entrepreneurship Initiative
- 10:30**           **Morning Keynote: The Power of Unreasonable People: Social Entrepreneurs Creating Markets that Change the World**  
*Pamela Hartigan*, Managing Director, Schwab Foundation for Social Entrepreneurs, author and co-founder of Volans Ventures, Geneva
- Practitioners Commentary:**  
                                 *Majid El Jarroudi*, Jeunes Entrepreneurs de France, Paris  
                                 *Jean-Daniel Mueller*, Group SIEL Bleu, Strasbourg
- Open Discussion**
- 12:00**           **Lunch at Le Cercle (Room QR2)**
- 13:15**           **Introduction: Social Innovations in Funding Entrepreneurship**  
*Filipe Santos*, Academic Director, INSEAD Social Entrepreneurship Initiative
- 13:30**           **Afternoon Keynote: Mission-driven financing of entrepreneurs: The emergence of online peer to peer models**  
*Mads Kjær*, CEO, MyC4, Copenhagen
- Practitioners Commentary:**  
                                 *Jen Hamilton*, CFO for Kiva.org, San Francisco  
                                 *Lorenzo Saa*, UNIDEA - Unicredit Group, Rome
- Open Discussion**
- 15:00**           **Coffee Break**
- 15:15**           **The professionalization of social ventures: Managing the tension between social and financial goals**  
*Kai Hockerts*, Associate Professor, Copenhagen Business School
- 15:45**           **Closing Remarks**  
Member of the Roundtable Steering Board & Alumni Host of the Day
- 16:00**           **End**