

# Social Entrepreneurship

**Social entrepreneurship has emerged as a powerful tool in addressing the global gap between human needs and mobilising resources to meet those needs. The INSEAD Social Entrepreneurship Initiative is at the forefront of equipping and supporting a new generation of entrepreneurial leaders with the innovative business tools to find sustainable solutions.**

## Education

Our flagship five-day INSEAD Social Entrepreneurship Programme combines the rich academic knowledge of INSEAD's faculty with practical application. Renowned speakers, live case studies and analysis of the most current issues and trends in the field contribute to an innovative exchange among a diverse group of entrepreneurs from around the world.

This unparalleled learning environment is further enhanced by unique fieldwork courses offered to MBA and EMBA participants. Recent projects have included working with AIDS orphans in Malawi, enterprise development for China's burgeoning elderly population and business skill training for suburban youths in France.

## A vibrant network

A core component of this initiative is the vibrant network of alumni, faculty and partner organisations. Practitioners and academics work together to examine trends, test new ideas and explore opportunities for collaboration. Some of our leading partners include **Ashoka**, the **Schwab Foundation**, and **UnLtd**.

This extensive network provides a rich platform upon which innovative mentoring and consulting programmes for social entrepreneurs have been built, giving creative visionaries access to years of cumulated practical experience.

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“Social Entrepreneurship is a fast growing movement that uses the tools of business in innovative ways to achieve good for society. INSEAD's faculty are thrilled to contribute to this endeavour, and we are grateful to our friends and alumni for enriching the experience of our programme and nurturing a vibrant eco-system of ideas, support and mentoring.”

**Filipe Santos**  
Professor of Entrepreneurship, INSEAD

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## Research

We are developing an ambitious research agenda to address pressing challenges faced by social entrepreneurs.

- How can successful social enterprises best be scaled up to maximize social impact?
- How to balance environmental limitations with delivering economic and social value?
- Which financing models can best align potential investors and social enterprises?

Our findings are translated into academic publications and new educational materials. For example, we have produced an acclaimed DVD on microfinance and the empowerment of women in Pakistan, thanks to a gift from the Anthony Burgess Fund for Social Entrepreneurship.

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“The programme gave me the opportunity to meet other entrepreneurs from around the world. The case studies helped me design a development strategy for my organisation. Too bad it lasted only five days!”

**Abdellah Aboulharjan, France**  
**Directeur Général, Jeunes**  
**Entrepreneurs de France**



Majid El Jarroudi of Jeunes Entrepreneurs de France and Ms Abid with Muhamad Yunus, Founder of Grameen Bank

“How can we address social problems with an innovative business approach? What makes a social entrepreneur unique? These and many other important issues were richly debated and participants were exposed to a variety of essential skills and models. I left the campus inspired, rich in knowledge and with wonderful new friends.”

**Sadaffe Abid, Pakistan**  
**Chief Executive, Kashf Foundation**

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## Join us

We are extremely grateful to our partners and contributors for the support they have provided to make this programme possible. We invite you to join our effort. By investing in social entrepreneurs, you can help them make a real and lasting difference in the lives of people in every corner of the globe.

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“I am pleased to support this wonderful initiative that creates and fosters immense creativity, energy, and commitment among participants and INSEAD faculty. It is an open centre of ideas and energy for integrating social entrepreneurship and business.”

**Stephen Brenninkmeijer, Netherlands**  
**Founder, Andromeda Fund**

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“I believe that education is crucial to improving the way we live together on this planet. I benefited from INSEAD's education and I hope that my gift to a social entrepreneurship programme will assist others who may never be able to attend a business school.”

**Anthony Burgess, MBA '91D, Canada**  
**Andy Burgess Fund for**  
**Social Entrepreneurship**

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## INSEAD Social Innovation Centre

Founded in 2007, the INSEAD Social Innovation Centre is an inclusive platform for cross-disciplinary research and engagement in the area of social innovation.

The Centre brings together a diverse group of leading INSEAD research teams focused on the innovation of business models and market-based mechanisms that deliver sustainable economic, environmental and social prosperity.

This research is disseminated in our educational programs and forms a basis for collaboration with alumni, companies, NGOs and other organizations, establishing an open community through which we can have a real impact.

Learn more at <http://www.insead.edu/isic>

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## For more information

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## INSEAD Social Innovation Centre

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