

# Social Innovation Centre

**Social innovation: the introduction of new business models and market-based mechanisms that deliver sustainable economic, environmental and social prosperity**

## From challenges to innovation

Capitalism, in its many forms, is a powerful economic system that has driven significant prosperity and development. Throughout history, business and its leaders have faced continuous challenges and, through innovation, advanced to meet those challenges.

The global environmental and social challenges that business faces today offer an exciting new frontier for innovation. We call it 'social innovation'.

## Our mission

As an educational institution, our mission is to promote a non-dogmatic learning environment that brings together people, cultures and ideas from around the world, changing lives, and helping **transform organisations** through management education.

Through teaching, we develop **responsible, thoughtful leaders and entrepreneurs** who create value for their **organisations** and their **communities**.

Through research, we **expand the frontiers** of academic thought and influence business practice.

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Social innovation will be at the heart of economic development in the 21<sup>st</sup> Century and is the key to global sustainable economic growth.

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## Facilitation and collaboration

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

- **Research**

Conducting research that advances the theory and practice of social innovation

- **Education**

Inspiring people and providing them with the tools needed to make a positive impact on society through business

- **Outreach**

Facilitating collaboration and dialogue among faculty, students, alumni, executives, companies, NGOs and other academic institutions

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## Cross-functional research

The INSEAD Social Innovation Centre brings together and enhances the academic expertise of a diverse group of leading INSEAD research teams. While some focus on challenges and opportunities for mainstream business, others concentrate on the application of business concepts for tackling global issues like climate change and poverty. Broadly defined, our research groups are:

- **Sustainability**
- **Corporate Social Responsibility & Ethics**
- **Healthcare Management**
- **Humanitarian Research**
- **Social Entrepreneurship**

These groups, in collaboration with other faculty at INSEAD and other institutions, are engaged in high-impact initiatives:

- **Global Governance**

Bringing global players to the table to help establish governance systems that will make tackling climate change and other global issues possible while maintaining business competitiveness

- **Social Impact**

Identifying best practices for measuring and scaling up impact in social enterprises, development and humanitarian response

- **Individual Producer Responsibility**

Providing a neutral platform for discussion and learning through INSEAD WEEE Directive Seminar Series, where industry experts, policy makers and academics interact to better understand the implications of this directive.

## Education in leadership

Unique courses and projects woven into the curricula of our MBA, Executive MBA, PhD and Executive Education programmes prepare globally-minded and responsible leaders and entrepreneurs.

We currently offer Executive Education courses on *Social Entrepreneurship* and *Management in the Humanitarian Sector*.

In the MBA programme, our aim is to integrate more social innovation content into the curriculum. The innovative *International Development Field Project* course enables students to undertake a real four-month project for a client organisation, whose work benefits economically under-privileged groups.

We are also fully engaged with INSEAD's high-profile, social innovation-focused MBA student clubs, *INDEVOR* and *Energy Club*.

## Outreach for impact

Meaningful relationships with companies, NGOs, fellow research institutions and our own students and alumni provide the foundations of a diverse and open community through which we make a real impact.

Some examples of these relationships include the involvement of *Ashoka* and the *Schwab Foundation* in Social Entrepreneurship, and the work carried out with us by *Johnson & Johnson* and the *UK National Health Service* in the Healthcare Management Initiative.

INSEAD is a founding member of the *European Academy of Business in Society* (and now its Asian equivalent), along with corporate names such as *IBM*, *Shell* and *Unilever*. We also play an active role in organizations such as the *World Economic Forum* and the *Global Compact*.

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## For more information

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