



社會創業論壇  
Hong Kong Social Entrepreneurship Forum

Issue 137, November 4, 2012

# Social Entrepreneurs Newsletter

edited by KK Tse

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## **One Woman's Crusade to Change the World of Business – *Meet and be challenged by Saskia Bruysten in Hong Kong***

I wonder if you would like to meet a lady who is

- Young and charming
- Energetic and enthusiastic
- Passionate and compassionate
- Determined and focused
- Visionary and down-to-earth
- Hands-on and professional
- Inspirational and creative
- .....and much more

The good news is: she will be in Hong Kong in November this year at the Social Enterprise Summit, delivering a Keynote Speech and conducting an interactive workshop.

### **What does Saskia do?**

Saskia is promoting the concept and practice of Social Business, an idea that has grown out of the work of Prof. Muhammad Yunus. Her organization, Yunus Social Business (GmbH) is assisting corporations to create social businesses to address some of the most pressing social issues of our times. She is also spearheading the formation of 'Social Business Cities' -- meaning cities that commit themselves to nurture and support the development of social businesses.

She is an inspiring speaker, superb facilitator, and a professional consultant, demonstrating a rare integration of mind set and skill set that could appeal to business people, philanthropists, and social entrepreneurs alike.

The workshops that she facilitates are compact, engaged, focused and above all, productive and constructive. She will be conducting a 5-hour workshop in Hong Kong with the Hon. Ronald Arculli as a guest speaker and Dr. K K Tse as supporting facilitator.

During the workshop, Saskia will enlighten the participants on the meaning, value and mega trends of social business development. She will also challenge the participants to identify major social issues that apparently defy simple solutions. She will walk through these issues with the participants and explore how they could be effectively tackled by social businesses.

Saskia has an impressive track record in enabling and empowering individuals, corporations and non-profit organizations to join minds and hands in searching for solutions to complex social issues.

Readers are encouraged to watch this 6-minute video before reading the rest of this Newsletter:

<http://www.youtube.com/watch?v=tnIQrdMnjsU&feature=related>



**Saskia Bruysten** is CEO **Yunus Social Business** (GmbH), an organization she co-founded with Nobel Peace Laureate Professor Muhammad Yunus. Previously she worked at **The Boston Consulting Group** as a senior consultant (Munich and New York). She completed her Bachelor and MBA at the European Business School, and went on to graduate with a distinction, MSc in Theory and History of International Relations from the London School of Economics. Saskia comes from a German / Canadian background, and has studied in the USA and Argentina.

Yunus Social Business' goal is to fight poverty through the spread of the model of social business. **A social business is a non-loss, non-dividend company aimed at achieving a social goal. As such, it exists only for the purpose of solving a social problem, such as hunger, disease, environment, education, etc.** It addresses these issues very much like a conventional business would. However, the social business can make money, but investors don't take money out of it. Profits get reinvested to further the social goal.

Yunus Social Business undertakes two main activities:

- 1. Creating awareness to social business through events; and*
- 2. Providing consulting services to companies, entrepreneurs and organizations interested in founding a social business.*

The company has consulted with the following companies, universities, governments and organisations: BASF, Otto Group, SAP, Adidas Group; EBS University, Kyushu University, McGill University, Istituto Europeo di Design, Finance University of Moscow; Government of Caldas, Colombia, Government of Albania, City of Wiesbaden; World Economic Forum, Clinton Global Initiative, Schwab Foundation for Social Entrepreneurs, Sing for Hope, Erste Stiftung.

## Some examples of social business

### Grameen Danone Foods



The mission of Grameen Danone Foods speaks for itself: to reduce poverty by bringing health through food to children using a unique community-based business model.



Grameen Danone

A joint venture launched by Danone and Grameen (the "Bank of the poor") in March 2006, Grameen Danone Foods is a business—and as such must turn a profit—but its priorities are reversed.

Foods has placed social and environmental concerns at the heart of its business model. Although the company has to be profitable – profits from the first plants are needed to

finance the construction of new plants – the success of the project will above all be judged on non-financial criteria: the number of direct and indirect jobs created (milk producers, small wholesalers, door to door sellers), improvements to children's health, protection of the environment etc...

### Grameen-Adidas Shoes

Grameen Group and German sports apparel maker Adidas have teamed up to build a joint venture to make low-cost shoes in Bangladesh for the poor. According to Yunus, "The shoes will be cheap and affordable by the poor. It will protect people from diseases." The goal of the Grameen-Adidas company is to make sure that no one, child or adult, goes without shoes. This is considered as a health intervention to make sure that people in the rural area, particularly children, do not have to suffer from parasitic diseases that can be transmitted walking barefoot.





## BASF Grameen

Due to its geographic position, Bangladesh is a country exposed to many diseases brought by insects, especially mosquitoes. In 2007, over 58,000 people were newly infected with malaria and, according to international estimates, 10% of the Bangladesh population is exposed to the infection. Moreover, the risk of infection is increased by the malaria resistance to Chloroquine and Sulphadoxine-pyramethamine (drugs used in the treatment and prevention of malaria).

Dengue has also been a critical problem since 2000. There is a high risk of infection and no vaccine or specific treatment to prevent it. Due to lack of appropriate treatments and the high cost of medicine, prevention seems to be the more efficient and cheapest solution for poor people. Therefore, a mosquito net, to protect people from insects during the night, appears to be the best solution.

In 2008, Grameen Healthcare Trust and BASF (Germany) got together and created BASF Grameen: a joint venture to develop an affordable and efficient mosquito net to protect people in the villages from deadly diseases. And as an addition to the mosquito net project, this joint venture has also started the production of micronutrient sachets to sprinkle on food, in order to provide to poor people daily diet with essential nutrients to prevent contagion.

## Grameen Intel



Founded in 2009, Grameen Intel creates software applications that address specific social problems in local communities such as low agriculture output or lack of pre-natal care. It has currently products in two main areas: Agriculture and Healthcare. The products are light weight applications that can be run on the simplest of computing devices:

### Agriculture



**mrittikā** is a soil nutrient analysis and recommendation application



**ankur** is a seed selection and recommendation application

### Healthcare



**shumātā** is an ante-natal care monitoring and tracking software for pregnant women



**dolnā** is a vaccine scheduling and tracking software for newborns and infants

## Social Business Lab in Hong Kong

When will we see the first social business being established in Hong Kong? We expect it will not be too long.

You are encouraged to participate in the **Social Business Lab** to be conducted by Ms Saskia Bruysten on November 28, 2012. It will be exciting, challenging, impactful and down-to-earth. Hopefully within five hours we will have planted the seeds for the creation of the first social business in this part of the world.



## Ms Saskia Bruysten at the Social Enterprise Summit

Wednesday, November 28, 2012, 4.00pm - 9.00pm – Social Business Lab

Thursday, November 29, 2012 3.00pm – Keynote Speech

To register: please go to [www.social-enterprise.org.hk](http://www.social-enterprise.org.hk) for details

For enquiries: please contact [secretariat@social-enterprise.org.hk](mailto:secretariat@social-enterprise.org.hk)

HSBC Presents :

# SOCIAL BUSINESS LAB: HOW BUSINESS CHANGES THE SOCIETY

## How social business successfully changes the society?

Professor Muhammad Yunus, the Nobel Peace Prize Laureate in 2006, has long been promoting the creation of Grameen social businesses, which aims at providing banking services to targeted the rural poor.

Social business operates for the benefit of addressing social needs that enable societies to function more efficiently. It provides a necessary framework for tackling social issues by combining business know-how with the desire to improve quality of life.

Prof. Yunus has already shown the effectiveness of this new type of business: his clear focus on eradicating extreme poverty combined with his condition of economic sustainability has created numerous models with incredible growth potential. Uptil now, total amount of loan disbursed by Grameen Bank, since inception, is US \$ 11.35 billion.

## What is Social Business Lab for?

It aimed to help participants to develop concrete and creative ideas on their social businesses as to address pressing social need(s). This workshop will be a great opportunity to:

- See how the social business concept works and succeeds in projects of The Grameen Creative Lab and other successful social enterprises in Hong Kong and around the World
- Contribute your engagement and creativity to brainstorm and develop solutions with The Grameen Creative Lab and the participants for the most pressing social needs in the lab sessions
- Meet social business entrepreneurs and initiatives and become part of the social business network

### Session 1: Dialogue with Outstanding Social Business Leaders

Speakers: Ms. Saskia Bruysten and Mr. Ronald Arculli

The speakers will share their overview of development in Social Business worldwide and Hong Kong. It will be a golden opportunity for participants to exchange ideas with them on various essential issues, e.g. how business sectors create positive change, how social businesses attract government support, etc.

### Session 2: Intensive and Interactive Workshops

Speaker: Ms. Saskia Bruysten

You will get a tailor-made, sustainable and concrete social business solutions which aim to tackle specific social problems in a step-by-step manner. Goals of this session are as follows:

- Exchange best practices and learn more about examples of social businesses
- Foster creativity, innovation and entrepreneurial spirit
- 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

### Targeted audiences:

- Board members
- Senior Executives of Corporations
- Senior Executives and Senior Managers in Charge of CSR and Corporate Development

### Sponsoring Organization



HSBC 滙豐

### Supporting Organizations



Hong Kong Women Professionals & Entrepreneurs Association  
香港女工商及專業人員協會



HKGISE  
Hong Kong General Chamber of Social Entrepreneurs Limited

Date: 28 NOV 2012 (Wed)

Time: Session 1 – 3:30pm-4:30pm

Session 2 – 4:45pm-8:00pm

Language : English

Speakers/Facilitators :



(1) Ms. Saskia Bruysten  
Co-Founder and CEO, Yunus Social Business (GmbH)

Saskia is Co-founder and CEO of Yunus Social Business GmbH (YSB), founded by Peace Nobel Laureate Prof. Yunus. YSB has the global to help create social businesses. YSB sets up incubator funds and provides training, advisory and implementation services for companies, governments and foundations. It operates as a social business itself. YSB is based in Frankfurt with subsidiaries in Haiti and Albania. Prior to that she was Co-CEO of Grameen Creative Lab and started her career at the Boston Consulting Group in their Munich and New York offices. Saskia and her team have helped set up social businesses with major corporations such as Adidas, BASF, SAP and Credit Agricole.



(2) The Hon. Ronald Arculli, GBM, GBS,  
JP Chairman of Honorary Advisory Committee,  
SVHK Foundation Limited.

Mr. Ronald Arculli is the senior partner of King & Wood, the Hong Kong Office of the largest law firm in Mainland China. He also serves on the boards of several major listed companies in Hong Kong. In October 2008, Mr. Arculli is appointed by the HKSAR Government as a Member of the Board of the West Kowloon Cultural District Authority. His long and distinguished public service includes being a Member of the Legislative Council of Hong Kong (1988/2000) and the Chairman of the Hong Kong Jockey Club (2002/2006).



(3) Dr. KK Tse,  
Deputy Chair, Social Enterprise Summit Organizing  
Committee, Founder, Education for Good C.I.C. Ltd.

Dr. Tse is an avid supporter of social enterprises; he is the Founding Editor of the biweekly Social Entrepreneurs Newsletter published electronically since June 2007, and the Editor and translator of various books on social entrepreneurship in Hong Kong. Dr. Tse is also co-founder of social enterprise Dialogue in the Dark, Founding Chair of the Hong Kong Social Entrepreneurship Forum, Founding Chair and Chief Education Officer of Education for Good CIC, the first member of the Ashoka Support Network in Hong Kong, and Advisor to the Board of a number of social enterprises in Hong Kong.

Dr. Tse has a B.Soc.Sc in Sociology and Economics from the Chinese University of Hong Kong, an MA and PhD both from the University of Manchester, and an MBA from the Cranfield School of Management.

Registration Fee: HK\$1800 per person

Enrolment Method:

Online application enrolment service is provided via  
<http://www.social-enterprise.org.hk/ses2012/registration>

### ENQUIRIES

Please contact CK Tse at [ck.tse@education-for-good.com](mailto:ck.tse@education-for-good.com) or 3994 8630/6029 3514.

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