

# Social Entrepreneurship & Innovation 2019 CONFERENCE



Join us for a series of engaging and interactive presentations with some of MSU's most forward-thinking social innovation scholars and practitioners. MSU's first Social Entrepreneurship & Innovation Conference is a collaboration among [MSU Entrepreneurship](#), the [Residential Initiative on the Study of the Environment \(RISE\)](#), and the [Center for Service-Learning and Civic Engagement](#). Please see below for conference information. To register please click [here](#).

February 22, 2019

9am-4:30pm

Breslin Center Meeting Rooms C&D

**8:45-9:15 – Registration & Welcome**

**9:15-10:00 – What is social sustainability and why does it matter in business?**

**[Dr. Laurie Thorp](#)**

In this session you will learn about key components of social sustainability, social sustainability metrics, the UN Division for Sustainable Development social sustainability framework, and how these apply to businesses. Participants will engage in 3 small group exercises to apply these concepts to their own lives/work. We will also explore the difference between resilience and sustainability in social and ecological systems.

**10:00-11:00 – Readiness Inventory for Successful Social Entrepreneurship**

**[Dr. Tom Lyons](#)**

This interactive session explores defining, measuring and developing the essential skills for successful social entrepreneurship. A tool will be introduced that permits a clinical assessment of a social entrepreneur's skills and facilitates the creation of an action plan for addressing weaknesses and leveraging strengths.

**11:00-11:45 – Choosing the Nonprofit Organization for a Social Enterprise**

[Jerry Lindman, JD](#)

Choosing the right organizational form is an important first step in planning a social enterprise. This presentation highlights key issues related to choosing the 501(c)3 nonprofit charity.

**11:45-12:45 – Break for Lunch**

**12:45-1:45 – KEYNOTE SPEAKER**

**Social entrepreneurship and Innovation by Africans for Africa and the World**

[Pauline Koelbl-Mujawamariya](#)

Ms. Koelbl-Mujawamariya will provide an overview of the African innovation/entrepreneurship ecosystems, paint a picture of the kind of social entrepreneurship and innovation ventures created by Africans, why they matters for the African continent and the rest of the world. Through specific examples of innovative solutions made in Africa, she will highlight how African entrepreneurs and innovators are shaping the continent's future by creating marketable, scalable and impactful local solutions to local and global challenges.

**1:45-2:30pm – Community Engaged Learning and Partnerships**

[Michelle Snitgen](#)

Successful social innovation requires partnership among public, private, and social sectors. This session will discuss the elements of strong partnerships, explore examples of social innovation through a partnership lens, and discuss ways students can experience the power of partnership before graduation and beyond

**2:30-3:00 – Entrepreneurship & Innovation Minor – Social Innovation Track**

[Neil Kane](#)

In this session Mr. Kane will provide an overview of the variety of MSU offerings for students who are interested in entrepreneurship and social entrepreneurship. These include the Minor in Entrepreneurship and Innovation, the Social Innovation Track, The Hatch (MSU's student incubator) and various other support programs.

**3:00-4:15 – Tour of Bailey Urban Farm and Greenhouse and Land Grant Goods**

[Denaë Friedheim & Student Managers](#)

We will tour two student-run social enterprises at MSU and discuss how they add value to students' educational experiences on campus, relating them to information shared during the conference sessions.

**4:15-4:30 – Event Closing**

## **Food**

Refreshments and light snacks will be provided in the morning and afternoon. Lunch will not be provided. Please feel free to bring a sack lunch and eat in the meeting room. Local options include the following:

[Brody Square Cafeteria](#)– Cafeteria style dining with several options!

[Sparty's Market @ 1855 Place](#)– Grocery with deli style offerings; some hot dishes available

[Harrison Road House](#)– American fare

[Altu's Ethiopian](#)– Delicious Ethiopian!

[Woody's Oasis](#)– Mediterranean fare served at the counter

[Fresh Thyme Farmers Market](#)– Grocery with deli style offerings; some hot dishes available

## **Parking & Directions**

<http://breslincenter.com/content/parking-and-directions>