The 8th Annual Social Enterprise Symposium
Friday, March 4, 2016, 1 - 5 p.m.
Stamp Student Union, University of Maryland

1 – 1:45 p.m. Opening Keynote

1:50 – 3 p.m. Breakout Sessions (Workshops & Panels)

3:05 – 3:45 p.m. Student Innovation Showcase

3:50 – 4:20 p.m. Closing Keynote

4:25 – 5 p.m. Networking Reception

Morning Keynote: Grameen Foundation (1 – 1:45 p.m.)

Alex Counts founded Grameen Foundation in 1997 and served President and CEO for 18 years, after having worked in microfinance and poverty reduction for 10 years. A Cornell University graduate, Counts’ commitment to poverty eradication deepened as a Fulbright scholar in Bangladesh, where he witnessed innovative poverty solutions being developed by Grameen Bank. He trained under Professor Muhammad Yunus, the founder and managing director of Grameen Bank, and co-recipient of the 2006 Nobel Peace Prize. Counts guided the growth of the Grameen Foundation from $6,000 in seed funds to a leading international humanitarian organization with an annual budget of approximately $25 million. Counts has propelled Grameen Foundation’s philosophy through his writings, including Small Loans, Big Dreams: How Nobel Prize Winner Muhammad Yunus and Microfinance Are Changing the World, and has been published in The Washington Post, the International Herald Tribune, and the Stanford Social Innovation Review.

Breakout Session 1, 2, 3 (1:50 – 3 p.m.)

Investing for Impact & the Long Term
True prosperity includes economic, social, and environmental well-being. To achieve these ends companies must set their sights on a bigger picture - one that looks beyond short term profits and grounds decision making on long-term impact. This dynamic panel of experts, comprised of large corporations, microfinance institutions, and community-based investors, will make the case for including these considerations in their respective organizations as they aim to achieve success and build long-term value.

Speakers:
Priya Mehra, Vice President of Global Sustainable Finance, Morgan Stanley  
Luis Espinosa, Senior Investment Analyst, Accion  
Brad Turner-Little, Director of Strategy, Goodwill Industries International  
Liz Sessler, Client Advocate, Impact US  
Moderator: Rachelle Sampson, Professor, Robert H. Smith School of Business

Social Entrepreneur Millennial Mash-up
Millennials are now the largest segment of the workforce, and perhaps more than any other generation, desire to have a meaningful impact on the world around them. This interactive panel features a Millennial mash-up of real-world social entrepreneurs taking action to address the problems they’re most passionate about, while disrupting the industries where they work. This session will explore how social entrepreneurship is helping drive positive change, and how the growing influence of social enterprises is redefining business as usual.

Speakers:
- Dale Pfeifer, CEO and Founder, GoodWorld  
- Daniel Hill, President and Co-Founder, Green Impact Campaign  
- Kushaan Shah, Founder and Executive Director, Social Rise  
- Ann Yang, Co-Founder, MISFIT Juicery  
- Moderator: Christine Beckman, Professor, Robert H. Smith School of Business / Director, Center for Social Value Creation

Design Thinking for Climate Innovation
In 2015 the United Nations member states adopted Sustainable Development Goals (SDG) to set the world on a more sustainable course. In signing the SDGs governments will look to society and business in particular for help to achieve them. In this hands-on design-thinking style workshop participants will both explore climate action here at UMD, and discover the challenges and opportunities for business and society in implementing the SDGs. Participants will come away with design thinking fundamentals and a tangible appreciation for how we can each help shape more sustainable world.

Speakers:
- Cope Willis, Director, Sustainable Business Solutions, PricewaterhouseCoopers LLP  
- Facilitated by the Academy of Innovation and Entrepreneurship

Student Venture Showcase (3:05 – 3:45 p.m.)

Students competing in the Do Good Challenge Ventures Track will showcase their ideas at the 2016 Social Enterprise Symposium. Stop by, wander around, and check out what these aspiring social entrepreneurs have to offer! Listen to a pitch, challenge them, ask questions, and when you’re ready, use your "Do Good Dollars" (distributed via program booklets) to "invest" in the Venture you find most promising. Each "Do Good Dollar" is matched 1-for-1 with real dollars, sponsored by the Do Good Challenge.
Afternoon Keynote: Unilever (3:50 - 4:20 p.m.)

Jonathan Atwood is Unilever’s Vice President of Sustainable Living and Corporate Communications, North America. He joined Unilever in May 2012 and is responsible for Communications, Unilever Brand, and the shape and implementation of the Unilever Sustainable Living Plan in North America. In 2007, Atwood founded Common Way Communications, a public affairs and communications consultancy based in Vermont, consulting with the Global Issues Group, a coalition of global chocolate and cocoa processing companies and trade associations working on responsible labor practices in the cocoa sectors of West Africa. Prior to that, Atwood was the Senior Director of Global Issues Management for Kraft Foods based in Illinois. He joined Kraft in 2002 and served as the Director of Corporate and Government Affairs for Kraft Foods Asia Pacific based in Australia and Singapore.

Networking Reception (4:25 – 5 p.m.)

Join us for a fun and high-impact networking reception where you can mix and mingle with like-minded students and professionals from sponsoring companies.