



# SOCIAL INNOVATION

GNAM Program

Mexico City 12-17 June 2016

## Program description

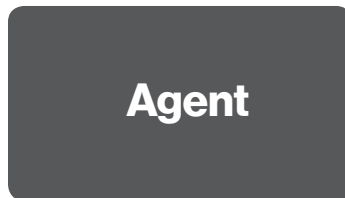
The social innovation executive GNAM program is a 5-day intensive course designed to strengthen the capacity of individuals to develop innovative solutions using market forces to develop a profitable entrepreneurship while addressing complex social and environmental problems

Through lectures, discussion, analysis of study cases and experiential learning, students will be immersed in the process of seeking innovative solutions for social/environmental transformation. In general terms, the program explores the idea of social innovation from three different angles:



### Context

1. Context – What factors foster or hinder social innovation in a particular context?



### Agent

2. Agent – Who does (makes) social innovation, why and with what purpose?



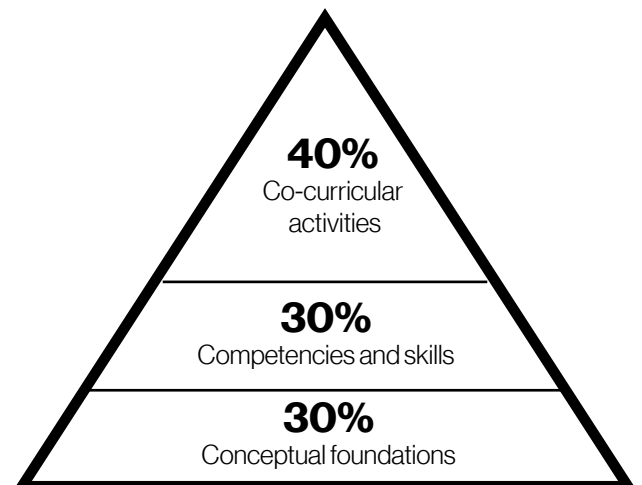
### Mechanisms

3. Mechanisms – What enables people and organizations to combine existing elements in new ways, cutting across sectors and disciplines, to form new social relationships?

## Program structure

The program brings together a diverse group of like-minded students from around the world to develop the professional and personal skills needed to lead change and create a positive impact while making profit.

The curriculum of the program is designed to tackle the issue of social innovation in three interwoven dimensions:





## **40%** **Co-curricular activities:**

Throughout the week students will participate in field trips and prepare a real-world project aimed to addressing a Mexican social need previously assigned.

## **30%** **Competencies and skills:**

Through assignments, team exercises and mentoring, students will strengthen skills related to leadership, innovation, creativity, and communication.

## **30%** **Conceptual foundations:**

A third of the course is dedicated to exploring the conceptual foundations and evolution of social innovation. Lively discussions with the teachers, as well as with other students, are enriched with presentations by social entrepreneurs and representatives of NGOs, governments and firms involved in social innovation projects and impact investing.

### **Program contents**

The program explores the emergence and development of social innovation around the world, and places a special focus on the most recent development in Mexico and Latin America. During this immersion week, participants will learn about the different definitions and potentials of social innovation from a flexible perspective and with a hands-on approach. They will analyze the different arenas in which it operates and its relation

with disciplines such as entrepreneurship, corporate sustainability, innovation and strategy.

In addition, approximately one hour of the day will be dedicated to reviewing and giving feedback to group projects so that students present their completed projects at the end of the week (see details about project below).

<p><b>Day 0</b></p>	<p><b>Mexico and its cultural heritage</b>          Before beginning our social innovation immersion, students will be invited to one of Mexico's most important cultural heritage sites: The Pyramids of Teotihuacán, the most important and largest city of pre-Aztec central Mexico.          In addition, ice breaker activities will be performed during the day.</p> <p><b>Activities:</b> Cultural visit and ice breaking activities</p>
<p><b>Day 1</b></p>	<p><b>Introduction &amp; The role of social innovation in social progress</b>          As the week begins, we start by understanding social innovation as an alternative for addressing pressing social and environmental challenges. Through a simulation game, students will become aware of the limits of the environmental system and are prompted to start thinking about new ways of doing business. In the afternoon, the role of innovation for economic, social and environmental progress is discussed from a systems-perspective. The day closes with an introduction to the social innovation scene in Mexico and Latin America.</p> <p><b>Activities:</b> Simulation game, guest speaker and class discussion</p>
<p><b>Day 2</b></p>	<p><b>Overcoming sectoral boundaries and building effective alliances</b>          We explore the new relationships between NGOs and business as means to achieve change through the formulation of common goals. The opportunities to create shared value are explored by looking at cross-sectoral partnerships, multi-stakeholder initiatives and global action networks. Issues of trust, power, resources, attribution and reputation are highlighted.          After lunch, we will go on a company visit in downtown Mexico, specifically a social innovation lab called "Impact". Afterwards, we will end the day by walking and touring the Historic Centre of Mexico City, considered one of the most important world heritage sites by UNESCO.</p> <p><b>Activities:</b> Study case, guest speaker, visit to social innovation lab and workshop in downtown Mexico City</p>
<p><b>Day 3</b></p>	<p><b>Building successful inclusive business models</b>          On our third day, we will immerse ourselves in different study cases of social innovation that have risen from large multinationals, entrepreneurs and NGO. By studying these cases, we will be able to identify different aspects of their business models that will help refine and polish the ideas of the student's final project. Afterwards, we will use several tools to enable us to construct coherent socially inclusive business models while going through the social innovation cycle of brainstorming ideas, prototyping, refining and testing.</p> <p>Later on, we will be visited by several for profit and non-profit entrepreneurs who have undertaken different social/environmental issues. We will spend time understanding their business models, the barriers they had to overcome and their current issues. Students will be provided with one-to-group time with their related guest to ask more in depth questions and discuss ideas from their final project.</p> <p>Finally, we will have part of the afternoon off to enjoy another cultural visit to the National Museum of Anthropology, the #10 top museum of the World, according to tripadvisor.</p> <p><b>Activities:</b> Case studies, panel of social/environmental entrepreneurs and cultural visit.</p>

## Day 4

### Scaling up: from diffusion ideas to organic growth

In this session, we approach the challenge of financing at two different phases. Firstly, funding to start up or scale activity, and secondly, refining a business model to generate social and financial return in the long term. Alternatives such as impact investment, microfinance, crowdfunding and social impact bonds are considered. The participants meet with venture capital and impact investors to learn more about how it works and what are the main opportunities and challenges in Mexico. Additionally we will explore two methods of measuring social and environmental impact to back up claims.

Finally, we will have a cultural visit to the neighborhood of Coyoacán, considered to be the bohemian center of Mexico City. After walking and touring some of the main places, we will meet up with Social Entrepreneur, Jaime Muñoz, founder of Los Danzantes, a Mexican Gastronomy group focused in working with low-income suppliers to produce Mezcal, an alcoholic beverage similar to Tequila. While we hear his story, we will enjoy an authentic Mexican Gourmet cuisine menu accompanied by a sampler of different Mezcals.

**Activities:** Guest speakers and group discussion. Organized dinner in restaurant Los Danzantes in the neighborhood of Coyoacán.

## Day 5

### Wrap-Up and Final Project Presentation

As evaluation of this course, students will engage in a group problem-based learning project. One month before coming to Mexico, students will be assigned to a particular study group and given a statement of a social innovation challenge in Mexico. With it, they will be given a set of questions to consider when finding a solution to the problem and a framework of how they should approach it. They will also be informed of the information that should be included in the final report and presentation. The final day of the program will be dedicated to student presentations and feedback

**Activities:** Student presentations, group discussion and feedback

## Resources

### Day 0

For more information about the Pyramids of Teotihuacán please visit:

<http://www.visitmexico.com/en/teotihuacan>

<http://whc.unesco.org/en/list/414>

[http://www.tripadvisor.com/Attraction\\_Review-g499421-d5010246-Reviews-Pyramid\\_of\\_the\\_Sun-San\\_Juan\\_Teotihuacan\\_Central\\_Mexico\\_and\\_Gulf\\_Coast.html](http://www.tripadvisor.com/Attraction_Review-g499421-d5010246-Reviews-Pyramid_of_the_Sun-San_Juan_Teotihuacan_Central_Mexico_and_Gulf_Coast.html)

### Day 1

For more information regarding social and environmental challenges that will be addressed please visit UN sustainable development goals:

<https://sustainabledevelopment.un.org/?menu=1300>

For more information on the simulation game "Fishbanks" please visit:

<https://mitsloan.mit.edu/LearningEdge/simulations/fishbanks/Pages/fish-banks.aspx>

Possible guest speakers that will provide the social innovation scene in Mexico and Latin America:

**Rodrigo Villar** CEO of NEW Ventures Group  
<https://www.linkedin.com/in/rodrigo-villar-9b9969>  
<http://nvgroup.org/en/>

**Erik Wallsten** Managing partner of Adobe Capital  
<https://www.linkedin.com/in/erikwallsten>  
<http://www.adobecapital.org/>

### Day 2

Possible Guest Speaker that will elaborate on Business and NGO alliances:

**Diego Díaz** Martin Director of Ashoka México, Central America and the Caribbean.  
<https://www.linkedin.com/in/diego-d%C3%ADaz-mart%C3%ADn-phd-413b361>

<https://www.ashoka.org/>  
<http://mexico.ashoka.org/>

For more information on the social innovation lab "Impact" please visit:  
<http://impact.mx>

For more information on the Historic Centre of Mexico City please visit:  
<http://whc.unesco.org/en/list/412>  
<https://www.airbnb.com/locations/mexico-city/centro-historico>

### Day 3

Possible social innovators that will be with us:

**Guillermo Jaime President**/Founder of Grupo MIA  
<https://www.linkedin.com/in/guillermo-jaime-bbb1b936>  
<http://www.grupomia.com/eng/index.html>

**Gabriela Enrigue González** Founder of Prospera  
<http://www.prosperando.org/en/team/gabriela-enrigue-gonzalez>  
<http://www.prosperando.org/en>

**Alvaro Nuñez** Leader of Recicla Electrónicos  
<https://www.linkedin.com/in/alvaro-nu%C3%B1ez-sol%C3%ADs-1564253a/en>  
<http://reciclaelectronicos.com/en/>

**David Vargas** Presidente de Isla Urbana  
<https://www.linkedin.com/in/davidmarkvargas>

<http://islaurbana.org/>

**Fernanda Zorrilla** Co-fundadora de Clínicas del Azúcar  
<http://www.endeavor.org/entrepreneur/fernanda-zorrilla/>  
<http://www.clinicasdelazucar.com/>

For more information about the National Museum of Anthropology please visit:  
[http://www.tripadvisor.com/Attraction\\_Review-g150800-d153711-Reviews-National\\_Museum\\_of\\_Anthropology\\_Museo\\_Nacional\\_de\\_Antropologia-Mexico\\_City\\_Central.html](http://www.tripadvisor.com/Attraction_Review-g150800-d153711-Reviews-National_Museum_of_Anthropology_Museo_Nacional_de_Antropologia-Mexico_City_Central.html)  
<http://www.mna.inah.gob.mx/index.html>

### Day 4

Possible guest speakers that will elaborate on financing:  
Luis Antonio Marquez Country Manager of BrillaGroup  
<http://bricapital.com/>

For more information about Los Danzantes please visit:  
<http://www.losdanzantes.com/about-2/>

For more information about Coyoacán please visit:  
<https://www.airbnb.com/locations/mexico-city/coyoacan>  
<http://www.mexiconewsnetwork.com/travel/coyoacan-mexico-city/>

