



Yunus Social
Business Centre

Global Impact of Yunus Social Business Centers

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Yunus Social Business Centres (YSBC): A Beacon of Social Innovation

Purpose of YSBCs

YSBCs are established in partnership with universities worldwide, inspired by the vision of Nobel Laureate Professor Muhammad Yunus. Their core mission is to propagate the concept and practice of social business among students and researchers.

Activities & Impact

- Research & Academia: Conducting social business research and academic program development.
- Awareness & Outreach: Hosting events to promote social business knowledge.
- Innovation & Engagement: Fostering social business innovation to benefit communities.
- Global Mission: Tackling societal issues through sustainable social business solutions.



Problems

The Yunus Social Business Centers aim to address three core global issues:

- Poverty
- Unemployment
- Environmental Degradation

Poverty

The objective is to overcome poverty by providing support and resources to those in need, enabling them to become self-sufficient and financially independent.

Unemployment

By fostering entrepreneurship and providing microloans, the centers strive to create job opportunities, especially for people in impoverished communities.

Environmental Degradation

The centers work on projects like community-based afforestation and reforestation, and connecting rural populations with renewable energy to combat environmental challenges.

Universities

Here is a comprehensive list of all the universities that have been actively involved with the Yunus Social Business Center since 2022. Each university listed has participated in ongoing activities since their initial engagement.

European Zone:

- HEC Paris
- Glasgow Caledonian University
- University of Florence
- Epoka University
- University of Bologna
- University of Urbino Carlo Bo
- University of Murcia
- University of Cantabria
- Católica Lisbon School of Business & Economics

Asian Zone:

- Bethlehem University
- Universiti Putra Malaysia (UPM)
- Amity University Rajasthan
- Amity University Haryana
- Sunway University
- Birla Institute of Management Technology
- Albukhary International University
- Institute of Engineering and Management, Kolkata
- University of Engineering and Management, Jaipur
- University of Engineering and Management Kolkata

African Zone:

- Tangaza University College
- Catholic University of Zimbabwe
- Catholic University of Zimbabwe
- Kampala International University

American Zone:

- Autonomous University of Baja California
- Universidad Externado
- Universidad Panamericana

Global Network

On the map to the right, each global region highlighted features two prominent universities actively engaged with the Yunus Social Business Center. Further details about their involvement will be provided in the subsequent slides.



TAM **\$ 98M**

SAM **\$ 78M**

SOM **\$ 68M**

Regional Highlights: Europe

HEC Paris: Celebrating 15 Years of Social Impact Through Education

- Commemorating the Inclusive and Social Business Certificate's impact on addressing societal challenges, particularly for vulnerable communities.
- Designed to emphasize the 'S' in ESG, encouraging proactive solutions to social challenges.

University of Florence: "Grow Your Business!" Initiative

- Promoted social enterprises in Pistoia since 2012, focusing on economic success, social impact, sustainability, and gender equality.
- Support Provided:
 - Training: Covers business models, legal/tax issues, market strategies, branding, financial literacy, social impact, and sustainability.
 - Duration: Six months of comprehensive support.
 - Funding: Offers non-repayable startup grants totaling €15,000 for 2024.



Celebrating 15 Years of Impact: HEC Paris Marks the Milestone with a Roundtable

Featuring Nobel Laureate Professor Muhammad Yunus



Yunus
Center
AIT



WHERE THE WORLD IS GOING, WITH A FOCUS ON CLIMATE SMART AGRICULTURE TECHNOLOGIES AND PRACTICES

Introduction

Amidst the global landscape coping with hunger, climate change, and degraded agricultural lands, Climate-Smart Agriculture (CSA) emerges as a vital solution to address urgent challenges. With more than 122 million people facing hunger since 2019, exacerbated by pandemics, weather disruptions, and conflicts, the UN Secretary-General acknowledges the onset of a new era of global warming. Also, the demand for food continues to rise due to growing populations and economic prosperity, placing pressure on the fundamental elements of productive systems—lands, soils, and clean water sources. CSA, tailored to local conditions and cultural contexts, is increasingly recognized as a realistic solution. FAO, World Bank Group, and CGIAR have been the leaders advocating CAS globally since 2016, funding projects designed to address all three pillars of CSA. These technologies and practices present a compelling avenue to explore during this one-hour presentation, shedding light on sustainable solutions for a resilient future.

Date: 08 February 2024

Time: 03:00 – 04:00 PM (ICT, Bangkok time)

Venue: AIT Entrepreneurship Center (Hybrid)

REGISTER
HERE



Dr. Mahmood Ahmad

Dr. Mahmood Ahmad has stepped aboard as Chief Technical Advisor at the Yunus Rizq Knowledge Hub (YRKH) for the Water-Energy-Food Nexus (WEFnex), which was recently launched by Yunus Center, AIT and Rizq Trust Pakistan. The hub aims to collect, process, and disseminate evidence-based action research to design grassroots interventions at the WEFnex. Dr. Ahmad has an extensive and eminent career spanning over 24 years with the Food and Agriculture Organization (FAO). His expertise has been instrumental in various projects and initiatives notably in FAO's Regional Office in Cairo, Egypt, where he served as Senior Policy Officer for 10 years.

Dr. Ahmad has been working as an international consultant, advising on Value Chains and Agribusiness development, Trade, Agriculture, and Water Policy for organizations like USAID, World Bank, ADB, JICA, and Mercy Corps. For the past 4 years, Dr. Ahmad has focused on promoting Climate Smart Agriculture (CSA) with the Lahore University of Management Science (LUMS) and other organizations in Pakistan, which led to the establishment of a pilot farm on CSA funded by Rizq Trust. Another remarkable achievement of Dr. Ahmad is the launch of his book titled "Water Policy in Pakistan", published by Springer in October 2023. Dr. Ahmad is widely recognized for his in-depth knowledge, leadership skills, and commitment to promoting sustainable practices in the realm of climate change resilience and agricultural development.

Regional Highlights: Asia



Yunus Social
Business Centre

Dr. Mahmood Ahmad: Leading Climate-Smart Agriculture Innovations at Yunus Rizq Knowledge Hub discussion event at AIT Entrepreneurship Center

Yunus Center at AIT: Educational and Technological Initiatives for Social Impact

Mission Overview:

- Aims to address global challenges such as poverty and environmental degradation through education and technology.

Climate Smart Agriculture Seminar (Feb 8, 2024):

- Focus on sustainable agriculture with Dr. Mahmood Ahmad.

Educational Initiatives for Afghanistan:

- Yunus Professional Masters with projects targeting Afghan students.

Kyushu University: Yunus Social Business as a Social Problem-Solving Tool

- Discussion on the Seven Principles of Social Business and their application to solving social issues.
- Examination of Dr. Yunus's contributions to redefining business to address human altruism and societal needs.

Regional Highlights: North America

Social Business Workshop in Mexico City Universidad Panamericana

- Speakers: Shihab Quader & Shazeeb Islam
- Focus: Addressing CDMX's socio-economic challenges via social business
- Engagement: Involving communities through 3Zero Clubs
- Collaboration: Center for Entrepreneurship & Innovation, YY Ventures, Yunus Centre
- Duration: Two-hour interactive session

Social Business Workshop in Mexico City Universidad Panamericana

- Two virtual sessions were lead by Álvaro Pimentel discussing Financial Autonomy and Prof. Muhammad Yunus discussing to Latin America Country Forum with dialogue from regional change agents.
- Additionally, webinar delved into the unique challenges faced by low-income entrepreneurs and share expert strategies for creating sustainable enterprises that can alleviate poverty.





Shahub Quader, Head of International Projects at Yunus Center, gestures the "three zeros" symbol with a student at the Catholic University of Zimbabwe.

Regional Highlights: Africa

Kampala International University's 12th Social Business Day Highlights

- Held from June 27–30 in a hybrid format, themed "Building a New Civilization Before the Current Civilization Destroys Us," attracted over 150 speakers and 700 attendees from 66 countries. Discussions centered on tackling climate change, youth unemployment, and enhancing entrepreneurship education in Uganda.

Yunus Social Business Orientation – Catholic University of Zimbabwe

- The Yunus Social Business Orientation at the Catholic University of Zimbabwe on October 8th, 2022, brought together international experts and students to discuss and showcase social business projects. The event included a competition with a USD 10,000 prize to inspire innovative solutions for community development, emphasizing the importance of social businesses in improving living standards and nurturing responsible entrepreneurship.



12th Social Business Day at Kampala International University

500K+

Active Users

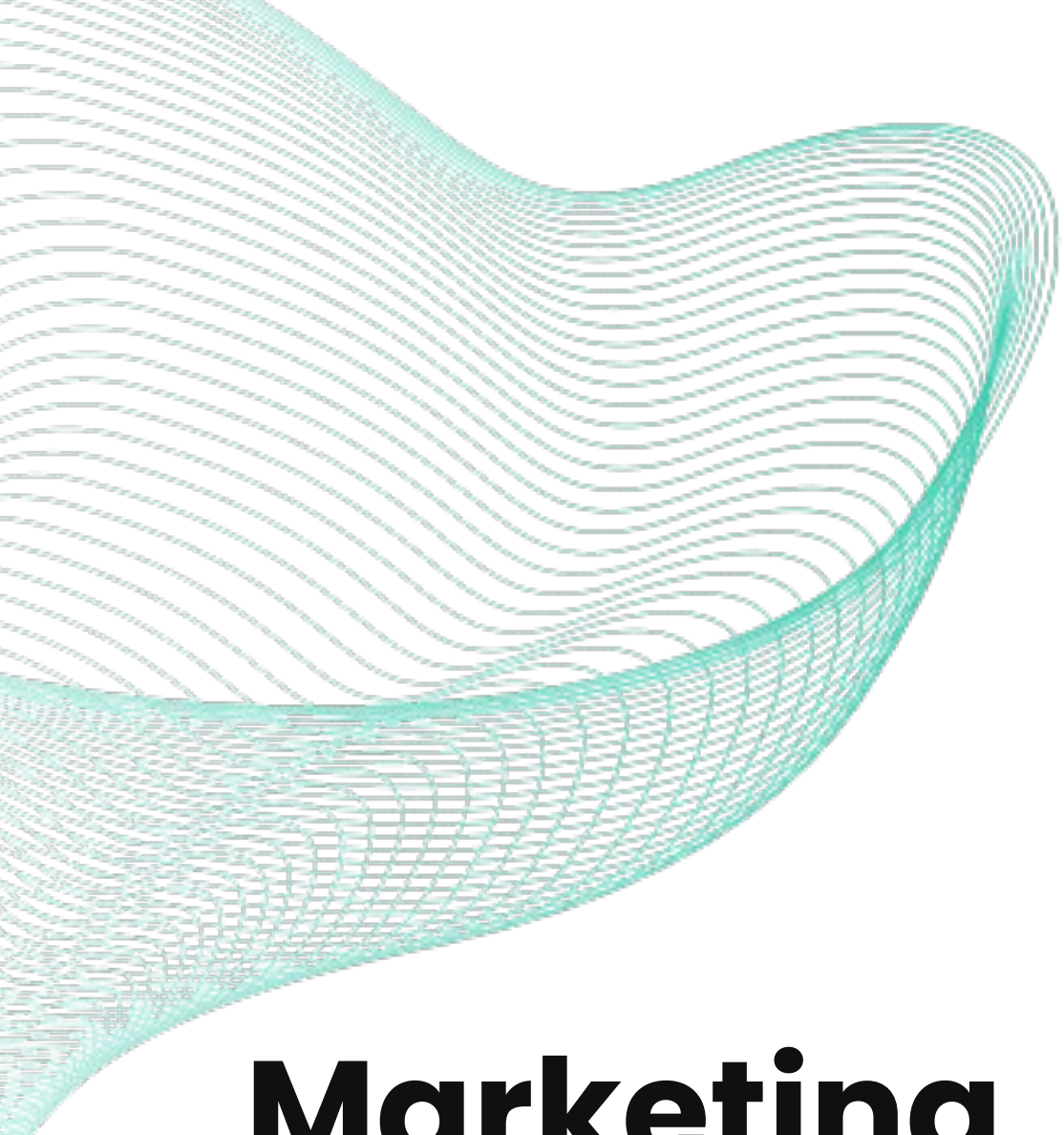
350K+

Free Plan

150K+

Pro Plan

Market Size



Marketing Strategy

Here are the three main marketing strategies of YSBCs aligning with the vision of Professor Muhammad Yunus, in harnessing the power of business to create positive social impact

Funding and Support for Social Businesses

YSBCs actively **finance and support social businesses** that aim to address poverty and climate crises. By providing affordable financing and growth support, they empower social entrepreneurs to create sustainable impact.



Corporate Innovation Partnerships

YSBCs collaborate with established corporations to transform them into a **force for good**. They help corporations leverage their core competencies to address social problems and drive positive change.

Awareness and Advocacy:

YSBCs engage in knowledge dissemination through **workshops, seminars, and conferences**. They raise awareness about social business concepts and advocate for innovative solutions to global challenges.



Muhammad Yunus

Co-founder and Chairman



Jana Lessenich

CEO



Saskia Bruysten

Co-Founder



**Jan-Christoph
Walter**

Chief Financial Officer

Management Team

Prof. Muhammad Yunus

- Chairman & Co-founder
- Achievements: Nobel Laureate, microcredit pioneer, author.

Jana Lessenich

- CEO at YSB
- Expertise: Over two decades in finance, driving social business impact.
- Vision: Harnessing financial strategies for positive global change.

Saskia Bruysten

- Co-founder
- Impact: Social business advocate, strategic innovator.

Jan-Christoph Walter

- CFO
- Expertise: Financial strategist, industry veteran.

Contact

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