



Sacred Heart UNIVERSITY

JACK WELCH COLLEGE OF BUSINESS

Luxembourg

NICHE NO MORE: SOCIAL ENTREPRENEURSHIP & IMPACT ECONOMICS

POSITIVE SOCIETAL IMPACT BY DESIGN (NOT BY DEFAULT)

Business drives non-financial returns far beyond the creation of capital – for better and for worse.

Government, NGOs and philanthropy together have not been able to address the system failures that have led to pervasive societal and environmental challenges of today. The private sector is invariably implicated in both the creation of the problem set—and the solutions. A global movement of impact economics addressing 'Triple bottom line: People, Planet, Profit' is driving the growth of new business and innovative business models, leveraging market forces to drive positive change.

Harnessing the power of entrepreneurship to address societal problems has created a new breed of change-makers: **social entrepreneurs**. Using the mindset of entrepreneurial thinking to tackle problems as opportunities, these mission-driven entrepreneurs are creating a global buzz through their inspirational stories. The development of social ventures has created international attention and evolved into cross-sector collaboration with companies, investors and an engaged public sector. They have stimulated new forms of financing such as venture philanthropy and impact investing—seeking financial returns alongside measurable social or environmental returns.

Students in the course will learn about the key trends in the Impact Economy and specifically how social entrepreneurs are actively designing and co-creating solutions for the most pervasive societal failures. We will explore how financing and support structures have developed alongside these innovative and impactful structures.

SEMINAR LEARNING OBJECTIVES

- ✓ What has driven the creation of the Impact Economy – and what does that mean?
 - *Definition, history, players and trends*
 - *Private sector engagement in the social space – Corporates and Finance*
- ✓ Introduction to the Social Entrepreneurship domain
 - *What is a social entrepreneur and what is the landscape of social ventures*
 - *Trends and case studies*
- ✓ The emergence of Social INTRAprenership
 - *Case studies of corporates embracing internal game-changers*
- ✓ The evolution of the Impact Economics Infrastructure
 - *Accelerators and Incubators*
 - *Social Finance: Hybrid Capital and Tailored Financing models*
- ✓ Understand the challenges and opportunities of social/environmental metrics
- ✓ Be inspired to create, support or finance social impact – within company or as an entrepreneurial venture.

COURSE DURATION: 4 SESSIONS OF 3 HOURS EACH

DATES: NOV 11 & DEC 9, 9:30-16:30

PRICE: € 950

€ 600 FOR ALUMNUS

PRESENTER PROFILE

Hedda Pahlson-Moller is a Business Angel and Impact Investor and has been teaching Entrepreneurship (BU 610) at the Jack Welch College of Business at Sacred Heart University in Luxembourg the last 10 years. Beyond running her own investment company, OMSINT, and the impact advisory firm, TIIME, she has held multiple board positions on funds and organizations dedicated to driving capital and resources to social impact, including the European Business Angel Network (leading EBAN Impact), Rising Tide (European Women Angel Fund), European Venture Philanthropy Association and Luxembourg Microfinance and Development Fund. Hedda represents ASHOKA in Luxembourg.