



**Invitation**  
to the **Social Business Lecture**  
under the patronage of **Nobel Peace Prize Laureate**  
**Professor Muhammad Yunus**

in Sofia on 29 November 2010,  
Goethe institute Sofia



# Invitation

When social dedication and corporate action band together, innovative and effective solutions to overcome poverty and social exclusion can emerge. Concepts such as micro financing and social business, developed by Nobel Peace Prize Laureate Professor Muhammad Yunus, are ground-breaking – including for necessary improvements in living and business conditions in Central and Eastern Europe.

With the Social Business Lecture in Sofia, we therefore want to take concrete steps towards a sustainable social business initiative in Bulgaria. We would be happy if you would do so with us, and cordially invite you to the

## **Social Business lecture in Sofia**

**29 November 2010**

**Goethe institute**

**10:00 – 13:00**

**Host: Hans Reitz**

We would like to discuss the concept of social business, successful social business models and to identify country-specific social problems. This will give you a clear understanding of social business and will prepare you for the Grameen Creative Lab, that will be organized in the spring of 2011. Then, you will also have the possibility to develop and expand suitable business models to solve social challenges along with a creative and interdisciplinary group of people with a wide variety of life and business experiences. We look forward to your participation!

*On behalf of Prof. Yunus,*

*Hans Reitz*

*Creative Director of the Yunus Centre and Founder of the Grameen Creative Lab*



# Agenda

preliminary

9:30 – 10.00h

- Arrival and registration

10.00 – 11.30h

- Speed Dating
- What is Social Business?
- What is Grameen?
- What is The Grameen Creative Lab?
- Questions from the participants - to get a clear understanding of social business



11.30h – 12.00h

- Energy break
- Filling out a questionnaire



12.00h – 13.00h

- Presentation of successful social business models
- Questions from the participants - to get a clear understanding of social business
- Brainstorming on country-specific social problems and suggesting topics for the Social Business Creative Lab in the spring.



# Social Business in a Nutshell

Business rethought and done another way: when entrepreneurial undertakings do not seek maximum profits, but rather maximum benefits for people, then one is speaking of social business—innovative business models that focus consistently on finding solutions to social problems. This means that profits are not distributed, but steadily reinvested to further social goals.

Social business is a trendsetting business concept that was developed by Nobel Peace Prize Laureate Professor Muhammad Yunus (founder of Grameen Bank). The Social Business concept has been the basis on which Prof. Yunus—usually through partnerships or joint ventures with conventional businesses—has, over the years, built up a whole family of businesses in the most varied sectors— from telecommunications to energy supply and textile production. Moreover, Prof. Yunus' idea has provided inspiration for the founding of many businesses beyond the borders of Bangladesh, businesses committed to following the principles of social business.

In the framework of the Social Business Labs in Sofia and Varna, the Grameen Creative Lab – a joint venture between the Yunus Centre in Bangladesh and circ responsibility in Germany - will inform relevant groups (students and entrepreneurs as well as foundations and non-governmental organizations, representatives of the public sector, culture and media professionals) about the social business concept and develop ideas for social business models that will solve country-specific social issues.

These first Social Business Labs in Bulgaria aim to support the development of corporate awareness and the spread of the social business idea according to the Grameen principles, as well as lay the foundations for an institute for social business based in Bulgaria.

We hope that we can do this together with you!

# Good to Know

## Registration

Please let us know by **23 November 2010** whether you will be attending the Social Business Lecture in Sofia.

In order to register, please fill out the short registration form and send it to:

[Gabriela.Savova@grameencl.com](mailto:Gabriela.Savova@grameencl.com)

As participation numbers are limited, participation will be determined by the order in which applications are received.

## Language

The Social Business Lecture in Sofia will be held entirely in English.

For non-English speaking participants, we could offer a limited number of translation services. If you should necessarily need translation services, please indicate so in the registration form.

## What about the Costs?

The Social Business Lecture is not organized for commercial purposes. There is no participation fee

# Good to Know

## Venue Information

The location of the lecture is:

Goethe institute:

Budapest Str. 1

p.c.1384

**If you have any further questions, please do not hesitate to contact...**

Gabriela Savova,

A representative of Grameen Creative Lab for Bulgaria

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[www.grameencreativelab.com](http://www.grameencreativelab.com)

*This lecture is organized by **Grameen Creative Lab**, with the kind support of informal association **Esthetica Bulgaria** and **Goethe Institute, Bulgaria**.*