Press Release

For Immediate Release

INSEAD Collaborates with BINUS BUSINESS SCHOOL, Master of Management Gadjah Mada University, and YCAB Foundation in Developing Social Entrepreneurship in Indonesia

Jakarta, May 14th 2012 – The Business School of the World, INSEAD in collaboration with BINUS BUSINESS SCHOOL, Master of Management Universitas Gadjah Mada, and YCAB Foundation will cement a co-operation program called International Social Entrepreneurship Conference 2012 with the theme "Social Economy 4.0: Innovation, Sustainability and Responsibility". This event will take over three days, including Student Competition Business Plan Workshop, Executive Forum, Senior Management Workshop, and also the conference itself which will be the main activity of this event. This event will take place three days in a row, from May 14 – 16th, 2012.

On the first and second day, this event will be held in BINUS BUSINESS SCHOOL Campus, The Joseph Wibowo Centre for Advanced Learning, Jl. Hang Lekir I No. 6, Senayan - Jakarta. On May 14th, there will be workshop for students who are short listed as semifinalists of Social Innovation Business Challenge 2012 competition. Facilitated by INSEAD and BINUS BUSINESS SCHOOL, they learn how to make develop and present a social enterprise plan. The semi-finalist will present their work in October to secure for the championship.

On May 15th, there will be Executive Forum and Senior Management Workshop. The event will be attended by CEOs who are coming from different industry background and variety in leadership styles, decision making, and view of social entrepreneurs, industry leaders and organization’s leaders, also senior management from the organizations. The speakers for this conference, including many social entrepreneurs from around the world also take on a tour to see some of social enterprises in Indonesia in the site visit.

On May 16th 2012, a conference on Social Economy 4.0: Innovation, Sustainability and Responsibility, will discuss about social entrepreneurship issues and it will be held in Master of Management Universitas Gadjah Mada, Auditorium Gedung B. UGM Kampus Jakarta Lantai 9, Jl. Dr. Saharjo No. 83, Tebet – Jakarta Selatan from 08.00 – 17.00 WIB.

International Social Entrepreneurship Conference 2012 is an annual event from INSEAD which conducted in partnership with local academics, social entrepreneurs and industry partners who are focused on disseminating the latest information about social entrepreneurship. More than that, it helps to build initiatives between public and private sectors to increase participation in activities to develop social entrepreneurship or project and to engage in social entrepreneurship academic collaboration. Latest updates, crucial issues that will be discussed such as Environment
The theme of this year is “Social Economy 4.0: Innovation, Sustainability and Responsibility”. This theme bring the latest trends regarding to social entrepreneurship that will be unveiled by multinational speakers Hans H. Wahl and Filipe Santos from INSEAD The Business School for the World and international alumni from INSEAD Social Entrepreneurship Program (ISEP), in collaborated with local partners that will share their success story, such as: Sandiaga Uno (founder Sara\n\ntoga Capital, Berlari untuk Berbagi), Rudy Sarwono (Director of CSR Bakrie\n\nPlantation), Mark Ruiz, MicroVenture/Hapinoy, Manila, Sadaffe Abid, Kashf Foundation (former CEO Lahore/Dubai, Michael Goedicke, Hamburger Hauptschulmodelle, Hamburg, Runa Khan, Friendship International, Dhaka and Svenja Bodtländer, The Value Web, Munich and many more.

“I strongly believe that social entrepreneurship is one of the best solutions to eradicate some of the main challenges in Indonesia such as poverty, unemployment, and environmental problems. We need more social entrepreneurs like Ms. Tri Mumpuni who can provide the most innovative solutions and offer new ideas for a wide-scale change. INSEAD Social Entrepreneurship Conference is an inspiring event that brings together remarkable global participants to discuss issues pertinent to social economy. It is a great opportunity for us to exchange our own insights, create a positive mindset and collaborate to achieve a balance economic and social development. I am expecting this year’s INSEAD Social Entrepreneurship Conference will not only generate brilliant ideas and perspectives but also leads us to positive concrete results.” said Sandiaga Uno.

The Role of Social Economy 4.0 itself is to focuses in connecting stakeholders with an interest in developing a social entrepreneur for the future of the world. The goal is to create economic development opportunities on the basis of social innovation and sustainable revenue model the role of a responsible business entity. From a variety of activities and a series of events in the CEO Forum Social Entrepreneurship Conference include a roundtable discussion with the panelists and speakers, problem solving and case study sessions, workshops and many opportunities to build business networking.

“BINUS BUSINESS SCHOOL together with Master of Management Universitas Gadjah Mada and YCAB Foundation are proud to host this series of events. We believe social entrepreneur will be one of the many important vehicles to improve the life of people and preserve our environment in a sustainable way. BINUS BUSINESS SCHOOL as one of the leading magister management university, always promotes innovation and creativity through various offer courses, this social economy 4.0 will not only enrich student but also people in general.” explained Firdaus Alamsjah, Ph.D – Executive Dean BINUS INTERNATIONAL.

Veronica Colondam, CEO/ Founder YCAB Foundation added that YCAB is very pleased to be part of this international event as it really shows that YCAB is spearheading the social entrepreneurship in Indonesia. She also hopes that corporates’ CSR program will move from traditional CSR towards programs that are comprehensive and sustainable.
About BINUS BUSINESS SCHOOL
Magister Management Program in BINUS has been started since 1993 and is now known as BINUS BUSINESS SCHOOL (BBS). There are four programs offered, namely: MM Young Professional; MM Professional Program; MM Executive Program; MM Dual Degree. Through its tagline Shaping Innovative Leadership, BBS tries to meet the needs of professionals in the face of the business world. Another advantage in terms of internationalization can be seen from the membership BINUS BUSINESS SCHOOL at EFMD (European Foundation of Management Development), a prestigious business school associations at the international level, which was inaugurated on June 6, 2011 last. This membership is one step to prepare BINUS BUSINESS SCHOOL receive international accreditation in the next few years. On October 28, 2011, BINUS BUSINESS SCHOOL has obtained accreditation "A" of the National Accreditation Board for Higher Education (BAN - PT). For more information please visit our website at http://bbs.binus.edu 021-720-2222 or on the number plane 8100.

About INSEAD
Founded in Fountainbleau, France with campuses in Singapore and Abu Dhabi – INSEAD is a private and independent business school and is one of the world’s leading business schools. One of the largest executive education providers in the world, it seeks to equip global business leaders with tools and frameworks in an increasingly uncertain world. The INSEAD Social Entrepreneurship Programme, launched in 2006 and running annually in both our Fontainebleau and Singapore campus, has established itself as the most valuable for program for leading social entrepreneurs and the entry ticket into a valuable life-long network of support and knowledge sharing.

About Master of Management Universitas Gadjah Mada
MMUGM, Master of Management Faculty of Economics and Business, Universitas Gadjah Mada, over two decades of experience in delivering education excellence in business management has been becoming the only master of management program in Indonesia that develops the concept of ethics mainstreaming in its learning process. This also leads MMUGM to consistently obtain accreditation grade “A” by the Board of National Accreditation – The Ministry of Education and Culture, Republic of Indonesia.

MMUGM applies four pillars of professional business education model, uniquely combining science, craft, art, and soul into the curriculum. The science part is to educate the future leaders to have strong knowledge and capability to apply the knowledge. The craft and art parts are to prepare the future leaders to have capacity to act both in problem solving and in decision making.
MMUGM establishes collaboration with 25 prestigious partner universities in four continents: Asia, Europe, America and Australia and also becomes a member of international business school organization such as Association to Advanced Collegiate Schools of Business (AACSB), Network of International Business and Economics Schools (NIBES), ASEAN University Network, Association of Asia-Pacific Business School (AAPBS) and Alliance of Business Education and Scholarship for Tomorrow – a 21st Century Organization (ABEST 21). [www.mmugm.ac.id](http://www.mmugm.ac.id).

### About YCAB Foundation

(YCAB) is an independent non-profit organization in Indonesia which was established in August 1999 and became a global organization in 2011 through YCAB International. YCAB International is headquartered in New York and is registered as a non-profit organization that has facilities tax (tax deductions) through section 501 (c) (3).

YCAB aims to establish independence of adolescents with a comprehensive development approach which focuses on health, education, and welfare through three pillars: Healthy Lifestyle Promotion (HELP), House of Learning and Development (HOLD), and Hands-on Operation for Entrepreneurship (HOPE).

For further information, please visit [www.ycabfoundation.org](http://www.ycabfoundation.org)

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