

## OPEN-ENROLMENT PROGRAMS

# INCLUSIVE BUSINESS AND VALUE CREATION

### AN EXECUTIVE EDUCATION PROGRAM FOR BUSINESS & SOCIAL CHANGEMAKERS

Today, an increasing number of companies want to rethink their business models to expand in lower-income markets and explore new growth opportunities while proactively contributing to solve current societal challenges. This implies a different way of doing business, different partners and different mindsets for corporate executives who need the right tools and knowledge to successfully tackle these new challenges.



Designed for corporate executives, this program also welcomes social entrepreneurs, executives from large NGOs, international aid agencies and impact investors.

Since its launch in 2014, the program has welcomed senior executives coming from a broad range of countries, industries and companies including SAB Miller, GSK, Sodexo, McCain, Renault and Danone as well as social entrepreneurs.

“ The program offers an excellent mix. I learned about key new topics and gained insights from peers. The immersions, field visits and conversations with social entrepreneurs were eye opening and all really important. ”

**Valérie Mazon**  
Marketing Director Asia Pacific  
Eastern Europe Middle East Africa  
DANONE , France

### PARTICIPANTS PROFILE

- Senior corporate executives eager to understand a fast-changing business world through the lens of Inclusive Business
- Senior managers who are or will soon be in charge of the development and roll-out of Inclusive Business models in their company
- Impact investors who want to perfect their understanding of Inclusive Business models
- Leading social entrepreneurs or executives from large NGOs, international aid agencies & governments, who seek to leverage the power of market-based approaches to address social issues

### KEY BENEFITS OF THE PROGRAMS

- **Build** skills and knowledge on how to align social and environmental issues with corporate strategy
- **Understand** the ecosystem of an Inclusive Business and possible alliances inside and outside of your organization
- **Develop** a pragmatic approach to solve Inclusive Business challenges
- **Work** on your own Inclusive Business project(s) through individual coaching with experts and discussion with peers
- **Connect** and explore collaborations with leading social entrepreneurs to deepen and accelerate the social impact of Inclusive Business projects
- **Foster** cross-fertilization between companies and social purpose organizations to build synergies and overcome Inclusive Business challenges.

### MAIN TOPICS ADDRESSED

#### Inclusive business models:

- Shared value creation models
- Innovation in business models
- Marketing and distribution strategies for the BOP
- Scaling-up inclusive business

#### The ecosystem of inclusive business projects:

- Key players for inclusive business
- Social entrepreneurship insights for inclusive business
- Financing models for inclusive business

#### Leading change:

- Managing change and fostering intrapreneurial skills
- Aligning your organization behind your goals
- Crafting strong coalitions for change.

### A UNIQUE ACTION-BASED LEARNING APPROACH

This program provides a comprehensive package to prepare corporate executives in charge of designing, launching or scaling Inclusive Business projects. Its format is based on experiential learning and immersion, cutting-edge academic content, insights from pioneers in the field and peer-to-peer learning.

- Field exposure and immersion
- Applied learning
- Building on 10 years of academic knowledge and pioneers' experience in the field
- Individual mentoring and project tutoring
- Peer learning
- Access to a knowledge hub and an alumni network of changemakers across different sectors and industries
- Cross-fertilization between participants coming from different backgrounds.

“ This excellent program provided me with the opportunity to look at how business can be transformed and explore various strategic scenarios from various angles, all the way from the profit to the non-profit spectrum.”

**K. Ato G. deGraft-Johnson**

Principal RD&E, Insect Control  
US multinational household products company



Debriefing the immersion session at Diepsloot at GIBS University

**ACADEMIC DIRECTORS**

**Frédéric Dalsace**

HEC Paris Associate Professor, Holder of the HEC Paris Social Business, enterprise and poverty Chair

**Sabrina Djefal**

Adjunct Lecturer, Executive Coach, HEC Paris

**LECTURERS** from:

**HEC Paris**, including B. Faivre-Tavignot, S. Djefal, F. Dalsace,

**Hystra** (O. Kayser and L. Klarsfeld-McGrath),

**Ashoka** (S. Schmidt and S. Serneels) and local partners

**GIBS University** (T. Ismail)

**INSPIRATIONAL SPEAKERS**

have included:

**Jay Naidoo**

Former Minister from Mandela’s first government

**François Marty**

Social Entrepreneur and Ashoka Fellow from Le Chênelet

**Basil Kransdorff**

Founder of ePap and Ashoka Fellow



DANONE



**HEC PARIS SOCIAL BUSINESS, ENTERPRISE AND POVERTY CHAIR**

The program is endorsed by the Chair in Social Business, Enterprise and Poverty, created in 2008 with the support of Danone, Schneider Electric and Renault.

Its aim is to create and transfer knowledge on how to move to an inclusive economy that generates wealth and alleviates poverty, both in developed and in emerging countries.

This program is delivered by HEC Paris in partnership with two renowned practitioners in the field:

**Hystra**

A strategy consulting firm specialized in Inclusive Business models and BoP Markets, that has served over 50 clients from the corporate and social sectors since 2009.

**Ashoka**

Founded in 1980, Ashoka is the largest network of social entrepreneurs worldwide, with nearly 3,000 Ashoka Fellows in 84 countries putting their innovative solutions into practice to address societal problems at large scale.

“ It was great to see how participants clarified their projects over the week and acknowledged what points in the course had led them to refine their ideas. I appreciated the honesty and integrity participants brought to the program. The field visits reminded me what inclusive business and creating value is about.”

**Rose Kransdorff**

Social Entrepreneur South Africa  
E’PAP

**DATES**

Calais session: May 17-20, 2016

Johannesburg session: Nov. 28-Dec. 2, 2016

**DURATION**

**Two different contexts to choose from:**

3.5 days in Calais, France

4.5 days in Johannesburg, South Africa

(1 extra day of Immersion)

**APPLICATION PROCESS**

Selection of applicants is based on an application form followed by an interview with an Academic Director

**TUITION FEES\***

Calais session: € 3,900 (excl. VAT)

Johannesburg session: € 7,000 (no VAT)

\* Includes meals, accommodation and local transportation. Excludes travel expenses to the seminar location and extras.

**CONTACT**

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