

# social entrepreneurship



## Content:

The pursuit of social change and social impact through innovative and entrepreneurial practices has received increasing attention and gained significant momentum: the Nobel Peace Prize has repeatedly been awarded to social entrepreneurs, governments around the world are endorsing and fostering the practice of social innovations, and even the annual World Economic Forum gives significant focus to "entrepreneurs working for the public interest".

The persistence and severity of global poverty indicates a number of economic and social hurdles to achieving a global form of sustainable development. Progress requires innovation in technologies, products and services but mostly also in the process of how to engage the poor and how to build business models able to satisfy the needs of the poor while being financially sustainable. Creating these solutions involves recognizing opportunities, combining and mobilizing resources, triggering positive change in various domains.

The seminar will explore the concept, idea and phenomenon of social entrepreneurship with particular focus on its form and relevance in the Central European context and on gaining insights into the personal lifecycle and development path of social entrepreneurs. The seminar will conclude on a personal level with space for own ideas for social initiatives.

The seminar has been initiated by the IG Alpbach Wien ([click here](#)) in cooperation with emersense ([click here](#)). If you are interested in receiving a scholarship in order to attend the European Forum Alpbach and the 'Social Entrepreneurship' Seminar please visit the website of IG Alpbach Wien and other scholarship-giving organizations ([click here](#)).

**Application Deadline is April 23!**

Every year since 1945, the "European Forum Alpbach" has been held in the Tyrolian mountain village of Alpbach. For almost three weeks Alpbach becomes the village of thinkers or, as Otto Molden, the founder of the Forum, called it, the "other magic mountain". Speakers and participants from all parts of the world, from science, economics and politics, experienced experts and students, come together in Alpbach to discuss the current issues and to formulate interdisciplinary solutions.

## Chairpersons of the Seminar:

Johanna MAIR  
Associate Professor of Strategic Management, IESE Business School, University of Navarra, Barcelona;  
Visiting Scholar, Harvard Business School, Boston

Michael MEYER  
Professor for Nonprofit-Management; Head, Research Institute for Nonprofit Organizations, Institut for Organization Studies and Organizational Behavior, Department of Management, Vienna University of Business and Economics

## Speaker:

Alan WEBBER  
Former Managing Editor and Editorial Director of the Harvard Business Review; Founding Editor, Fast Company Magazine, New York

for more details  
see the seminar site

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