Overview of the Activities of the INSEAD Social Innovation Centre

The following report covers the achievements of 2013, and was created in January 2014.

1) Objectives

To support INSEAD’s Mission and Vision, the INSEAD Social Innovation Centre was established as an inclusive platform for cross-disciplinary research, education, projects and engagement in the area of Business in Society.

2) Ongoing Research & Output

Research is ongoing in all four areas of the Centre:

**CSR & Ethics, e.g.**
- CSR, Sustainability & Stakeholder Value
- Marketing and Business Ethics: Choice without Awareness
- Sustainable Consumption & the CSR Halo Effect
- Stakeholder Media

**Humanitarian Research Group, e.g.**
- Logistics of Disaster Preparedness and Disaster Response
- Environmental Impact of Humanitarian Operations
- Multi-Sector Partnerships
- Fleet Management in the Humanitarian Sector
- Global Healthcare Supply Chains

**Social Entrepreneurship, e.g.**
- Positive Theory of Social Entrepreneurship
- Business model innovation for Social Entrepreneurs
- Managing hybrid organizations
- Impact investing for Social Entrepreneurs

**Sustainability, e.g.**
- Sustainable Production and Consumption
- Sustainable Operations and Strategies
- Sustainable Energy
- Environmental Policies Design
3) Awards

1. **Third place in Oikos Case Writing Competition 2013**  
   “Ziqitza Health Care Limited: Responding to Corruption”  
   N. Craig Smith and Robert Crawford

2. **First place in ecch Case Awards 2013 in Ethics and Social Responsibility**  
   “Blue Monday”  
   Henri-Claude de Bettignies, Charlotte Butler, Chuck Jiang and Matthew Xue

3. **International Business Ethics Case Competition (IBECC) Award 2013**  
   Selected from eight MBA teams to represent INSEAD, the team was placed first in the overall competition:  
   **FULL PRESENTATION COMPETITION**  
   Grad Europe/Airbus Division  
   Winner: INSEAD (France), Barrick Gold and the Pascua-Lama Gold Mine

   The INSEAD team was also placed first in the 10 minute competition:  
   **10 MINUTE COMPETITION**  
   Grad 1/Northrop Grumman Division  
   Winner: INSEAD (France), Barrick Gold and the Pascua-Lama Gold Mine.

   **90 SECOND COMPETITION**  
   Grad 1/General Mills Division  
   Winner: University of St. Thomas, Violent Video Games: Ethical Implications of an Acquisition  
   Runner-up: INSEAD (France), Barrick Gold and the Pascua-Lama Gold Mine

4. **Gold Standing as Graduate Net Impact Chapter Status 2013**  
   MBA Programme Promotion. Net Impact is a community of more than 40,000 students (including from the world’s top MBA programmes) and professional leaders creating positive social and environmental change in the workplace and the world. INSEAD’s student club INDEVOR became a local chapter of Net Impact in 2003. This award gives INSEAD an increased exposure regarding the MBA programme’s involvement in the social impact sphere:  
   - special recognition at the Net Impact Conference and an announcement in the Net Impact Conference guidebook  
   - promotion in the annual Business as UNusual Guide designating your Gold standing  
   - exposure on Net Impact’s blog highlighting your chapters’ activities (netimpact.org/blog)
4) Research output since 2013:

- 26 peer-reviewed academic articles
- 9 working papers
- 13 case studies
- 1 forthcoming book
- 1 book chapter

**Academic articles**


Working papers
1. “Marketing Ethics: A Review of the Field”, N. Craig Smith, Patrick E. Murphy, 2013/08/AL/ISIC.
8. "Electric Vehicles with a Battery Switching Station: Adoption and Environmental Impact" (Revision 1), Buket Avci, Karan Girotra, Serguei Netessine, 2013/46/TOM.

Case studies

Books

Book chapters

5) Events/Outreach

Sustainability Executive Roundtables (FBL Campus)
1. 30th Sustainability Executive Roundtable "Sustainability in Business Schools”, 29 November 2013, 77 participants
2. 29th Sustainability Executive Roundtable "The Future of Energy", 5 April, 2013, 76 participants

Social Innovation Research Seminars
1. "Towards a Sustainable Well-Being Society", Dr. Timo Hamalainen, Senior researcher, Strategic Research, Finnish Innovation Fund, Sitra, Dr. Mikko Kosonen, President, Finnish Innovation Fund, Sitra, Professor Yves Doz, INSEAD Emeritus Professor of Strategic Management, The Solvay Chaired Professor of Technological Innovation, 25th June, 2013
2. "The Troubling Question of Corporate Purpose", Professor Lynn Stout, Distinguished Professor of Corporate and Business Law Cornell University in the Organizational Behavior Unit of Harvard Business School, 13 June, 2013
3. "Business Persons: A Legal Theory of the Firm", Professor Eric Orts, Guardsmark Professor, Professor of Legal Studies and Business Ethics, Professor of Management Wharton University of Pennsylvania, 30 May, 2013
4. "Toward an Emplaced and Eventful Organizational Theory", Christophe Marquis Associate Professor the Organizational Behavior Unit Harvard Business School, 19 April 2013
5. "Redefining Leadership in Response to Sustainability Challenges", Professor Mollie Painter-Morland, Academic Director EABIS, 22 March 2013
**Social Innovation Workshops**

2. "Global Health Partnerships and Leadership at GAVI", Seth Berkley, CEO GAVI Alliance, 11 September 2013
3. "Opportunities at the Interface Between Corporate Sustainability, Green Lifestyles and Social Media", Francesco Zingales, Co-founder and Partnerships Director, greenApes and Professor, LIUSS Business School, 28 October 2013
4. "Inspiring Responsible & Sustainable Business", Vincent Stanley, Vice President Marketing, Patagonia, 29 October 2013

**Social Innovation Competition**

1. “greenApes MBA Student Competition on Sustainable Lifestyles” 28th October until 1 November 2013. The INSEAD Social Innovation Centre invited MBA students to participate in the greenApes MBA Student Competition 2013 - Fontainebleau vs. Singapore Campus.

**Social Entrepreneurship Conferences**

1. 8th INSEAD Social Entrepreneurship Conference, Madrid, Spain. “Technology, Innovation and Social Change”, 25 & 26 April 2013 INSEAD partnered with Universidad Politécnica de Madrid (UPM), 150 participants

**Social Entrepreneurship Speaker Series - Catalyst Workshops**

1. 23 May 2013 (FBL campus), INSEAD Entrepreneurship Forum, “Innovation in Impact Investing”
2. 1st March 2013 (FBL Campus), INSEAD Workshop, “Impact Assessment”, Hans Wahl, Director INSEAD Social Entrepreneurship Programme
3. 15 to 17 February 2013 (FBL campus), INSEAD Bootcamp “Social Entrepreneurship”
4. 14 February 2013 (FBL campus), Social Entrepreneur in Residence, Caroline Watson, Founder and CEO, Hua-Dan
5. 7 February 2013 (FBL campus), Social Entrepreneur in Residence, Michael Otten, Adjunct Professor, EFREI and Board Member, Green Chimneys Children’s Services
6. 6 February 2013 (SP campus), Social Entrepreneur in Residence, Jack Sim, Founder, World Toilet Organization & BOP HUB
7. 5 February (SGP campus), Social Entrepreneur in Residence, Ravina Kohli, Founder and Executive Director, JobCorp
8. 1 to 3 February 2013 (SGP campus), INSEAD Bootcamp “Social Entrepreneurship”
6) Contribution to Programmes

1. Core course: Introduction to Business Ethics
2. “Business in Society Day” (will be named “Perspectives on Responsibility in Business” in 2014)
3. Social Impact Electives
   - Core Social Impact Electives
     • Business Sustainability Thinking (P3 May-Jun) – Asia/ Europe Campus
     • Social Entrepreneurship and Innovation (P4 Sep-Oct) – Asia/ Europe Campus
     • Responsibility in Professional Services (P5 Nov-Dec) – Europe Campus
   - Other Courses with Social Impact
     • Building Businesses in India (P4 Sep-Oct) – Asia/ Europe Campus
     • Corporate Governance: Financial Aspects (P4 Sep-Oct) – Europe Campus
     • Economics and Management in Developing Countries (P4 Sep-Oct) – Asia/ Europe Campus
     • Entrepreneurial Field Studies (P3 May-Jun) – Asia/ Europe Campus
     • Entrepreneurial Strategies in Emerging Markets (P3 May-Jun) – Europe Campus
     • Law of Corporate Management and Finance (P4 Sep-Oct) – Europe Campus
4. Executive Education Programme in Social Entrepreneurship (ISEP)
5. PhD Programme

7) Institutional Contribution

1. ISIC conducts two Sustainability Roundtables p.a., co-organised with INSEAD alumni who sponsor the event.
2. ISIC supports the INSEAD MBA student clubs which are active in sustainability and social impact for events (workshops, seminars bootcamps, forums etc.) research, curriculum development and career opportunities. INSEAD MBA students are active in sustainability and social impact related club activities. INDEVOR, the INSEAD organization for social impact and an affiliate chapter of Net Impact, and the Energy Club are the two largest and most active clubs on campus, and just recently the Environment & Business student club was created (2013).
INSEAD INDEVOR/Net Impact
Founded in 1993, INDEVOR, an affiliate chapter of Net Impact, is the INSEAD student organization for social impact. It serves as a forum to examine the role of business in society, and main areas of concern are:
   1. International development
   2. Corporate social responsibility
   3. Environmental sustainability
   4. Non-profit and non-governmental organizations (NGO)
   5. Social entrepreneurship

In addition to Net Impact, INDEVOR coordinates with the INSEAD Social Innovation Centre on campus.

INSEAD Energy Club
Founded in 2006, the INSEAD Energy Club aims to be a forum of discussion and networking for energy and environment related issues for the greater INSEAD community. The INSEAD Social Innovation Centre collaborates closely with students and alumni from the Energy Club for events, curriculum development, but also for more hands-on projects.

INSEAD Environment & Business Club
Founded in 2013, the mission of INSEAD’s Environment & Business Club is to raise future business leader’s awareness to today's environmental challenges, and to inspire them to develop sustainable solutions on a corporate level, while providing them with relevant career opportunities. Despite the fact that the club has been created just recently, the students together with the INSEAD Social Innovation Centre are already organising joint events for students which are open to staff and faculty as well.