

DELEGATE BOOKLET



be a change

18th -21st of November 2011

Aalto Design Factory in Otaniemi, Espoo

48 hours challenge – Be a Change for a better world

Be A Change is a social oriented business ideas contest that gathers entrepreneurial spirits to search for innovative, sustainable business ideas which bring solutions for the world's problems, and make positive changes on society. During a 2-day-conference, participants will work in teams to develop their ideas further with the help of a grand jury and our consultants who are professionally informed about business, social and entrepreneurial areas. At the end, all ideas will be presented to the Jury who then, evaluate and choose the best social business ideas to award.

Our Mission

Bringing about change and making a difference in the world can be a daunting challenge, but it is not impossible. We strongly believe that positive social change can happen by bringing people together, exchanging and supporting ideas. Our mission is to be a platform for aspiring social entrepreneurs to **connect**, **innovate** and **grow** in order to solve societal problems and make impact in the world.

History

In 2008, Be a Change was established as one of the main projects in AIESEC Finland. During its life, the project has brought together bright young minds, aspiring entrepreneurs and creative individuals from all around the world.



AIESEC SHS (Hanken University of Economics) has organized Be A Change in 2010 and 2011. AIESEC is the world's largest youth-run organization that is present in over 107 countries and territories and with over 45,000 members, Focused on providing a platform for youth leadership development, AIESEC offers young people the opportunity to participate in international internships, experience leadership and participate in a global learning environment. What makes AIESEC unique is the youth driven impactful experience that it offers to its members. AIESEC is run by young people for young people, enabling a strong experience to all its stakeholders.



Aalto Social Impact is a 100% volunteer-run community within Aalto University. It is a platform to facilitate social change and bring together ambitious change makers from arts and design, business, science and technology. The mission is to bridge the students; researchers; academia community with the public and private sectors with the aim of pursuing a better world. Aalto Social Impact organizes events and educational courses, support students' projects for Aalto University.

Venue and transportation

The event will be held in Aalto Design Factory, Betonimiehenkuja 5, Otaniemi, Espoo.

You can take bus 102,102T, 103,103T from Kamppi to Otakallio (stop E2203). Opposite to the bus stop there is a small path straight you to the site.



Other bus:

Elielinaukio, Helsinki: 194 & 195

Arabianranta/Pasila,Helsinki: 506

Tapiola, Espoo: 194 & 195 (also 2, 4, 10, 15 & 550 to Otaniemi)

Accommodation for delegates from outside Helsinki:

If you need accommodation during the weekend, please contact the organizing team and we will help you book the hostel: info@beachange.org or phuong.huynh@beachange.org

Learn more and connect with us

www.beachange.org

info@beachange.org

BE A CHANGE OVERVIEW

DEFINE SOCIAL BUSINESS?

Social business, or social enterprise, is an emerging concept worldwide that is attracting increasing interest as a way to apply business approaches to social challenges. Basically, it is an organization that is run like a business but that exists for a social purpose. As such, it conforms to at least the following two key principles:

1. Has a primary social purpose, which is clearly stated as its core objective. This distinguishes a social business from a conventional business, whose primary purpose is to create financial values for its owners.
2. Uses a financially sustainable business model, with a realistic prospect of generating sufficient income to exceed costs and of a significant proportion of its income being earned. This distinguished a social business from a conventional charity or non-profit organization, which relies on grants and donations.

There is no exact universally agreed definition of social business, however, in this competition we accept and follow the description above.

WHO CAN PARTICIPATE?

Everyone who has a business idea or even just an uncompleted thought, whose purpose is to solve societal problems, can participate in Be a Change competition. You can apply as a team or individually. Teams can be formed during the event among delegates.

HOW TO APPLY

First, you need to sign-up to participate in the event. Sign-up [HERE](#)

If you wish to take part in the competition, then simply download the [competition application form](#), summarize your idea and return it to info@beachange.org before 15th of November 2011.

EXPECTED OUTCOMES

During the event, participants will form groups and work on developing the business ideas. You will have chance to discuss and get support from our experts in different fields. As the result, we expect each group to fill in your [business idea form](#) which is a jump-start to your business plan. After the weekend, each team will have 3 more days to gather information and complete the “business idea form”. The document should be sent by email to us by midnight 23rd November 2011.

A Gala Award will take place on the next Friday 25th November where you will have 15 minutes to present the ideas to the Jury and other participants. It is important that you emphasize the values and impacts your business creates as well as its strong sustainable income in order to persuade the Jury.

EVALUATION CRITERIA

- ✓ The idea initially focuses on solving societal problems
- ✓ It creates significant changes/ values/ impacts on society which can be measurable.
- ✓ It has a generated income to ensure financially sustainable.
- ✓ The “How To’s” of business is realistic and accessible.
- ✓ Clarity and persuasion in both written document and presentation.

In addition to 5 main criteria, there are also extra points for the ideas which have innovation and scalability.

SOCIAL BUSINESS IDEA FORM

Write up your social business idea. You can use this form as a guidance to fully explain your idea. Please note that we do not restrict you to completely follow this guideline, you can add more information about the idea as you wish.

My social business idea:

Type of business:

My products or services will be:

My customers will be:

The following needs of customers will be satisfied:

My social enterprise will address the following social or environmental issue(s):

I have the following skills and knowledge of this type of business:

My proposed social business will be successful due to the following factors:

- ✓ Customers:

- ✓ Competitors:

- ✓ Skills development:

- ✓ Suppliers:

- ✓ Pricing:

Financing:

I will need start-up financing in the amount of:

I will find the required start-up financing from the following sources: