

March 15–16

# Social Innovation Bootcamp

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From poverty to educating youth, healthcare to human rights, microfinance to renewable energy, the pathways to shape social change are exploding. This hands-on workshop is designed to teach students to drive social change in their careers and in society using tools for social innovation central to both social intrapreneurship and entrepreneurship. Learn best practices and key skills from leaders in this space.

**Date:** March 15<sup>th</sup>-16<sup>th</sup>, 2013 (Friday - 5:00-8:00pm & Saturday - 8:30am-4:00pm)

**Location:** Goodes Hall, Room 108

**Who Can Attend:** This workshop is open to all Queen's students

## What Students Can Expect To Gain:

- Identify possible career paths presented by social innovation
- Engage in authentic discussions about the role of business in achieving social change
- Learn how government is thinking about social innovation
- Understand how the academic community is rallying around social innovation
- Network with session leaders, business practitioners and like-minded peers
- Deepen your knowledge of and skills in the areas of:
  - **Social Entrepreneurship:** Learn what it takes to launch a successful social venture
  - **Social Purpose Business:** How companies are building social change into their DNA
  - **Social Intrapreneurship:** Explore how you can be a changemaker within your organization
  - **Social Finance:** Get cutting edge insights into “the new hot topic on Bay Street”
- Be inspired by the possibilities!

## Registration Fees (includes HST):

*For Certificate in Socially Responsible Leadership Students: \$60*

*Certificate Students- [Click here to register](#)*

*For all other Queen's students: \$99*

*All other Queen's Students- [Click here to register](#)*

**Registration closes March 8<sup>th</sup>**

**\*\*Workshop fee includes Friday dinner plus Saturday breakfast and lunch\*\***

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For more information email: [responsibleleadership@business.queensu.ca](mailto:responsibleleadership@business.queensu.ca)

# Speakers



**Tania Carnegie, Executive Director, Community Leadership, KPMG**

Tania established and leads KPMG’s Community Leader strategy, which focuses the firm’s resources and knowledge to drive social change and sustainability. She serves on the Advisory Board for QSB’s Centre for Responsible Leadership, as a global ambassador for Free the Children, and is a past-director of Habitat for Humanity Toronto.



**Dr. Tina Dacin, Director, QSB Centre for Responsible Leadership;  
E. Marie Shantz Chaired Professor of Strategy & Organizational Behavior**

Tina teaches courses and consults in leadership, change and strategy. Her research interests include cultural heritage and traditions, social innovation/entrepreneurship, and strategic alliances. Tina sits on the board of the Globally Responsible Leadership Initiative and is a co-founder of the Community of Social Innovation; a group of leading academics in this space.



**Petra Kassun-Mutch, Social Entrepreneur**

Petra left a successful corporate career to pursue her dream of starting a social purpose enterprise and founded the Fifth Town Artisan Cheese Company in 2004. In September 2011, Petra launched a new social venture called The Zügenruhe Project. Petra currently serves as Entrepreneur in Residence at the University of Guelph. Her current Director roles include the Nature Conservancy of Canada and ZooShare.



**Russ McLeod, Chief Operations Director, Me to We**

Russ joined Free the Children and Me to We in 2004. He took the helm of Me to We’s operations after leading countless international volunteer trips throughout the world, inspiring thousands in his capacity as a speaker, and acting as the creative force for We Day. He is also the co-creator of the Canadian Living Me to We Awards.



**Vicki Saunders, Social Entrepreneur in Canada and Silicon Valley; Social Entrepreneur Coach; Advisor to the Ontario Government Office of Social Enterprise**

Vicki is a serial entrepreneur who has co-founded and run 4 ventures in Europe, Toronto and Silicon Valley. Most recently Vicki’s passion to create a strong ecosystem for social entrepreneurs in Canada has her advising MaRS, the Office of Social Enterprise with the Ontario Government and Ryerson University.



**Joyce Sou, Manager, B Corporation and Social Impact Metrics, MaRS Centre for Impact Investing**

In her role at MaRS, Joyce has been exploring the Social Impact Metrics landscape, tracking the various tools available for measuring impact and working to increase their accessibility. She is also a partner at Social Venture Partners Toronto and serves on the Investment Committee as well as on the Advisory Team to selected investees.



**Andreas Souvaliotis, Founder, AIRMILES for Social Change**

As the founder of AIR MILES for Social Change, Andreas’ achievements influencing behaviour change on a mass scale have been recognized globally. As a leading social entrepreneur in Canada, Andreas writes and speaks across the country about social change and innovation. He chairs the Advisory Board of QSB’s Centre for Responsible Leadership.

# Speakers



**Adam Spence, Manager, Special Projects, MaRS Centre for Impact Investing;  
Founder, Social Venture Exchange Project**

Adam is an active researcher and a leader behind a number of innovative social enterprise and development projects in Ontario—most recently the Centre for Impact Investing. Prior to joining MaRS, he was the executive director of the Ontario Association of Food Banks and has spoken to audiences ranging from students to CEOs.



**Norm Tasevski, Co-Founder and Partner, Venture Deli**

Before co-founding Venture Deli, Norm was a Social Entrepreneur-in-Residence with the Social Innovation Generation program at MaRS, where he advised innovation-minded social organizations in topics ranging from revenue diversification to business model development. Prior to MaRS, Norm was a Management Consultant with Aperio.