



Richard Ivey School of Business
The University of Western Ontario



Social Innovation @ Ivey March 7, 2012

Social Investing Talks & Workshops	8 am – 12 pm Room 1N05
Networking Lunch	12 pm – 1 pm Faculty Lounge 2N05
Keynote Speakers & Expert Panel	1 pm – 5 pm Room 2R23

Ivey's Centre for Building Sustainable Value, Sustainability Club and Sustainability Certificate Program will co-host the third **Social Innovation @ Ivey** forum on Wednesday March 7th, 2012. Convened by Professor Oana Branzei in collaboration with Ivey's partners on the [Social Enterprise for Sustainable Communities Program](#) in London (Pillar Nonprofit Network and United Way), Sarnia (Community Roundtable) and Ottawa (CISED), this full day event features innovations in social finance and community investing in Ontario, Canada and globally. The forum offers a range of interactions, including a 'firing-up' introduction, a 'brutally-honest' Q&A panel, four keynote speakers, workshops on social impact measurement and live case studies on social investing.

Dialogue with social investors and learn about innovative ways to finance social enterprises.

- 1N05 – 8 am** **Welcome**
Tima Bansal, Building Sustainable Value Centre Director & Network for Business Sustainability Director
- 1N05 – 8:15 am** **Introductions**
Rick Atherton, RBC Regional Manager & Mortgage Specialist
- 1N05 – 8:30-9 am** **Social Investing: Retrospective & Perspective**
Rob Wong is President and COO, Agri-Neo Inc. and Ivey HBA2005 alumnus. He is also a mentor for Ivey's Sustainability Certificate Program.
- 1N05 – 9-10 am** **Social Impact**
- 1N05 – 10 am – 12 pm** **Workshop: Social Metrics & Measurement**
Anshula Chowdhury is Chief Executive Officer of Social Asset Measurements, a firm that measures the impact of for-profits, non-profits, and charities using Social Return on Investment (SROI). With clients across Canada, SAM offers seamless, scalable solutions that allow clients to manage their social and financial bottom lines. As CEO, Anshula has studied economics at the University of Toronto. She brings a broad range of global experiences spanning the non-profit and for-profit sector. She has worked for a San Francisco based investment software firm, as an organic farmer and teacher's assistant in Jamaica, and founded various socially motivated organizations such as the Young Social Entrepreneurs of Canada and the Social Finance Chain microloaning program. She is a blogger at SocialFinance.ca and a guest lecturer on measuring social value at OCAD's Master's level Foresight and Strategic Innovation program.
- 2N05 – 12 pm – 1 pm** **Networking Lunch**

This annual event is sponsored by:



RBC Foundation®

Building Sustainable Value Research Centre

2R23 1pm – 2 pm Double Keynote: “For-benefit” Corporations

Joyce Sou, CA is the Manager of B Corporations and Social Impact Metrics at the MaRS Centre for Impact Investing. Joyce spent over seven years at KPMG and worked as a Manager of Assurance Services in the Consumer Markets Group. In her role, she focused on leading audits of manufacturing and retail clients throughout North America and also worked as a recruiting manager for campus talent attraction. She also spent time in South Africa on secondment, auditing oil and gas companies and chasing elephants on safari. Joyce is a partner at Social Venture Partners Toronto (SVPT) and serves on the Investment Committee as well as on the Advisory Team to selected investees. She holds a BComm from Queens University and is a Chartered Accountant (CA). Joyce is an avid traveler and recently spent her first year of marriage on sabbatical with her husband, visiting over 15 countries around the world.

Nolan Andres is a consummate idealist and geek. The founder and CEO of PeaceWorks Technology Solutions, Nolan has been working as a Social Entrepreneur for 16 years. An inaugural member of the KW Record's 40 Under 40 and a recipient of Conrad Grebel University College's Distinguished Alumni Service Award, he has degrees and diplomas in Peace and Conflict Studies, Computer Science, and Biblical Studies, and often wonders how any of that qualified him to start and run a business.

2R23 2pm – 2:30 pm Mini-workshop on Building Community Funding Programs

Ottawa Community Loan Fund – Small Loans, Big Impact

Michael Oster is the President of the Ottawa Community Loan Fund since January 2012. He is also a former Director of the Ottawa Chamber of Commerce and of HPCVL (High Performance Computing Virtual Laboratory), a consortium of Canadian Universities. Michael has a quarter-century of progressive experience in Information and Communications Technology (ICT), including employment with IBM and Sun Microsystems, based in both Toronto and Ottawa and both affording National experience. Prior to joining Cisco in 2000, Michael gained eight years of International experience with technology start-ups focused on Internet middleware and network management. In April 2008 he was appointed to the position of National Director, Public Sector Business Development for Cisco Systems Canada Co, after spending eight years in Sales and Business Development. As National Director, he was responsible for leading Cisco's Business Development strategy in Education, Provincial/Territorial/Municipal Government, and related priorities across Canada.

Facilitator: Andrew Chunilall, Director of Finance, London Community Foundation

2R23 2:30pm – 3 pm Mini-workshop on Building Social Enterprise Clusters

Social Venture Exchange

Adam Spence is the Founder of the Social Venture Exchange (SVX) and Manager, Special Projects at the MaRS Centre for Impact Investing. For over ten years in the nonprofit sector, Adam has focused his work on community development, education, social innovation, and public policy change. He was Executive Director of the Ontario Association of Food Banks (OAFB) for five years, a community animator for the skilled trades in Hamilton, and led the Ontario Undergraduate Student Alliance (OUSA). In these positions, he successfully grew revenues, developed enterprise programs, and successfully advocated for public policy change including low-income grants for post-secondary students and Ontario's Poverty Reduction Strategy. Adam graduated from McMaster University with a degree in geography. He currently lives in Toronto.

Facilitator: Chris Moss, Program Manager Social Enterprise for Sustainable Communities Program

2R23 3pm – 4 pm Expert Panel on Community Investing

2R23 4pm – 4:45 pm Keynote: System Change & Live Case: Social Capital Partners

Magnus Sandberg is the Vice President and General Manager at Social Capital Partners, a (non-profit) social finance organization which provides growth financing and advisory services to businesses that integrate a social mission into their operations. Prior to Social Capital Partners, Magnus managed operations and acquisitions in his role as divisional director at Constellation Software, Canada's 5th largest software company. During that time, the organization grew from \$150 million to \$538 million in revenue. A native of Sweden, Magnus has worked and lived in numerous countries throughout Europe, North America and Australia in his previous roles with Autoliv, a Fortune 500 global market leader in automotive safety, and as a management consultant with Accenture. Magnus also had a go as a social entrepreneur, launching a new business model that utilized art to raise awareness of social injustice. Magnus holds a Masters in Engineering and a business degree from Sweden. He is a passionate sailor and is currently ranked 2nd in match racing in Canada.

2R23 4:45 pm – 5 pm Closing Remarks

Eric Morse, Associate Dean Programs