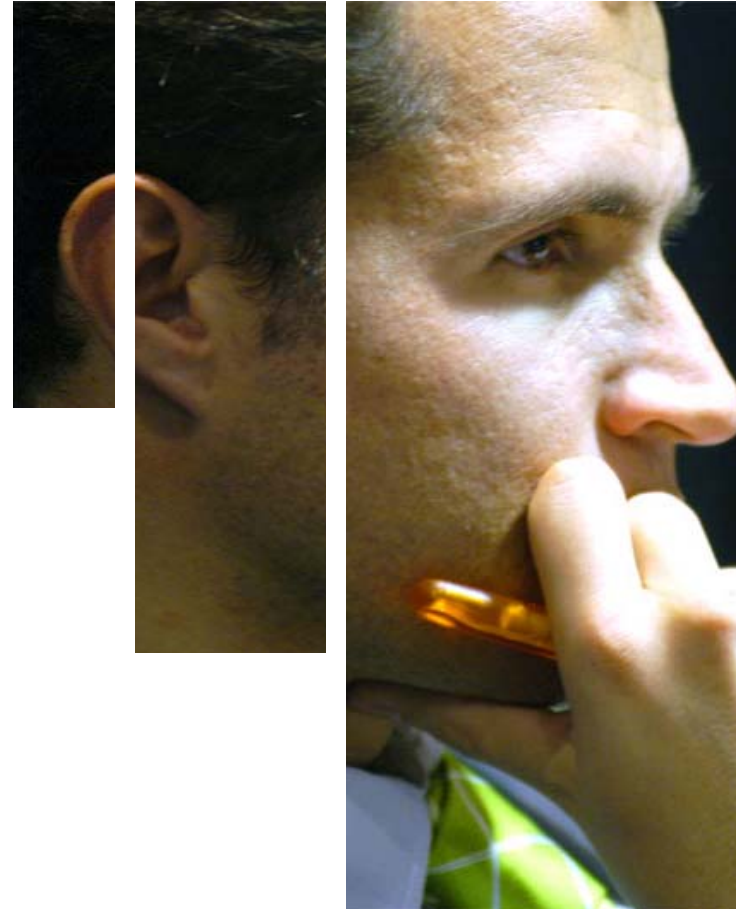


# ESADE Institute for Social Innovation



1. **What is our purpose?**
2. **Why?**
3. **How will we make it happen?**
4. **What are we researching?**
5. **How will we spread this knowledge?**
6. **What learning experience do we offer?**
7. **Who are we?**
8. **Where do we come from?**
9. **Who do we work with?**
10. **What are our aims?**



## 1. What is our purpose?

Our purpose is to develop the abilities of people and organisations in the business and not-for-profit sectors, helping them to contribute to a more just and more sustainable world through their activities.

The Institute unites and leads ESADE's training, research and dissemination in the area of corporate social responsibility (CSR), and in other matters related to the leadership and management of NGOs and collaboration between companies and the third sector.




“The Institute is an academic centre of reference on social innovation and responsibility in different types of organisation.”

## 2. Why?

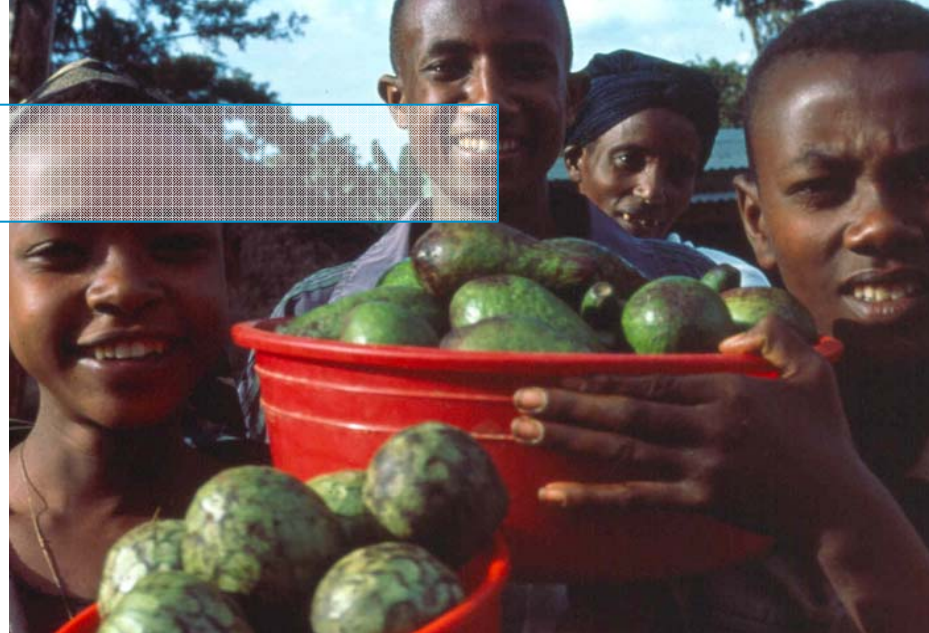
We think it is possible to change the world, and that it can be improved.

And we think that organisations in both private and not-for-profit sectors will be decisive in bringing about this transformation and improving quality of life for our citizens.

This is why it is so important for everyone to act with ethical, sustainability and responsible criteria.



“Globalisation and sustainable development pose new challenges that will require the involvement of all social agents.”



### 3. How will we make it happen?

**Research**

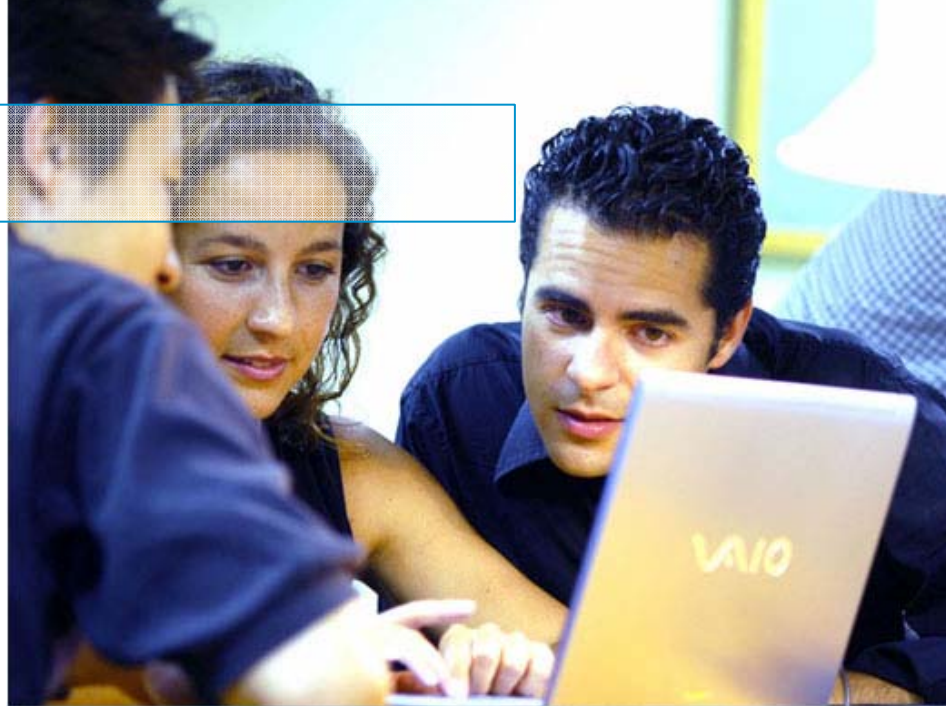
**Training**

**Knowledge Sharing**

## 4. What are we researching?

Our research will concentrate on three basic lines:

- Corporate social responsibility and stakeholder relationships
- Leadership and NGO management
- Social entrepreneurship



“The Institute focuses on these three priorities to maximise its results”

## 5. How will we spread this knowledge?

Through Executive Education and MBA and University Programmes.

Through the publication of **research materials and studies**, disseminating them in Spain and abroad.

By setting up a public platform to host **events and study days** in Barcelona and Madrid, involving outstanding leaders (academics, managers, sector representatives etc.).

By the publication of **opinion articles** in specialist journals and the daily press.

By the “**Alumni Giving Back**” programme, which offers free consultancy to NGOs.



## 6. What learning experience do we offer?

The Institute participates across the board in ESADE's training programmes, contributing content on social innovation and providing the following specialist programmes on the issue:

### **EXECUTIVE EDUCATION**

- Integration of CSR into company strategy
- Corporate Volunteers
- Leadership and Social Innovation for NGOs
- The Management Function in NGOs
- Governance in NGOs
- Institutional philanthropy

### **MBA's AND DEGREES**

- Imparting subjects like Corporate Citizenship and Social Entrepreneurship, also different modules on CSR.



## 7. Who are we?

We are a motivated team, expert in areas like corporate social responsibility and leadership and management of NGOs.

We have a wide range of collaborators: professors, researchers, PhD students, scholars and professionals from different sectors.



“We believe in the Institute’s mission and bring passion and commitment to all our projects.”

## 7. Who are we? Management team

### **Ignasi Carreras**

Director of the Institute

Associate Professor in the Department of Business Policy.  
Member of the Board of Directors of the Global Reporting Initiative (GRI). Ex-Director General of Intermón Oxfam.

### **Daniel Arenas**

Head of Research

Associate Professor in the Department of Social Sciences.  
Member of the Management Committee of EABIS (European Academy of Business in Society)

### **Alfred Vernis**

Head of Training

Associate Professor in the Department of Business Policy.  
Representative on the Social Enterprise Knowledge Network (SEKN).

### **Josep Maria Lozano**

Professor and Senior Researcher in CSR

Professor in the Department of Social Sciences, ESADE. Ex-Director of the IPES. Member of the Global Compact International Academic Council.

### **Sonia Navarro**

Management and Communication

Founder of the "Alumni Giving Back" program at ESADE Alumni.  
ESADE MBA.



## 8. Where do we come from?

The Institute arose from ESADE's consolidated experience in the field of CSR and the administration of NGOs, and brings together in a single project what up to now had been the Institute for the Individual, Corporations and Society (IPES), the training programme for NGOs and research on relationships between the latter and companies.



## 9. Who do we work with?

We form part of an extensive network of international alliances consisting of other academic centres and institutions, a key factor in the Institute's success.



Social Enterprise  
Knowledge Network

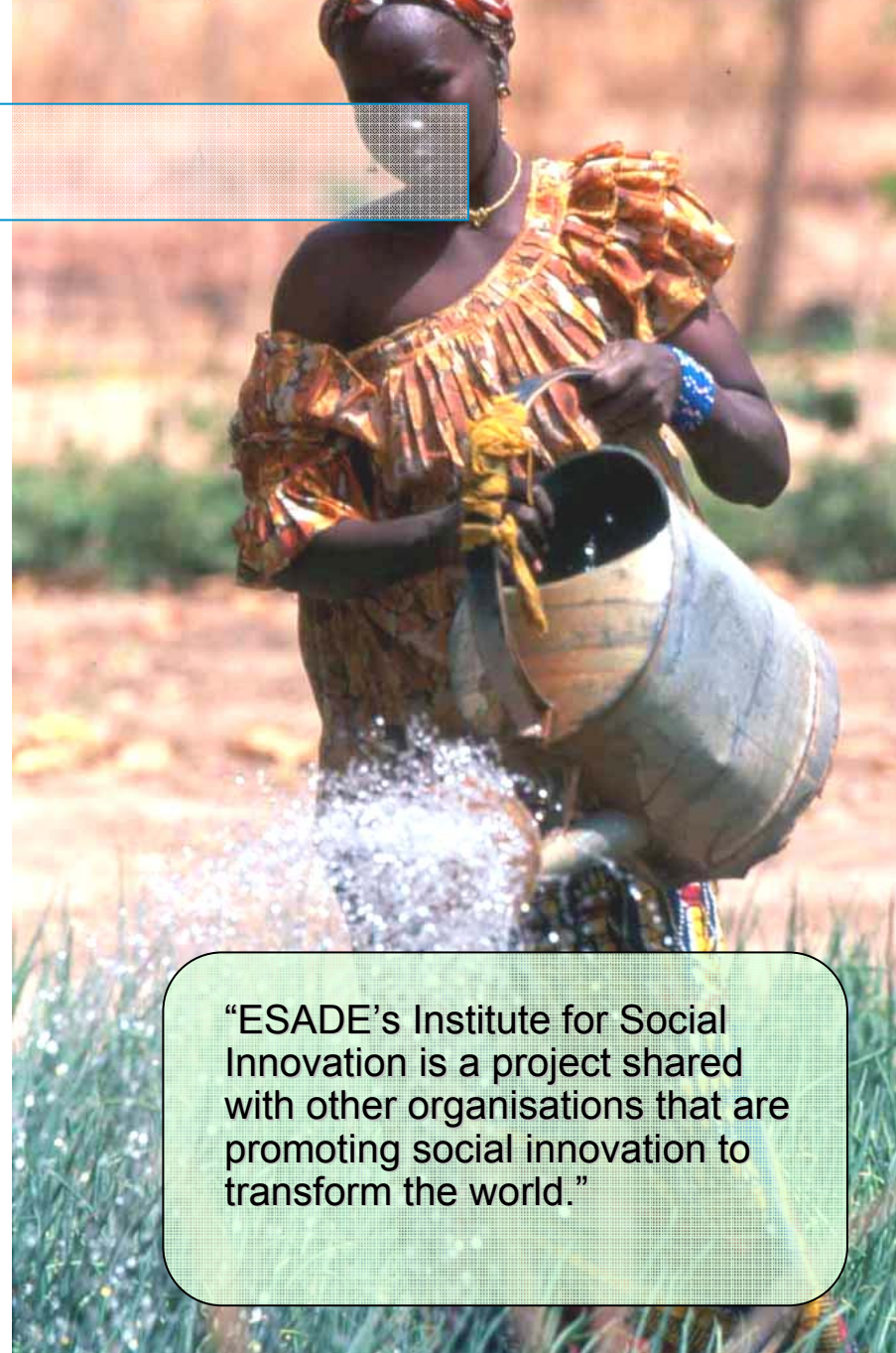


**EABIS**  
European Academy  
of Business in Society

European Academy  
of Business in Society

Economic collaboration from companies, organisation and public institutions makes possible the Institute's programmes action and general activity.

“ESADE's Institute for Social Innovation is a project shared with other organisations that are promoting social innovation to transform the world.”





## **ESADE Institute for Social Innovation**

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