



Press Release

IE Business School Students Look for The Next Big Thing at Social Responsibility Forum

Madrid, November 2010. This November, the 5th Annual Social Responsibility Forum at [IE Business School](#) brought together business executives, community leaders, social entrepreneurs, human rights activists, and students to discuss how a shift in business and social mindsets has created new growth opportunities in the global economy.



The two day conference is the largest annual student-run event at IE Business School and this year's forum assembled more than 450 attendees, 37 panellists and speakers, and more than 50 nationalities.

"Social Entrepreneurs are breaking boundaries and finding innovative solutions all around the world - and in every sector, from technology, marketing, and consulting to energy and healthcare," said Megan Owens, [International MBA](#) student and President of this year's Social Responsibility Forum. "It's truly inspiring how social business is playing an increasingly important role in each one of these sectors; thus our theme for this year's conference: Leading to the Next Big Thing."

Speaker and panel themes focused heavily on social change, such as: progressing social economies, driving social change through sports, shaping markets through disruptive innovation, the future of energy policy and regulation, and corporations benefitting from social responsibility.

Among the many keynotes were Philip Armstrong, Head of the Global Corporate Governance Forum and an internationally acknowledged expert on corporate; Hans Reitz, Co-Founder of the Grammen Creative Labs and creative advisor to Nobel Prize laureate Professor Muhammad Yunus; Sir Robert Charles Swann, Polar Explorer and Environmental Leader, who participated virtually from China; and Karen Tse, Founder and CEO of International Bridges to Justice, who has made it her mission to ensure that people in developing countries are protected under human rights laws, specifically in Cambodia, China and Vietnam.

"We are pleased to be able to host distinguished international experts who will discuss and share their own experiences in making positive changes to society," said Santiago Iñiguez, Dean of IE Business School, during the welcome address.

Flying in from South Africa to give a keynote that same day, social entrepreneur Wendy Luhabe challenged the audience to ask themselves "What is at stake if we do not do anything? Who is most likely to save the world from itself? What are the shared and future values to move us to the next big thing?" Luhabe is one of South Africa's most prominent, visionary, and pioneering women and founder of Women Investment Portfolio Holdings, which revolutionized the economic participation of women in South Africa.

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