SOCIAL INNOVATION:
A novel solution to a social or environmental problem that is more effective, efficient, sustainable, or just than existing solutions and whose value accrues primarily to society, rather than to individuals.
OUR PHILOSOPHY: COLLABORATION SPARKS INNOVATION


The most pressing social and environmental problems of the 21st century are so big and complex that no single government, corporation, or nonprofit can overcome them alone.

But at the Stanford Center for Social Innovation, we understand that organizations can tackle the world’s toughest problems when they work together to make systemic changes. We see that the brightest social innovations arise from collaborations across sectors and disciplines. And we know that networks of like-minded people with different skills can craft better solutions, marshal more resources, and spread breakthroughs more quickly than can individuals toiling in silos.

Because great ideas come from connections between great minds, our programs break down boundaries and promote the exchange of ideas and values across sectors and disciplines and between theory and practice.

OUR VISION:
A Community of Social Innovators

It takes a special kind of leader to invent, scale, and manage social innovations. The Stanford Center for Social Innovation is cultivating social innovators including:

• Flexible Collaborators
• System Thinkers
• Empathic Innovators
• Global Visionaries
• Bold Trailblazers

Our social innovators are already creating a cross-sector community actively engaged in building a more just, sustainable, and prosperous world.

LEADING THE FIELD

| The Aspen Institute ranks the Stanford GSB #1 in the world for social and environmental impact |
| The Center for Social Innovation offers the world’s only business school certificate in public management and social innovation |
| More than 80 percent of Stanford MBA students participate in our Center’s programs |
| Business schools around the world are replicating programs the Center invented, including our Board Governance, Social Purpose Internship, and Social Innovation Fellowships |
| Some 7,000 philanthropy and nonprofit leaders have honed their skills and hatched new ideas in our Center’s executive education programs and conferences |
| Our Center’s definition of social innovation has appeared in dozens of press articles, case studies, academic reports, and government and business documents |
THE WORLD’S TOUGhest SOCIAL AND ENVIRONMENTAL PROBLEMS

Who will solve them?

Flexible Collaborators
Systems Thinkers
Empathic Innovators
Global Visionaries
Bold Trailblazers

A new breed of leaders working together across sectors

Creating real solutions

Cross Sector Solutions
Systemic Approaches
Human Centric Designs
Pragmatic Ideas
Aggressive Action Plans

Microfinance
Impact Investing
Charter Schools
Fair Trade
Emissions Trading

A more Just, Sustainable, and Prosperous World

For a better future

Educating leaders to solve the world’s toughest social and environmental problems.
“Know thy enemy,” Sun Tzu wrote in *The Art of War*. Likewise, we must thoroughly understand the social and environmental problems confronting us if we are to fix them.

The Stanford Center for Social Innovation arms students, alumni, established social innovators, and the general public with ways to think about and solve social and environmental challenges through:

- **Workshops and speaking events** that have inspired more than **20,000 participants** interested in business, government, philanthropy, and nonprofits
- A growing library of more than **270 case studies** that profile socially innovative organizations and that professors around the world are now using
- **Faculty research** on a myriad of social innovation topics such as nonprofit effectiveness, healthcare, and corporate social responsibility
- A website and Twitter feed that delivers **daily social innovation ideas** and insights
- **Social Innovation Conversations**, the Center’s own podcast channel, with subscribers around the world and more than **3 million downloads**

**MEGAN GUY, MBA ’10**

During my Social Innovation Study Trip to China, I became acutely aware of the assumptions and biases that we all bring to the table. I see little optimism for a greener, better future if we can’t all cast aside our skepticism and proactively listen to and collaborate with each other to craft solutions.
Our Programs: Build Skills

Awareness can take a social innovator only so far. To make sustainable change, leaders need real-world management, problem-solving, and technical skills.

The Stanford Center for Social Innovation imparts these skills through:

- The Public Management and Social Innovation Certificate program, which teaches students how to make systemic social and environmental change through leadership, academic, and experiential learning opportunities.
- Social Innovation Study Trips, which every year send some 150 MBA students to learn about social and environmental problems in locations such as India, South Africa, and Guatemala.
- The Impact Labs, which pair students with social innovator mentors to explore new ways of improving society and the environment.
- Social entrepreneurship workshops, which walk students through the process of building a social venture from idea to launch.
- More than 40 social innovation courses, in which MBA students grapple with challenges in healthcare, economic development, education, and the environment.
- The Executive Education programs, which have trained individuals from over 50 countries in leadership and organizational performance for social impact.

Our Programs: Inspire Action

Even the most insightful and skilled social innovators need support to launch into action for real-world impact.

The Stanford Center for Social Innovation offers opportunities to act through:

- Social Innovation Fellowships, which grant up to $120,000 annually to GSB alumni and graduating students who are launching social ventures.
- The Loan Forgiveness Program, which gives financial support to GSB graduates who choose a career with positive social and environmental impact.
- The Stanford Management Internship Fund (SMIF), which offers summer support for MBA students who pursue summer internships in nonprofits, government agencies, and social purpose businesses.
- Post-trip grants for students who want to pursue an idea inspired by their Social Innovation Study Trip or to develop a project with a partner organization.
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