

## **NEW JERSEY SOCIAL ENTREPRENEURSHIP SUMMIT**

**Summary:** New Jersey Social Entrepreneurship Summit will take place April 4<sup>th</sup>, 2019 in The Great Hall of 15 Washington Street at Rutgers University-Newark. At this event, participants will hear from leading social entrepreneurs, impact investors and social innovators in more than 20 sessions. This event is the ideal place to network and learn.

### Primary Contact

**Jeffrey A. Robinson, Ph.D.**

Academic Director, CUEED

Rutgers Business School

1 Washington Park Newark, NJ 07102-1897

[jrobinson@business.rutgers.edu](mailto:jrobinson@business.rutgers.edu)

O: 848-445-5643; M: 917 364 9800

### Background

#### **What is Social Entrepreneurship?**

Social entrepreneurship is a form of entrepreneurship that integrates social goals and social or environmental problem solving into its core business model. Employing this unique model simultaneously creates economic and social value in the community. Social entrepreneurs create organizations and companies that we call social ventures. Sometimes these social ventures are affiliated with nonprofit organizations but are run as companies (social enterprises); sometimes they are independent companies devoted to using business to affect positive social and/or environmental change (social businesses). In all cases, these social ventures, are making a difference in the way we think about solving social/environmental problems, implement business and create jobs.

### **New Jersey Social Entrepreneurship Summit – Thursday, April 4, 2019 at Rutgers University-Newark**

The purpose of this summit is to raise the profile of social entrepreneurship in New Jersey by bringing leaders of the social sector and entrepreneurs who address social and environmental problems in their businesses together to learn from and support one another. We are particularly interested in bringing together leaders who are tackling these social and environmental issues in New Jersey and encouraging these social entrepreneurs or would-be social entrepreneurs to use innovative, sustainable, and profitable business ventures and social impact organizations as their vehicle for long-term change.

At this event, participants will hear from leading social entrepreneurs, impact investors and social innovators in more than 20 sessions. This event is the ideal place to network and learn.

Early Registration is open at <https://NJSEsummit2019.eventbrite.com>

## PROPOSED AGENDA OF THE DAY

<b>Time</b>	<b>Agenda Item</b>
8:00am	Registration and Continental Breakfast
8:45	Continental Breakfast Ends
9:00	Welcome Dignitaries Acknowledgement/Address
9:30	Morning speaker or morning conversation
10:05	Instructions before release
10:15	Morning Breakout 1
11:00	Break
11:15	Morning Breakout 2
12:00	Lunch
1:00	Afternoon keynote or plenary panel
1:30	Instructions before release
1:45	Afternoon breakout 3
2:45	Afternoon Plenary Panel - Present NJ SE Efforts
3:30	Impact Investors Pitch
4:30	Unveiling of Rutgers (NJ) Social Impact Lab at Hahnes Building