

SOCIAL BUSINESS CREATION

HEC MONTRÉAL



Organized by HEC Montréal University since 2016, Social Business Creation is an impactful global platform for social entrepreneurship and enhanced ESG performance. Its programs for students, practitioners, teachers, and researchers have received support of the Yunus Center, created by Nobel Peace Prize Muhammad Yunus, and a network of universities and corporate partners. SBC carries out its three main global programs: **Competition**, **Training of Trainers (TOT)** and **Conferences**.

Since 2016, SBC has attracted interest and participation from:



+2,200
participants



766
projects



28
countries



159
schools

SBC has 8 partner universities in countries such as Mexico, Bolivia, Germany, Bangladesh, Brazil, Argentina and Vietnam, with whom it collaborates in different areas such as research, education, teacher training and more.

1 Competition

SBC promotes a 6-month competition structured in 4 rounds, which provides experiential learning where **students and entrepreneurs** develop a **social business project**.

Participants access to workshops, online courses, coaching sessions, feedback from international judges, etc. Prizes of +\$134,000 CAD.

2 Tot Program

It is designed to enable **educators and practitioners** to become more **effective trainers** and provide **essential knowledge** and **tools** to create programs that support social enterprises.

The program includes several series of lectures, under the direction of SBC. It is a 4-module training, each with certifications.

3 Conferences

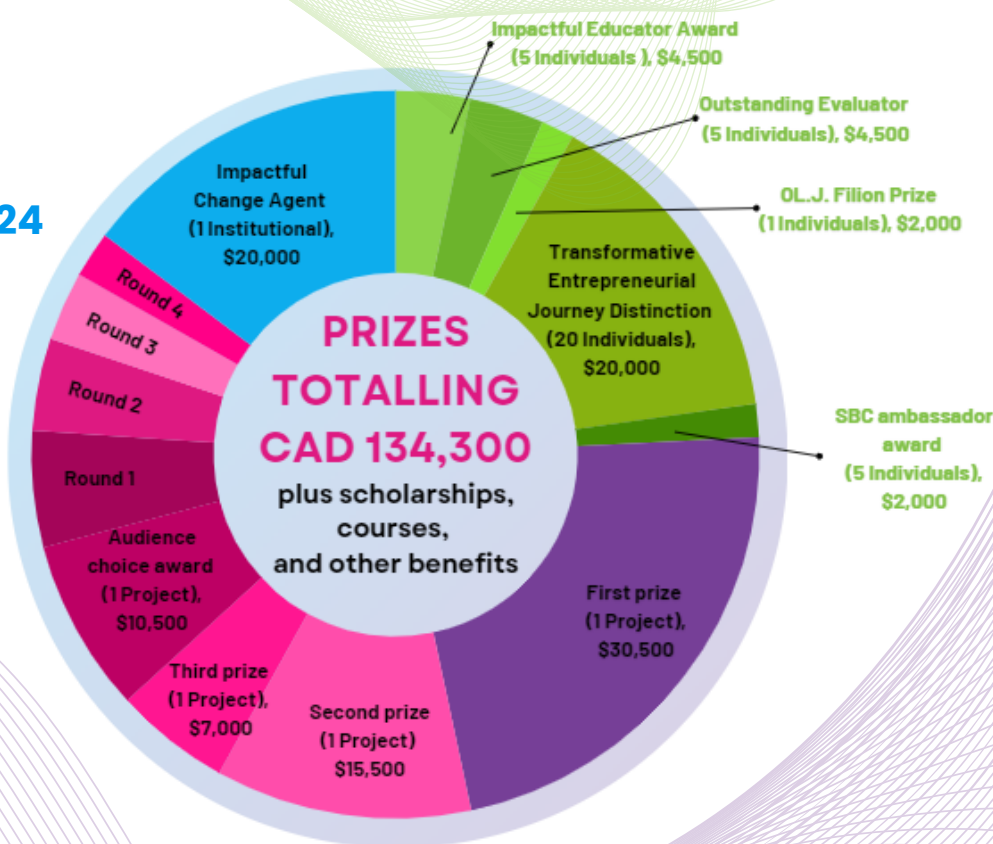
The SBC conference is a platform for **intellectual exchange** between **academics** and **practitioners** to advance research and exchange in the field of social business. 2024 Conferences will be held in:

- Thailand: May 8-9
- Mexico: July 11-12

More Information

Benefits for joining the SBC competition in 2024

Regional Top 30%



SBC TRAINING

What makes SBC Competition a unique platform is the combination of academic with practical training which leads to the creation of ventures with substantial social impact. All individuals have access to both Trainings once accepted in the competition.

LEARNING EXPEDITION

SBC Learning Expedition is a comprehensive program spanning two action-packed weeks (16/9 – 1/10) in Montreal for a transformative journey through academic excellence with real-world application and immersive experiences with social businesses in the creative city of **Montreal**.

Module S Learning & Practicing with HEC Montreal

Module B Contest Training & Performing with SBC

Module C Exploring & Experiencing Montreal

ONLINE COURSES

The **Academic Training** consist on a 4-module online course self-paced that provides the necessary knowledge and tools for social venture creation. Participants access to readings, videos, tools, case studies through an online platform.

PRACTICAL TRAINING

The **Practical Training** takes the form of a 4-round competition. Participants follow a guiding framework to advance their projects development, receive international judges' feedback, and top 30% teams access one-to-one coaching in each round.