



[Home](#) > [News & Events](#) > [Archive Press Releases](#) > [News - 2016](#)
> [Social Innovation Week Launched at UCLA Anderson](#)

April 18, 2016

LOS ANGELES (April 18, 2016) UCLA Anderson School of Management has launched its third annual Social Innovation Week, a series of events that brings together thought leaders and founders of mission-driven businesses across a variety of industries to explore solutions to the world's biggest challenges, share best practices and inspire social change. This weeklong event, hosted by the UCLA Anderson chapter of [Net Impact](#) and sponsored by [Impact@Anderson](#), is designed to spark ideas and catalyze partnerships that can disrupt the way businesses make a positive social, environmental and economic impact in the world.

This year's conference, titled Ignite Impact, features design workshops, panels, documentary film screenings, networking mixers and keynote presentations on various topics of impact. It aims to provide an opportunity for attendees and participants to learn from high-profile professionals who advance discussions around social entrepreneurship, social impact in media and entertainment, corporate social impact and one-for-one models. The week begins with a keynote address from Ben Goldhirsh and Max Schorr, co-founders of GOOD, followed by series of guest panels addressing social and corporate responsibility in 21st-century business enterprises and a special screening of *He Named Me Malala* from Participant Media.

Among the guest speakers and panelists are:

Richard France, Senior Associate, ELP Advisors

Drew Shula, Founder and Principal, The Verdical Group

Nurit Katz, Chief Sustainability Officer, UCLA

Jonathan Parfrey, Executive Director, Climate Resolve

Sandra de Castro Buffington, Founding Director, Global Media Center for Social Impact

Amy Yip, Global Communications and Community Engagement Manager, Google Food

Ethan Brown, CEO and Co-Founder, Beyond Meat

Claire Schmidt, Head of Giving, Thrive Market

Dave Koken, Chief Exploration Officer, Lokal Travel

Eytan Elterman, Chief Impact Officer, Lokal Travel

Marco Bollinger, Chief Storyteller, Lokal Travel

The week's panels are designed to appeal to MBAs following a traditional corporate trajectory as well as those embarking on mission-driven careers.

"At Anderson we are committed to preparing our students to solve important problems facing our society," says Bhagwan Chowdhry, UCLA Anderson professor of finance and faculty director of Impact@Anderson. "Social Innovation Week encourages business leaders engaged in creating social change to connect and inspire us to think big and think differently."

Following a lunchtime chat on Thursday, April 21, 2016, with Oscar Manijvar, founder and CEO of UrbanTXT, Anderson Afternoons will showcase companies and products that are creating social impact through innovative technology.

"Our goal for Social Innovation Week is to demonstrate the power of leveraging business acumen to create lasting social impact," says Jessica Mowry, vice president of Social Innovation Week. "We want to show that social impact is industry-agnostic; representatives from all industries, roles and backgrounds are needed to make collective change. Social Innovation Week at Anderson is a unique opportunity to witness this coalescence in person."

The event is free and open to the public. For more information and a link to register for the event, please visit the [Social Innovation Week website](#).

About Net Impact

The UCLA Anderson chapter of Net Impact (NI) is a group of students who want to put their business skills to use in positive ways, whether by incorporating environmental management practices into a large corporation, bringing microfinance to developing countries, working for a small nonprofit or launching into the world of social entrepreneurship. The mission of the national Net Impact organization is to build a network of leaders committed to using the power of business to make a net positive social, environmental and economic impact. Anderson NI offers a speakers series, internship opportunities, conferences and social events. To meet the needs of our diverse membership, NI often partners with industry-specific clubs and other UCLA graduate schools, including public policy, urban planning and public health.

About UCLA Anderson School of Management

UCLA Anderson School of Management is among the leading business schools in the world, with faculty members globally renowned for their teaching excellence and research in advancing management thinking. Located in Los Angeles, gateway to the growing economies of Latin America and Asia and a city that personifies innovation in a diverse range of endeavors, UCLA Anderson's MBA, Fully Employed MBA, Executive MBA, Global Executive MBA for Asia Pacific, Master of Financial Engineering, doctoral and executive education programs embody the school's Think in the Next ethos. Annually, some 1,800 students are trained to be global leaders seeking the business models and community solutions of tomorrow. UCLA Anderson launched Impact@Anderson in 2015 to inspire thought leadership and collaboration across students, staff, faculty and the broader community, and to seed and accelerate the achievement of positive social, environmental and economic impact around the world.

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