

THE WILLIAM DAVIDSON INSTITUTE

AT THE UNIVERSITY OF MICHIGAN

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Third Sector Innovation: Sustainability and Social Impact

2007 INTERNATIONAL CONFERENCE SUMMARY

2007 Conference Organizers



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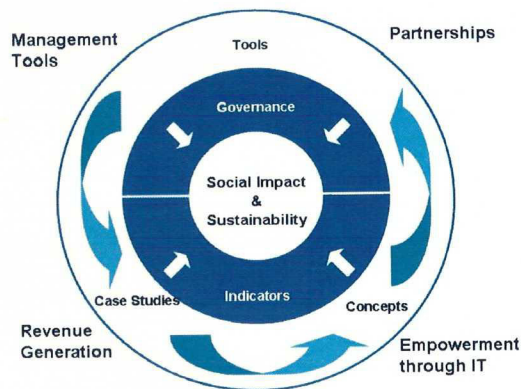




The William Davidson Institute (WDI) at the University of Michigan in partnership with IGESC organized the International Conference “Third Sector Innovation: Sustainability and Social Impact” (TSISSI) on August 16th -18th, 2007 in São Paulo, Brazil.

The event brought together more than 150 public, private and nongovernmental sector leaders from Brazil, Argentina, Colombia, Ecuador, Venezuela, Costa Rica, Chile and Nicaragua the U.S., and Eastern Europe. In addition, over 1400 people participated virtually and more than 5,000 have accessed the content through the conference web page www.impactsocial.org.br.

The conference showcased the work of social enterprise leaders from across Latin America and other WDI partners in Central and Eastern Europe. It also provided an opportunity for conference attendees to develop relationships with their global colleagues.



The main objective of the conference was to share innovative models and best practices in three areas aimed to enhance social impact: **social enterprise strategies, management tools, and IT innovation**. The conference also provided a venue for leaders from the three sectors to network and explore areas for collaboration.

The event was launched by Gilberto Kassab, mayor of Sao Paulo and Elcio Aníbal de Lucca, CEO of Serasa. The opening plenary session featured WDI Executive Director Robert Kennedy, Microsoft Executive Director Michael Levi, and Brasilprev President Eduardo Bom Ângelo. The second plenary featured Melvyn Levitsky, who served as U.S. Ambassador to Brazil from 1994-98, followed by Rogerio Amato, Secretary of Social Assistance in the state of São Paulo; and Ladislau Dowbor, Professor of Economics at Catholic University of Sao Paulo.





Key conference findings included:

1. Successful social enterprise development requires:

- Internal capacity
- Access to capital
- Buy-in from all levels of the organization



2. NGOs are increasingly adopting “business like” management strategies allowing:

- Ability to respond to a rapidly changing environment
- Greater access to partnerships
- Ability to leverage the benefits of global interconnectedness

3. Technology is a key tool for organizational success:

- Technology increases productivity
- Training and development enable technology use
- Technology can enhance community buy-in



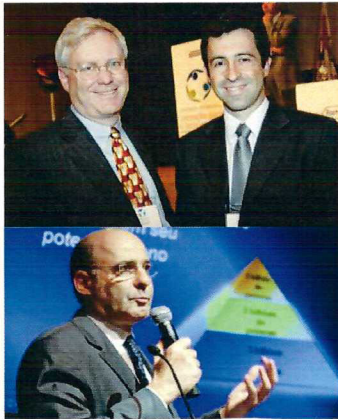
Together with the Erb Institute for Global Sustainable Enterprise and the Zell Lurie Institute for Entrepreneurial Studies, at Michigan’s Ross School of Business, six students received fellowships to attend the conference. Those attending were: Renata Soares, Dan Wang, Emily Reyna, Andy Hastings, Andy Davis and Matthew Welch.

At the conference, the student attendees gave a presentation about the community service learning opportunities available at the University of Michigan. The students also gathered the key findings from the three conference tracks.

The event also hosted a social enterprise marketplace which featured products and services offered by the NGO conference participants. This conference component allowed participants to share experiences regarding their product and service development as well as marketing and sales strategies.



All conference content is available in Portuguese, English and Spanish on the conference website www.impactosocial.org. The site features continuously updated content including pictures, interviews, videos, articles, news and links to other social enterprise related information and future events.



This conference would not have been possible without the financial support of our major sponsors: Microsoft, Institute C&A, Roche, Serasa and Petrobrás. Further, the in-kind assistance we received from our conference partners and the more than 100 social organizations who participated, was instrumental for the event's success.



WDI and GESC Institute thank all who were involved in making the 2007 conference a success. Information about the 2008 International conference "Third Sector Innovation: Sustainability and Social Impact" is now available at www.wdi.umich.edu

2008 Conference Organizers

