



**“Social business addresses the very vital concerns of mankind” – Muhammad Yunus**

**The California Institute for  
Social Business and  
The Grameen Creative Lab  
invite you to attend a  
Social Business Training Forum**

**AUGUST 26, 2010  
10 a.m. – 4 p.m.**

**On the campus of  
California State University  
Channel Islands**



**CALIFORNIA  
INSTITUTE FOR  
SOCIAL BUSINESS**

**C H A N N E L  
I S L A N D S**

**Building on the platform of microfinance, Professor Muhammad Yunus started the Social Business movement that has gained global attention over the past 2-5 years.**

**But what is Social Business and how does it differ from Social Entrepreneurship?**

**How does Social Business address Corporate Social Responsibility (CSR) in your company?**

**How does Social Business differ from philanthropy?**

**Does Social Business only address social issues in emerging countries – what about dealing with social issues closer to home?**

**All these questions and more will be answered in a day-long training session presented by The Grameen Creative Lab – a joint venture between Professor Yunus and Hans Reitz.**

**Who should attend?**

**CSR professionals**

**Philanthropic Foundation professionals**

**Individuals who want to know more about this movement for social change**

**Non-profit agencies seeking ways to become sustainable without grants or philanthropy**

**Session cost: \$300 (includes lunch)  
\$200 non-profit**

**For more information about The Grameen Creative Lab, please go to <http://www.grameencreativelab.com/>**

**To RSVP, please contact Eva Gomez at [eva.gomez@csuci.edu](mailto:eva.gomez@csuci.edu) or (805) 437-3271.**

**Event information will be sent upon receipt of registration**

**Suggested reading for the training:  
Building Social Business  
by Professor Muhammad Yunus**

