

Business Unusual

How companies can successfully embed social purpose in their business models

Guest Lecture by Daniel Truran
Communications Director at B Lab Europe,
Director General at ebbf,
Co-founder Impact Hub Madrid

The WU Institute for Managing Sustainability cordially invites you to join us for this highly inspiring guest lecture!

Date: Monday, 5th December 2016
17:30 – 20:00

Location: Vienna University of Economics and Business
Room TC.0.01 ERSTE

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Abstract:

In his guest lecture, Daniel Truran will introduce the B Corporation movement and case studies of companies and people using business as a force for good. As part of a movement that aims to transform business toward creating a shared prosperity for all, he will relate the experiences of B Corporations and Social Entrepreneurship, showing how this innovative new way of doing business bridges the current gap between business, the social environment and the issues that companies face. Finally, he will extoll the role of the B Corporation Certification and the B Impact Assessment Tool in aligning company and individual values and embedding social purpose into the business model.

About Daniel Truran:

Daniel Truran currently serves as Communications Director at B Lab Europe (bcorporation.eu) and Director General of ebbf - ethical business building the future (www.ebbf.org). He is a Co-founder of The Impact Hub Madrid (www.hubmadrid.com) and Visiting Professor and Tutor of Social Innovation and Social Entrepreneurship at Instituto Empresa (www.ie.edu) and the EOI Business School (www.eoi.es/nw/Ingles/). Furthermore, Daniel Truran serves as a recurring Judge at the Stanford University Social Entrepreneurship E-Challenge (www.bases.stanford.edu). In his work he connects a worldwide range of innovators and organisations. His current home is Madrid, where he lives with his wife Cristina and children Giulia, Davide, Noemi and Matteo.