



Kyushu University Yunus & Shiiki Social Business Research Center (SBRC)



SBRC

SBRC logo

The SBRC logo was created by a chance encounter with an artist named Mr. Naoyuki Omine. He belongs to Kobo Maru, a welfare service office for people with disabilities, in Fukuoka City.

In 2011, we asked Kobo Maru, which is famous for artistic creativity, to draw wall paintings for Grameen Creative House (GCH) at Hakozaki Campus, Kyushu University. We invited Kobo Maru's artists to create space to stimulate gathering people's sensitivity by artistic paintings. Later, Mr. Omine's paintings caught the eye of SBRC executive director. He suggested Mr. Omine for the painting theme "Yin-Yang and the five elements". Inspired by the advice, Mr. Omine

created his new work with the images of wood, fire, soil, gold and water, which led to a new wall painting in GCH. Then we decided to ask Mr. Omine to produce SBRC logo with arranging more to his original wall painting. With a tight one-month deadline, it seemed to have been more difficult than expected to arrange the original work. In the middle of the process, Mr. Omine was unable to make any progress under such pressure, and was so worried that he could not eat. Despite this, he persevered and continued to carefully create the new design, searching for an image that would satisfy himself, finally coming up with our current logo.

Profile of Mr. Naoyuki OMINE

Born in 1977 in Fukuoka City, At the age of 20, Mr. Omine started painting on his own, and vigorously created works with a magical style. The sharp lines of the black magic-marker are created by channeling the involuntary and forceful movements caused by his condition. His controlling delicate movement of tip of the brush with full force is outstanding, but often causes bruises on his upper arm. The images that emerge on the paper are breathtaking.



Kobo Maru

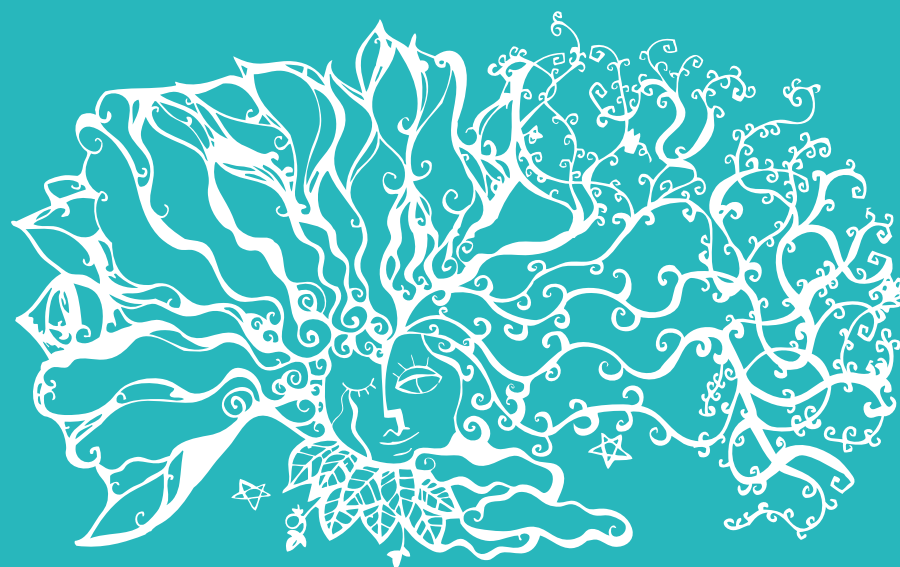
Founded in 1997 by Shuichi Yoshida, a photographer who worked with disabled children for his last university's project on how to increase communication through photography and arts. The welfare workshop "Maruworks" is a creative studio space for disabled people in Fukuoka.

Making difference in life of people considered as "person with obstacle, people of non-importance", this open place aims to change the society bias on disabled people, believing everyone is one and a unique person, not few or less.

Kobo Maru's name derives from 'maru' for 'circle,' meant to represent a power to enfold everything, expressed by hands as well as words. This common place where anyone with or without disabilities, without any classification of age or work matters, could communicate and open doors to creativity where personalities bloom.

Through the "art", Kobo Maru changes progressively the vision of the disabled and believes that each person has a role to play in our society.

Kobo Maru proactively supports the development of creative studio and social action in line to decrease the gap between society and disabled people.



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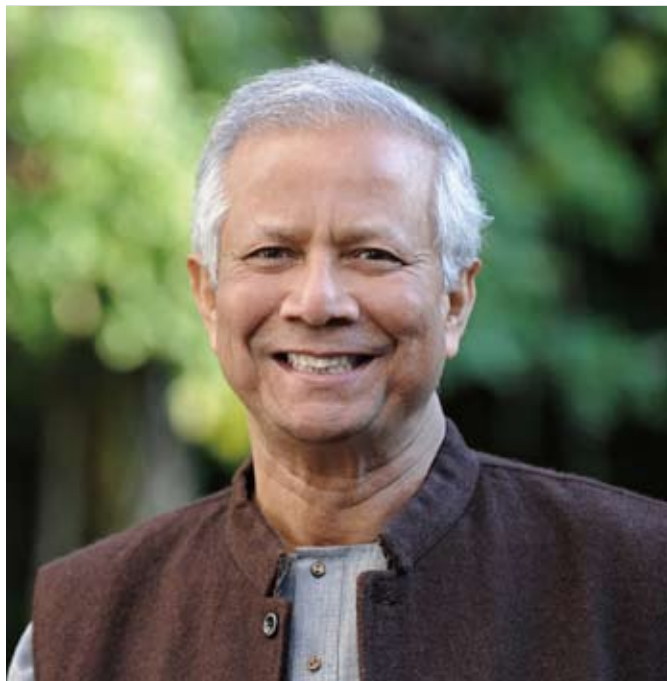
Outline of SBRC

Dr. Muhammad Yunus, the 2006 Nobel Peace Prize Laureate, is the founder of Grameen Bank which provides small, unsecured loans to the poor in Bangladesh. Dr. Yunus is also an advocate and practitioner of social business. Kyushu University concluded an exchange agreement with the Grameen Group in 2007 and established Yunus & Shiiki Social Business Research Center (SBRC) in 2011. As the very first Yunus Center in Japan, SBRC promotes social business in cooperation with various organizations and companies, both in Japan and overseas.



Yunus & Shiiki Social Business Research Center

Dr. Muhammad YUNUS



Born in Chittagong, Bangladesh in 1940. Dr. Yunus received his Ph.D in Economics, Vanderbilt University, U.S.A. in 1970 and returned to Bangladesh in 1972 to become Head of the Department of Economics, Chittagong University, Bangladesh. In 1974, witnessing the poor suffering from the devastating famine in the country, he started working on activities to eradicate poverty. In 1983, he established Grameen Bank, which provides unsecured microloans (microcredit) to the poor. Under Dr. Yunus's core philosophy of Grameen Bank, "a credit system for the poor requires neither mortgages nor collateral" the bank supported the independence of the poor in rural areas and provided small loans to the self-employed, particularly to poor women, making a significant contribution to alleviate poverty in Bangladesh. In recognition of his achievements, Dr. Yunus received the Grand Prize of the Fukuoka Asian Culture Prize 2001 (12th) (Japan) and the Nobel Peace Prize (Norway) in 2006 (with Grameen Bank). In addition, he has received more than 100 awards from around the world, including the Ramon Magsaysay Award (Philippines) known as the "Nobel Prize of Asia", Presidential Medal of Freedom (U.S.A.), U.S. Congressional Gold Medal (U.S.A.), World Food Prize (U.S.A.), Nikkei Asia Prize (Japan), and more than 40 honorable titles (honorary doctorates, etc.) from universities around the world. Eradicating poverty by using business methods, Dr. Yunus runs more than 50 Grameen group companies (the Grameen Family) to solve a lot of social issues in areas such as education, medical care, energy, information and communications. He develops and promotes social businesses in Bangladesh, by stimulating local industries, spreading communications technologies, and using renewable energy. He also engages in social business on a daily basis in partnership with the United Nations, multinational corporations, and universities around the world.

Mr. Masakazu SHIIKI



Born in Yukuhashi City, Fukuoka Prefecture in 1928, Mr. Shiiki founded Sanyo Shoji Co., Ltd. in Kokura City (currently Kokura Kita-ku, Kitakyushu City), Fukuoka Prefecture in October 1959. In June 1972, he changed the company name to Sanyo Shinpan Co., Ltd., and served as its president and chairman. In addition to the company's business activities, he continued to support classical music by holding free classical concerts once a month in the lobby of the headquarters building, featuring mainly chamber music performed by members of the Kyushu Symphony Orchestra (offering other support to them as well), and inviting parents and children to offer "Shiiki Seats" at Music Festival Argerich's Meeting Point in Beppu. When he was in his twenties, his life was saved by a newly developed medical technology, so he also contributed to Kyushu University Hospital, Japanese Red Cross Fukuoka Hospital, and others for the development of medical technology. Targeting Asian students, he funded "Shiiki Masakazu Memorial Scholarship for Asian Student" to further contribution to the local community. Mr. Shiiki knew of and respected Dr. Yunus and his activities even before he won the Nobel Peace Prize. He was an eager proponent of Kyushu University's agreement with Dr. Yunus's Grameen Group to study and promote Yunus social business, and donated funds to support it. This led to the establishment of Yunus & Shiiki Social Business Research Center (SBRC), the first social business research center in Japan. SBRC would like to express our deepest gratitude to Mr. Shiiki for his outstanding contributions to the activities of Dr. Yunus and Kyushu University.

*Mr. Shiiki's photo courtesy by Fukuoka Keizai, Vol. 210, February 2006

Message from Managing Director of SBRC

Hiroshi HOSHINO



SDGs (Sustainable Development Goals), are the successors to the Millennium Development Goals (MDGs) set by the United Nations. There are 17 goals to be achieved by 2030, with a focus on the resolution of social issues. These are expected to attract the engagement and cooperation of governments and international organizations, as well as various sectors such as private sector, research institutes, and non-profit organizations.

At the same time, reflecting on the excessive pursuit of profit in corporate management, there has been an increase in the evaluation (as targets of ESG investment) of companies in Europe and the United States based on environmental, social, and governance viewpoints, for example. There is a need for businesses that balance the pursuit of profits with social contributions.

Kyushu University started its social business activities in 2007 by collaborating with Grameen Foundation, founded by Nobel Peace Prize laureate Dr. Muhammad Yunus. Since then, the university has conducted various activities through Yunus & Shiiki Social Business Research Center (SBRC), which was founded in 2011. The main purpose of the research center is to educate, research, investigate, raise awareness and incubate social businesses. The project aims to build social business model that can solve global issues (such as poverty, health, environment, energy, education, natural disasters, etc.) through collaboration and joint research with relevant organizations in Japan and overseas. The growing interest in SDGs and ESG investments is giving new energy to social businesses.

For the YY contest (Yunus & You Social Design Contest), which is one of the activities of SBRC, university students and members of society meet mentors who help them create new social businesses. Last year, the 8th year, 134 teams from across Japan entered the contest, and 61 teams were selected to participate. We look forward to seeing each of the proposed social businesses solve various social issues from the grassroots level, while they contribute to the creation of a sustainable and more livable world.

As one of the bases for social business in Japan, the SBRC continues to pursue its significant mission and honor its great responsibility.

Members

Managing Director



Hiroshi HOSHINO

Professor of International business at the Faculty of Economics and Managing Director of Yunus and Shiiki Social Business Research Center.

Visiting professor at Kobe University and Mae Fah Luang University in Thailand.

Graduated from Faculty of Law, Keio University, and Graduate School of Business, Georgetown University. After working at Nippon Yusen Co., Ltd., serving as assistant professor in the Faculty of Business Administration and at the Research Institute of Economic Management, Kobe University, he assumed his present position in 2003. In response to the Great Hanshin Earthquake in Jan. 1995, he has been contributing to the Kobe society through various community development activities for over 20 years and engaged in creating and supporting various sort of social businesses in Kobe.

Steering Committee



Hiroto YASUURA

Executive Vice President
Trustee(Vice President)

Dr. Hiroto Yasuura is an Executive Vice President of Kyushu University since 2008. He is also serving as Chief Information Officer (CIO) and Chief Information Security Officer (CISO) of Kyushu University.

He was an associate professor in Kyoto University and moved to Kyushu University in 1991 as a Professor of Graduate School of Information Science and Electrical Engineering.

He also worked for revolution of higher education by ICT. He established AXIES (Academic eXchange for Information Environment and Strategy) in 2011 and served as the first president of AXIES. He is one of founders of JMOOC and now a vice president of it. He also serves as a director of Fukuoka Asian Urban Research Center since 2011 for Fukuoka City.



Shigeki INOUE

Professor
Graduate School of Design
School of Interdisciplinary Science and Innovation
Director of SDGs Design Unit

Prof. Inoue was a visiting scholar at the Massachusetts Institute of Technology (MIT) and Director of the Hakuhodo Diversity Design Institute before assuming his current position in April 2017. He engaged in research and production under the theme of "Solutions through Design" to address various issues and needs of consumers such as the disabled, the elderly, and the poor in developing countries. His publications include 'Creating Universal Social Inclusion' (Iwanami Shoten) and 'Good ideas come!' (Nihon Keizai Shimbun Publishing).



Takako SUZUKI

Associate Professor / International Social Development
Department of Multicultural Society
Faculty of Languages and Cultures

Dr. Suzuki was graduated from University of London. She had worked at JICA as an expert in education based in Zambia. After coming back to Japan, she has been working at universities including Graduate School of International Development, Nagoya University, and Graduate School of International Cooperation, Kobe University. Currently she is an associate professor at Graduate School of Human-Environment, Kyushu University. Her specialty is Education and International Development, particularly working on small scale primary schools in peripheries, mainly in Africa, South America, South Asia and Oceania, addressing the vulnerable children along the Sustainable Development Goals (SDGs).



Kenji IWATA

Professor, Graduate School of Economics

Born in 1960, Prof. Iwata graduated from the Faculty of Arts and Letters, Tohoku University. He withdrew from the Graduate School of Economics after having completed the coursework for Doctor of Philosophy (Economics). Since 2015, he has served as Director of the Kyushu University EU Centre. He assumed his current post of Dean of the Faculty of Economics in 2019. He served as President of the European Union Studies Association-Japan and Executive Director of the Japan Society of Monetary Economics. Prof. Iwata specializes in international finance and European economic integration. His publications include 'Modern European Economy 5th Edition' (co-authored by Yuhikaku Publishing Co., Ltd., 2018).



Masaharu SHIRATANI

Professor / Division of Electronic Devices
Department of Electronics
Faculty of Information Science and Electrical Engineering
Dean of the Graduate School of Information Science and Electrical Engineering
Center of Plasma Nono-interface Engineering

In order to promote the information society from the aspect of hardware, Prof. Shiratani has been studying the processes of solar cells and integrated circuits using low-temperature plasma, as well as the development of new oxynitride semiconductor materials and their application to excitonic devices and quantum computers, and the conversion of CO₂ to CH₄. He has also conducted research on enhancing plant growth using low-temperature plasma as a new approach to solving the food crisis.



Susumu FUKUDA

Professor, Department of Agricultural and Resource Economics, Faculty of Agriculture

After completing the doctoral program at the Graduate School of Agriculture, Kyushu University, he served as an associate professor at Miyazaki University and then joined Kyushu University in 2001. Prof. Fukuda has been Dean of the Faculty of Agriculture since 2017. He specializes in the distribution and marketing of food products, and has many contacts within the food and agricultural world. For example, he serves as Director (part-time) of the Rice Stable Supply Organization (a public interest corporation). He also serves as Research Director of Kyushu University Institute for Asian and Oceanian Studies, established in April 2019.



Masaharu OKADA

Yunus & Shiiki Social Business Research Center
Executive Director/Professor

After graduating from the University of Tokyo Faculty of Law, Prof. Okada joined Nippon Telegraph and Telephone Public Corporation (the predecessor of the NTT Group) in 1979. He received an MBA from the University of Washington (Seattle) in 1985, and qualified as a lawyer in New York State in 1995. Since October 2002, he has been providing lectures on subjects such as "International Corporate Law" at Kyushu University Law School, and has been in charge of domestic and international projects to promote Yunus Social Business with 2006 Nobel Peace Prize Laureate Dr. Muhammad Yunus since 2008. He has held his current position since April 2011.



Ashir AHMED

Associate Professor, Faculty of Information Science and Electrical Engineering
Director, Global Communication Center, Grameen Communications, Bangladesh
Representative Director of the Social Business Academia Network, Japan Chapter

After receiving Ph.D. on Information Science from Tohoku University in 1999, Dr. Ahmed joined Avaya Labs (former Bell Labs), NTT Communications to develop and standardize next generation communication technologies. He left industry with the hope to devote himself more on social cause driven technology development. He established Global Communication Center (GCC) within Grameen Group and at the same time joined Kyushu University as a Research Super Star to develop technologies for the unreached communities. Prof. Yunus and Prof. Yasuura (Kyushu University) are the source of his motivation.

Visiting Fellow

Takuzo OSUGI

Associate Professor, Faculty of Business Administration, Kyoto Sangyo University

Miho KOBAYASHI

Sayama City Business Support Center
Director of Saya-Biz Center

Secretariat

Yoshinori MORI

Head
Industrial Collaboration Promotion Division, Research and Industrial Collaboration Promotion Department

Technical Staff

Kaori ECHIGO

Mika NOGUCHI

History



July 2007

Agreement on joint research between Kyushu University and Grameen Communications (Bangladesh)



September 2009

MOU between Kyushu University and Yunus Center (Bangladesh) regarding the establishment of Grameen Creative Lab (GCL)



March 2010

Established Grameen Creative Lab (GCL) @ Kyushu University



October 2011

Established Yunus & Shiiki Social Business Research Center with donation from Mr. Masakazu Shiiki



July 2014

Relocated to former Faculty of Engineering main building

September 2018

Relocated to Ohashi Campus due to dismantling Hakozaki Campus, Kyushu University

The background image is a blurred photograph of an interior space. On the left, there is a large wall covered in a complex, black-and-white line drawing of a dense, branching network, resembling a map or a biological structure. To the right of this wall, there are windows with light coming through. The overall lighting is dim, and the focus is soft, creating a sense of depth and activity within a research or educational environment.

SBRC activities

Yunus & Shiiki Social Business Research Center (SBRC) is engaged in research, education, incubation and promotion related to social business. By collaborating and conducting joint research with related organizations in and out of Japan, SBRC is creating social business models to tackle global issues such as poverty, health, environment, energy, education, natural disasters and so on.

Dr. Yunus and Kyushu University

September 28, 2009

Dr. Yunus visited by invitation of Kyushu University and the student group QITY.

(Venue: Q-Commons, Ito Campus)

Participated in panel discussions and Q & A with students.



At Q-Commons, Ito Campus, 2009

July 17, 2010

Attended a ceremony to accept the title of Distinguished University Professor of Kyushu University.

(Venue: Hakozaki Campus)

On Saturday, July 17, 2010, Kyushu University awarded the title of Distinguished University Professor to Dr. Muhammad Yunus, founder of Grameen Bank, Bangladesh and recipient of the 2006 Nobel Peace Prize. Distinguished University Professor is a title awarded to Nobel Prize winners who have made significant contributions to research and educational activities at the university.

Dr. Yunus, representing Yunus Center, signed a memorandum of understanding with Kyushu University for the establishment of the Grameen Creative Lab (GCL) @ Kyushu University to pursue social business research, education, and dissemination. The agreement was signed in September 2009 and the GCL established in March 2010. Dr. Yunus had delivered valuable messages by talking with students during his visits to our university. He had also made significant contributions to our education and research activities in social business area and accomplished outstanding achievements. Dr. Yunus's invaluable contributions were some of the reasons he was awarded the title of Distinguished University Professor.

At the award ceremony, former President Setsuo Arikawa presented Dr. Yunus with the title saying, "By strengthening cooperation with Dr. Yunus, we are ready to the eradicate poverty and provide relief to the socially vulnerable through education and research".

Dr. Yunus responded, "With this honorary title, Kyushu University has become an increasingly important part of my life. At the same time I also feel more responsibility. I hope to strengthen our cooperative relationship and move it to even higher levels".



The Distinguished University Professor Ceremony, 2010



Social Business Forum Asia 2011

July 23, 2011

Delivered a keynote speech and participated in panel discussion at "Social Business Forum Asia in Fukuoka 2011".

(Venue: 50th Memorial Auditorium, Kyushu University)



Social Business Forum Asia 2011

July 18, 2014

Took part in a panel discussion and made the keynote speech at "Social Business Forum Asia in Fukuoka 2014", with actor Yusuke Iseya and SBRC Executive Director Masaharu Okada.

(Venue: 50th Memorial Auditorium, Kyushu University)



Social Business Forum Asia 2014

November 21, 2019

1. Dr. Yunus gave the keynote speech and led panel discussion at the 3rd International Conference on Healthcare, SDGs & Social Business. (Venue: Centennial Hall Kyushu University School of Medicine Main Hall)
2. Participated in discussion and Q & A session with Fukuoka-based Yunus Social Business (YSB) companies and other companies at "Dialogue with Yunus Social Business Companies in Fukuoka". (Venue: Kyushu University School of Medicine Centennial Hall)

The 3rd International Conference on Healthcare, SDGs & Social Business 2019



Dialogue with Yunus Social Business companies in Fukuoka, 2019



Research

Kyushu University's five research institutions including SBRC, are involved in the Social Business Technology Lab. SBRC is engaged in various research projects in cooperation with companies and independent administrative institutions.

Academic Engagements

This research has engaged dozens of researchers in Kyushu University. Five research institutes are actively involved-

(1) Faculty of Information Science and Electrical Engineering

Responsible for solving the technical challenges on Healthcare, Mobility, AgroTech and FinTech. More than 10 graduate students (including 6 PhD students) have carried out their research on this topic. More than 30 international articles have been published. The results are regularly updated in www.socialtech.gramweb.net

(2) Medical Information Center in Kyushu University Hospital

Responsible for development of triage logic, Personal Health Records and analyzing medical data. Obtained national level research fund to create PHC BigData.

(3) Institute of Decision Science for a Sustainable Society

Researchers from public health, social sciences, maternal and child health are engaged in PHC research. Expansion of PHC in India and Cambodia gave an opportunity to carry out comparative studies.

(4) QREC

Social Entrepreneurship Class engages more than 20 students per year for field studies in developing countries. Students are encouraged to identify health issues in developing countries, develop quick solutions to health issues and present them to international communities.

(5) Yunus and Shiiki Social Business Research Center

Assists to develop social business model from the PHC prototype. Encourages with funds to present our work in social business-related events such as Social Business Day, Social Business Academia Conference.





International Collaboration and Cooperation

Social Business Technology research has collaborated with Grameen Family since 2007 in the areas of Social Information Infrastructure development. All the research projects e.g. village information platform (GramWeb), electronic passbook for microfinance borrowers (ePassbook), \$300 portable health clinic (GramHealth), keeping a community clean and healthy (GramClean), virtual blood bank (GramHealth) projects are field tested by the help of Grameen Communications in Bangladesh.

Joint research agreements have been signed with other academia such as University of Dhaka, Biyani College in India, Asian Institute of Technology in Thailand.

Industry, Government, Community Collaboration

Toyota has been very supportive since 2011 for healthcare and mobility research. JICA provided 6 years fund for developing ICT based farming and marketing platform. JETRO and Sharp contributed in developing ePassbook. Konica Minolta provided portable x-Ray device in portable health clinic project. NTT collaborated with us in finding solutions to provide low power solar solutions to off-grid villages.

Research Projects		
	GramHealth	An affordable health telemedicine system. Analysis of healthcare big data for patients, doctors and policy makers.
	GramCar	A new car sharing model for low income people. Provides social services (health, education, learning and purchase) to their door steps.
	GramAgri	Farmer friendly technology produce healthy vegetables and generate income for small farmers.
	GramWeb	Connects villagers to make a global village. Currently, operates as a platform of 85000 village web-sites. Archives social needs.





A. Project #1: Healthcare

Research Topic

Research Topic: Develop an affordable and reliable Remote Healthcare System for Unreached Community.

Identified social problem

More than half of the world's population do not receive all the essential services they need. 100 million people are pushed into extreme poverty due to their health expenditures, forcing them to survive on just \$1.90 or less a day. Many of them live in areas where healthcare infrastructure (clinic, doctors etc.) is not available. They are deprived of health care facilities for several reasons:

- Poor health care facilities exist in rural areas- due to the scarcity of hospitals and clinics and absence qualified doctors,
- Urban health care facilities are out of reach- because, of long distance takes long time and effort to go- need extra money to travel rather than treatment and female denies to show male doctors in person, and
- Difficulties to access eHealth services- because village peoples' inability to measure basic health problems and don't have the measurement tools.

Our Idea

We have prototyped portable health clinic (PHC), a compact telehealth system with diagnostic equipment and GramHealth software for archiving and searching patients' past health records. The back-end of the system consists of data servers and a medical call center. The front-end has the instances of portable briefcase consisting of medical sensors and measuring equipment operated by healthcare workers living in unreached communities.

1	Portable Health Clinic (PHC)
2	Women Micro Entrepreneur
3	Personal Health Records
4	Telemedicine Center (Doctors' call center)



Technical Challenges

- Usability of the system considering low-literate and ageing community
- Portability of the system considering the interoperability issues of many hospitals and clinics
- Visualization of healthcare data for easy and error-free explanation to patients, doctors and family members
- Consumer behavior of the remote healthcare systems
- Analysis of healthcare BigData for knowledge discovery and to develop decision mechanism
- Error detection of remote healthcare data
- Social business models to maximize social impacts

Expected social impact

- Reduce morbidity
- Serve unreached community and ageing population



B. Project #2: Mobility as a Service

Target

Build a new car-sharing model for rural community and urban congested areas in developing countries.

Research topics

- Design a car sharing algorithm to maximize the car usage and reduce idle time
- Design a scheduling system for multiple number of social services (Healthcare, Education, Learning and Purchase)
- Impact analysis of college bus service for female high school students

Expected social impact

- Improve the mobility conditions of rural areas
- Reduce congestions and environmental pollutions in urban areas



C. Project #3: iFarM (ICT based Farming and Marketing) system

Target

Smart agriculture system to generate extra income for small farmers.

Research topics

- Design farmer-friendly communication tools: farmer to farmer, farmer to expert and farmer to business
- Design and implement Farmer-friendly e-Commerce system
- Design voice navigation system for uploading farming information
- Quality monitoring system for healthy vegetables

Expected social impact

- Generate extra income for farmers to reduce poverty
- Provide healthy and safe vegetables to the consumers



Performance (FY2018)

- 5 academic papers published
- 5 international conference presentations
- 1 international conference
- 1 award



For details: www.socialtech.gramweb.net

(Written by Dr. Ashir AHMED)

Joint lectures with QREC

1. Social Entrepreneurship

Students can learn about the concept of social business that Dr. Muhammad Yunus (founder of Grameen Bank and Nobel Peace Prize laureate) has created and promoted, by which a business is run as a sustainable solution to social problems such as poverty, healthcare, environment, energy and education.

Students will focus on the difference between Yunus Social Business and social business in a broader sense, and the common points it has with Japanese management philosophy through case studies.

Students will learn how to create a social business by attending lectures and workshops in this course.

Are we working only for money? Will business and humanity are existing together? Dr. Muhammad Yunus, who is a founder of Grameen Bank for the poor women and is a Nobel Peace Prize winner 2006, says that its failure of the current capitalism is a misunderstanding of human nature and that human nature has not only selfish side but also selfless side.

Because of the existing ecosystem or economic theory which is based on one side of selfishness, many social problems such as extreme concentration of wealth, destruction of environment and mental diseases have been coming out in the world.

One of solutions for such social problems is "Social Business based on seven principles", so called Yunus Social Business (YSB). The Seven Principles is as follows;

1. Business objective will be to overcome any social problems (poverty, environment, health, energy, education etc.) in any country, not profit maximization.
2. Financial and Economic Independence and Sustainability
3. Investors can get back the investment amount only. No dividend is given beyond investment money.
4. Gender and environmentally cautious
5. Workforce get market wage with better working condition.
6. After paying back the investment money to its investor, profit shall be used for incubating other social business.
7. Do it with joy!

In his speech on German Unity Day (2018 10.3) at Brandenburg Gate, Dr. Yunus has pointed out;

"I created that business concept which is based not on profit motive, but on empathy and global citizenship to address the flaws that are generated by the extreme concentration of wealth and that Yunus Social Business will reduce the social and environmental injustices including the injustice of wealth concentration. We need to create a new economic framework to build a new civilization based on social justice and human values and Social Business provides that framework".

Looking back to Adam Smith, Smith is best remembered for the terms 'invisible hand' and 'self-interest'. Capitalists like to recite these lines from his book *The Wealth of Nations* to justify their disregard for social costs of businesses, a system that has made the world unstable, unequal and unclear: "It is not from the benevolence of the butcher, the brewer, or the baker that we expect our dinner, but from their regard to their own self-interest. We address ourselves not to their humanity but

Instructor Name



Prof. Masaharu OKADA



to their self-love, and never talk to them of our own necessities, but of their advantages".

However, we have to remember that Adam Smith has written another book too: *The Theory of Moral Sentiments*. In it, Smith explored the opposite of self-interest. "When our passive feelings are almost always so sordid and so selfish, how comes it that our active principles should often be so generous and so noble? When we are always so much more deeply affected by whatever concerns ourselves, than by whatever concerns other men; what is it which prompts the generous, upon all occasions, and the mean upon many, to sacrifice their own interests to the greater interests of others? It is not the soft power of humanity, it is not that feeble spark of benevolence which Nature has lighted up in the human heart, that is thus capable of counteracting the strongest impulses of self-love. It is a stronger power, a more forcible motive, which exerts itself upon such occasions. It is reason, principle, conscience, the inhabitant of the breast, the man within, the great judge and arbiter of our conduct", he wrote.

Smith never actually reconciled the two different views on human nature he expressed in these two books into a theoretical framework. "If he had used his two books to propose theoretical foundations for two different types of businesses, perhaps the world could have avoided the serious crisis we are facing today", Yunus writes. He offers the idea of social businesses as that bridge.

In this class, focusing on Yunus Social Business, the following subjects will be provided;

1. Concept of Yunus Social Business
2. Grameen program
3. General ideas of Entrepreneurship 1
4. General ideas of Entrepreneurship 2
5. Case Study 1
6. Case Study 2
7. Lecture of key members of Team Yunus
8. Free Discussion

(Written by Prof. Masaharu OKADA)

2. SDGs Entrepreneurship

The UN has defined SDGs (Sustainable Development Goals) to be achieved by 2030. The major goals are eradicating poverty, improving healthcare and protecting environment etc.

The purpose of this course is to learn social entrepreneurship models solving these global problems. Focusing on SDGs, and Yunus Social Business, the course provide classroom lectures to learn the model theories identifying these problems and also provide about one-week study tour to the emerging country like Thailand to learn and practice social business in real life.

In the final lecture, students have a chance to do problem-solving presentation to the faculty members of Kyushu University and experts on Yunus Social Business.

Each student will gain skills to become a social change initiator.

SDGs entrepreneurship (written as 「新興国アントレプレナーシップ」 in Japanese) is a credited university-wide module for degree and graduate level students at Kyushu University, organized by Robert T. Huang Entrepreneurship Center (QREC) in partnership with Yunus & Shiiki Social Business Research Center (SBRC). The module aims to make students aware of prevalent social issues and help them develop an entrepreneurial thinking to solve these problems using the concept of social business. QREC encourages students to have an entrepreneurial mindset and SBRC disseminates theoretical and practical knowledge of social business, a philosophy pioneered by Dr. Muhammad Yunus (Founder of Grameen Bank and Nobel Peace Prize winner). The module helps students learn how to solve social issues with seven principles of social business and how social business is run autonomously and sustainably.

The module has three parts: classroom learning as prior-sessions in Japan, on-site fieldwork in Thailand, and business idea briefing after coming back to Japan. To make the module a success, Dr. Ashir Ahmed and a lecturer from QREC are responsible for coordinating with SBRC. Professors and researchers from Kyushu University in Japan and the host university in Thailand, Yunus center AIT, Asian Institute of Technology (AIT), cooperate with each other to teach the module.

As social business and the way it solves issues in the society get prominence, learning about social business becomes not limited to its basic knowledge but also involves understanding of the real issues in places where people suffer from poverty, poor societal and economic system, or environment problems caused by lack of people attention, policy implication, or serious concerns from developed countries. In Kyushu University, there are many passionate students who are interested in learning about social business as a solution toward solving social issues and want to become social entrepreneurs in future. In 2019, 27 students eager to have an opportunity to challenge the situation in the society and prepare an action plan with their own social business ideas enrolled in the module.

For classroom learning module in Japan, there is omnibus style of class learning to understand social business and the purpose of it, the way social entrepreneurs conduct the business, and how they contribute to the society. Experts in social business and public health share their insights related to social business with real situations observed in developing countries. Students then start looking at the underlying social issues. At the end of the sessions in Japan, every student sets

Instructor Name



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a hypothesis of social issues in accordance with his/her own interest and major with what they have learned from their affiliated classes with their own faculty, class-room learning, or self-exploration. All students are then divided into five groups and asked to find solution to what they really consider a serious challenge in Thailand. The challenges are related to issues such as environment, traffic accidents, gender, education, and health.

After the students learn the concept of social business in classroom, they go to Thailand for on-site fieldwork.

The program in Thailand is designed such so as to allow students to experience the ground reality of communities. They visit Ko Kret, Pak Kret, and Klong Toey communities, universities such as Mahidol University and Thammasat University, Japan Embassy, Grin Green Bangkok from Berkeley International School, and National Innovation Agency where local start-up and venture companies get support in solving social issues. The students are guided to follow the actual steps of creating solution to social issues. The students then get to see some of their hypothesis of the social issues brought from Japan exist in real but not in the way they had thought. When the students see the gap between classroom or solely knowledge-based learning, and own experience in Thailand, the module starts having a great value for them and they start feeling the differences between their thoughts and reality in Thailand. They struggle to find solutions towards the issues by observing local people, asking about their situation, discussing it with their own group members and above all, considering the social issues as their own problems. They try to understand the reason behind the situation, and why they could not see it from outside the Thai society. The students get to be familiar with problem-solving business while visiting social entrepreneurs in Thailand and at the same time they go in the field to investigate social issues and find a solution for the vulnerable and poor in Thailand. After coming back from Thailand, the students make posters and present their business ideas. The five student groups participate in poster sessions and discuss their experiences with experts in social business.

After completing the course, all participants develop abilities to find a real issue, think of the solution, and get ready to become practitioners of social business. Hence, I can say that a student who solves social issues through SDGs entrepreneurship module has the ability to become a social business entrepreneur in future.

(Written by Dr. Rika TERANO)

Collaboration with Yunus Social Business Center

YSBC is now established in 78 universities around the world.

As the world's 8th YSBC, Kyushu University's SBRC was launched in 2011.

Yunus Social Business Center (YSBC)

YSBC is a social business hub in universities around the world to study and promote Nobel Peace Prize Laureate Dr. Muhammad Yunus's seven principles and Yunus social business. YSBCs are set with an agreement between Yunus Center in Bangladesh and the university to spread or practice social business among its students and researchers. YSBCs take an initiative in creating academic curriculum, filed research, Yunus social business contest, workshop, seminar etc... Not only within the campus, but YSBCs widen its activity now for its communities, companies and people who are interested in social business. We have 78 YSBCs as of August, 2019. SBRC was established in 2011, the 8th YSBC in the world and the very first in Japan.



Yunus Social Business Centers in the world (As of August, 2019)

1	École des hautes études commerciales de Paris (HEC Paris)	France	2008	40	National University of Kaohsiung	Taiwan	2017
2	Asian Institute of Technology	Thailand	2009	41	Ecole Polytechnique Fédérale de Lausanne - EPFL	Switzerland	2017
3	University of Salford	The United Kingdom	2010	42	Quemoy University	Taiwan	2017
4	Glasgow Caledonian University	The United Kingdom	2010	43	Ambedkar University	India	2017
5	European Business School	Germany	2010	44	Novel Academy	Nepal	2018
6	California State University Channel Island	The United States	2010	45	Epoka University	Albania	2018
7	Sun Yat- Sen University	China	2011	46	Elizabethtown College	90%	2018
8	Kyushu University	Japan	2011	47	University of South Australia (UniSA)	Australia	2018
9	University of Florence	Italy	2011	48	The University of Adelaide	Australia	2018
10	Okan University	Turkey	2011	49	Ashoka University	India	2018
11	National University of Malaysia	Malaysia	2012	50	University of Bologna	Italy	2018
12	Janusz Korczak Pedagogical University	Poland	2013	51	National Pingtung University of Science & Technology	Taiwan	2018
13	National Central University Taiwan	Taiwan	2014	52	Kalinga Institute of Social Sciences	India	2018
14	University of New South Wales	Australia	2014	53	AIMS Institutes	India	2018
15	Yunnan Normal University	China	2015	54	Amity University Rajasthan	India	2018
16	La Trobe University	Australia	2015	55	Amity University Haryana	India	2018
17	Daffodil International University	Bangladesh	2015	56	National Kaohsiung University of Science and Technology	Taiwan	2018
18	Becker College	90%	2016	57	Zhengzhou University	China	2018
19	National University of Singapore	Singapore	2016	58	Sunway University	Malaysia	2018
20	Escola Superior de Propaganda e Marketing (ESPM)	Brazil	2016	59	INTI International University	Malaysia	2018
21	Dhaka International University	Bangladesh	2016	60	University of Basilicata	India	2018
22	King's College	Nepal	2016	61	JAIN (Deemed-to-be University)	India	2018
23	Universiti Sains Malaysia	Malaysia	2016	62	Universidad Privada Cumbre	Bolivia	2018
24	SSM College of Engineering	India	2016	63	Ca' Foscari University of Venice	Italy	2018
25	Universiti Teknologi Petronas	Malaysia	2016	64	Universidad de Monterrey (UEM)	Mexico	2018
26	Kasetsart University	Thailand	2016	65	IAE Paris Sorbonne Business School	France	2018
27	Pompeu Fabra University	Spain	2016	66	Soochow University	Taiwan	2019
28	Azerbaijan State University of Economics (UNEC)	Azerbaijan	2016	67	National Taichung University of Science and Technology (NTCUST)	Taiwan	2019
29	HEC Montréal	Canada	2016	68	Birla Institute of Management Technology (BIMTECH)	India	2019
30	Griffith University	Australia	2016	69	Krea University	India	2019
31	Renmin University of China	China	2017	70	Foundation University	Philippines	2019
32	Chang Jung Christian University	Taiwan	2017	71	Lille Catholic University	France	2019
33	Lincoln University	New Zealand	2017	72	Leuphana University of Lüneburg	Germany	2019
34	The Chinese University of Hong Kong	Hong Kong	2017	73	University of Urbino Carlo Bo	Italy	2019
35	Catholic University of Zimbabwe	Zimbabwe	2017	74	Ryukoku University	Japan	2019
36	Chandigarh University	India	2017	75	National Taipei University of Business	Taiwan	2019
37	Autonomous University of Baja California	Mexico	2017	76	Albukhary International University	Malaysia	2019
38	Bethlehem University	Palestine	2017	77	University of Murcia	Spain	2019
39	Universiti Putra Malaysia (UPM)	Malaysia	2017	78	University of Cantabria	Spain	2019

Japan Social Business Visit

A group of 14 delegates from the Social Business Center of Taoyuan City Government, the winning teams of the 2019 Taoyuan Social Business Startup Competition, and the Yunus Social Business Centre at National Central University visited the social businesses in Fukuoka city from August 19th to 23th with the help of the Yunus & Shiiki Social Business Research Center at Kyushu University. The first social business we visited is Misol, which is a customer call center that offers jobs to the LGBT community, single-parent families and other minorities. The main task at Misol is liaison jobs outsourced by other companies. Compared with average workers, members of single-parent families in Japan receive lower wages. 40% of the LGB community finds it challenging to find jobs. The percentage for T (transgender) people even reaches 70%. Publicly supportive of the LGBT community on its official website, Misol offers a friendly working environment where minority groups can work in customer service at ease.

On August 20, we visited ON GRIT, the Grand Champion in the Yunus & You Social Business Contest 2018. In response to the aging Japanese population, ON GRIT monitors road lamps using AI technology. It drastically reduces manpower, cost and time for routine inspection and maintenance, and the efficiency is enhanced fivefold. The company has also developed a device that detects cracks in piers. As the complexity of the task is minimized with the help of AI, the job is offered to disabled persons, which adds to the diversity of their career choices.

We also visited Borderless Japan, a social business which provides a mutual assistance platform for social entrepreneurs. Several social businesses based within the platform jointly allocate surplus of their operations to incubate new social businesses. And when management gets on track and generates surplus profits, it invests in new social entrepreneurs. There is also a mentoring service that facilitates the entrepreneurial process of new businesses.

Human Harbor is the 4th social business we visited. It's an industrial waste intermediate treatment company which provides an intermediate support facility for the recidivism. Soejima, the founder of Human Harbor, has been a volunteer probation officer for over twenty years. Since many ex-inmates struggle to find jobs after discharged, the recidivism rate is 48%. Aspired to create a second chance, Soejima establishes a mechanism that combines accommodation, employment, and education in Human Harbor. Ex-inmates can sustain themselves by

earning reasonable wages and build up a healthy social life. Therefore, they are less likely to recidivate.

The last social business we visited is Sukiya, which won the second-place of the Yunus & You Social Business Contest 2018. It aims to the creation of a harmonious society by inheriting traditional Japanese value and culture. As demand for yukata, a traditional Japanese garment, is on the decline, factories that make Hakata-ori, a traditional Japanese textile, are out of business. In response, Sukiya utilizes the textile in making bells, business card holders, mobile phone covers and other products. The manufacturing process is simplified with the aid of tools and standardized templates so that disabled persons can also take the job.

We would like to especially thank the Yunus & Shiiki Social Business Research Center for hosting the SDGs Social Business Networking Lab on August 22nd, which involved the delegates from industry, academia, and government. Prof. Shigeki Inoue gave a talk about the SDGs initiatives at Kyushu University and Prof. Hiroshi Hoshino led a gift exchange ceremony between the Social Business Center of Taoyuan City Government and the Yunus & Shiiki Social Business Research Center. It was a great event to link Taoyuan social business delegates with the Japanese NPOs, social businesses, and local authorities. We were impressed with social businesses in Japan. Faced with different or similar social issues to those of Taiwan, Japanese social businesses seem to have come up with diverse and well-rounded solutions which can be learned by Taoyuan's social business startup teams.

(Written by Dr. Chien-wen Mark Shen)



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SDGs Social Business Networking Lab ①



SDGs Social Business Networking Lab ②



SDGs Social Business Networking Lab ③



at Misol



at ON GRIT



at BORDERLESS JAPAN



at Human Harbor



at Sukiya

ACCESS

Kyushu University Yunus & Shiiki Social Business Research Center

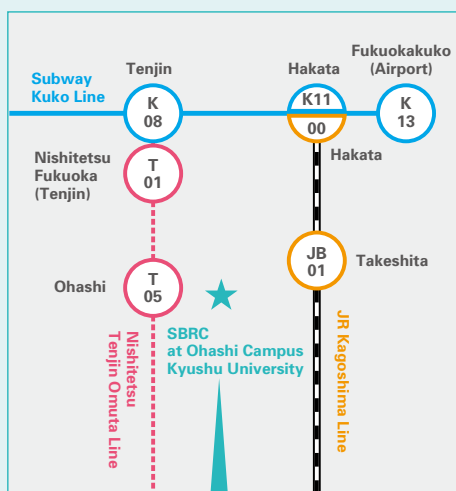
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From Fukuoka Airport	From Hakata	From Tenjin
Fukuokakuko (Airport) sta. [K13]	① Subway Hakata sta. [K11]	② JR Hakata sta. [00]
(Subway Kuko Line)	(Subway Kuko Line)	(JR Kagoshima Line)
Tenjin sta. [K08]	Tenjin sta. [K08]	Takeshita sta. [JB01]
<Transfer to Nishitetsu train Tenjin-Omuta Line>	<Transfer to Nishitetsu train Tenjin-Omuta Line>	15 minutes-walk from West Exit. (*the cheapest fare!)
Nishitetsu Fukuoka (Tenjin) sta. [T01]	Nishitetsu Fukuoka (Tenjin) sta. [T01]	
Ohashi sta. [T05]	Ohashi sta. [T05]	
5 minutes-walk from East Exit.	5 minutes-walk from East Exit.	

