

SOCIAL ENTERPRISE @ GOIZUETA

2020 IMPACT REPORT



EMORY

GOIZUETA
BUSINESS
SCHOOL





About Social Enterprise @ Goizueta

Established in 2009, Social Enterprise @ Goizueta (SE@G) is an action-oriented research center within Emory University's Goizueta Business School that combines academic research with fieldwork programs and student activities to create better markets, support stronger communities, and develop next-generation social innovators.

Our Partners and Collaborators

In 2019-2020, SE@G was proud to work with a number of collaborators and funding partners in U.S. and globally including:

- Asociación Nacional del Café Institución (Anacafe)
- Aspen Network of Development Entrepreneurs (ANDE)
- Atlantic Capital Bank
- Caravela Coffee
- Catholic Relief Services
- Focused Community Strategies (FCS)
- Friends of Refugees
- East Lake Foundation
- Georgia Social Impact Collaborative (GSIC)
- Goizueta EvMBA Class of 2020
- La Alianza de Mujeres en Café de El Salvador (AMCES)
- PNC Bank
- PROMECAFE
- Purpose Built Schools Atlanta
- The Goizueta Foundation
- The Halle Institute for Global Research
- The Nature Conservancy
- The Philanthropy Lab
- Regions Foundation
- Stumptown Coffee
- SunTrust Foundation

A special thank you to the more than 100 volunteers that supported SE@G programs as business mentors and advisors in Atlanta and Central America.

Get Engaged with SE@G

Learn more at socialenterprise.emory.edu. Follow on social media:



socialenterprise.goizueta



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AN UNPRECEDENTED TIME FOR BUSINESS AND SOCIETY

The 2019-2020 academic year was unlike any in our Center's history as we worked to pivot how we work, while also reflecting deeply on what we do and why. The pandemic along with the growing anti-racism movement has demonstrated the important role that business plays in society. Alongside our partners and supporters, we're working to transform the role of business to tackle the most pressing issues of the 21st century – inequality and climate change.

This impact report highlights the important progress that our Center and its partners have made in developing the next generation of social innovators, creating cutting edge research informing business and society, strengthening Atlanta neighborhoods through micro-entrepreneurs, and empowering Central American women farmers including:

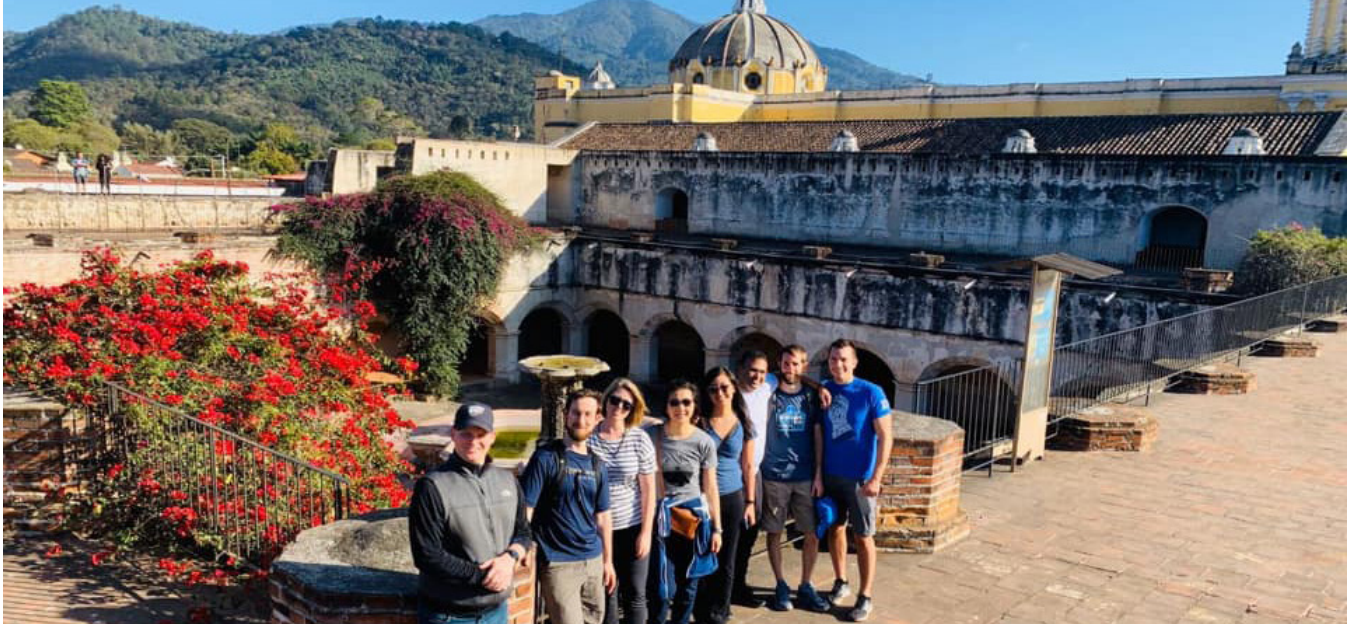
- Enrolling 314 students in social enterprise courses including two new offerings, travel modules, directed studies, and other special projects.
- Co-authoring a new book entitled *Super Polluters: Tackling the World's Largest Sites of Climate-Disrupting Emissions*.
- Supporting 49 Atlanta area entrepreneurs to start, grow, and pivot through Start:ME.
- Implementing a student-centered model to support Grounds for Empowerment business tools incubator serving 28 women farmers in Central America.

Thank you for your support, partnership, and engagement this year. We look forward to continuing our work together to build a more equitable and climate-smart world.

Professor Wes Longhofer, Academic Director
Brian Goebel, Managing Director



NEXT GENERATION LEADERS PREPARED TO SOLVE SOCIAL PROBLEMS



We developed the next generation of social innovators through both traditional coursework and experiences including Latin America Global Experiential Modules, consulting projects, global feasibility studies, mentorship, social enterprise fellowships, and student clubs/activities.

Key Results

314

Enrolled 314 students in social enterprise courses including two new offerings, travel modules, directed studies, and other special projects. Up 7% from previous year.

\$75K

Distributed \$75,000 in COVID19 emergency support and place-based grants to nonprofits through Philanthropy Lab, a new undergraduate experiential learning course.

23

Twenty-three MBA and BBA students participated in our Social Enterprise Fellows program. Back-to-back years with cohorts of more than 20 students.

16

Sixteen students received summer internship stipends to support their work in nonprofit and for profit social enterprises. Largest number in history of SE@G which was influenced by growing student interest in COVID19 and racial equity projects.

120

Executives-in-Residence, David Kyle and Sam Moss, conducted 120 student and alumni coaching sessions during academic year and for first time during summer months to support special projects and career searches.



Goizueta Net Impact Chapter, which SE@G sponsors and advises, was recognized as a **Gold Award winner for excellence** by National Net Impact organization for the third straight year.

STUDENT SPOTLIGHT: EXPERIENTIAL LEARNING



“The course has been a really excellent way for me to close out my time at Emory. It’s fundamentally changed the way that I think about giving back. It’s taught me about the work it takes to be an effective philanthropist – also that it’s a skill that can be taught and developed in practice to make an impact, but it’s my responsibility to develop it.”



Priyanka Desai, BBA Class of 2020, Philanthropy Lab Participant

Entrepreneurs, leaders, and managers driving social change today require a new set of business knowledge, skills, and experiences to be effective.

How do you define and teach philanthropy to those who haven’t yet felt its impact? How do you show the inextricable ties that it has to business, society, and the shape of the future?

Normally, philanthropy education is part of the liberal arts purview – but more and more, it’s becoming clear that business and philanthropy need each other work off shared principles.

Social Enterprise @ Goizueta took on the challenge of answering those questions with its newest course offering in Spring 2020: Philanthropy Lab – which was amended midway through the semester to reflect philanthropy’s role in supporting COVID-19 responses.

During the course, students formed six foundation teams to make philanthropic grant investments totaling \$45,000 to nonprofits serving Clarkston, East Lake (including neighboring Kirkwood and Edgewood), and Southside Atlanta (Historic South Atlanta and Thomasville Heights). Students also were able to provide an additional \$30,000 to organizations supporting COVID-19 relief efforts here in Atlanta and across the globe.

Learn more about Philanthropy Lab including grants made by Emory students at thephilanthropylab.org.



RESEARCH ON BUSINESS AND SOCIETY



We studied connections between business practices, market structures and various social outcomes. Through faculty research and global programs, we seek to answer important questions about poverty, prosperity, inequality, and the environment.

Key Results



Finalized new book entitled *Super Polluters: Tackling the World's Largest Sites of Climate-Disrupting Emissions* co-written by Professor Wesley Longhofer which will be released by Columbia University Press in November 2020. The second book written by SE@G faculty in last two years.



Published *Are We Accelerating Equity Investment Into Impact-Oriented Ventures?* co-authored by Professor Peter Roberts in July 2020 issue of World Development.



Grew Entrepreneurship Database Program alongside partner Aspen Institute to encompass 369 programs and 23,368 entrepreneurs. Shared data with 210 academic researchers in last 12 months, highest in history of program, exploring various topics including gender inequality.



Expanded Specialty Coffee Transaction Guide dataset to 41,000 contracts representing \$1.6B in transactions. 2019 report available in English, Spanish, and Portuguese was downloaded by 2,500 users in 100 countries.



Published seven-part op-ed series on COVID19 pandemic impacts on specialty coffee growers on Roast Magazine's Daily Coffee News website.

RESEARCH SPOTLIGHT: SPECIALTY COFFEE MARKETS



“The guide is without a doubt the most expansive and informational price reference tool ever tailored to the specialty coffee industry and designed for public use. It also comes at a time when low prices on the commodities market have attracted unprecedented sectorwide attention for their threats to the livelihoods of coffee producers, and the long-term viability of the global arabica sector itself.”



Nick Brown, Editor, Daily Coffee News

Specialty coffee consumption in the U.S. and other parts of world is growing; however, the farmers that grow coffee struggle to earn a sustainable living for themselves and their families.

Part of the challenge is the way that specialty coffee is priced on the global market. The current specialty coffee price crisis which has been amplified further by COVID19 demonstrates the need to move beyond commodity market pricing to ensure the long term economic stability of farmers around the world.

Because volatile commodity prices continue to hover at historically low levels, industry leaders at various points along the supply chain are talking about the need to buffer the women and men who grow specialty coffees from price references that come from commodity markets.

Professor Roberts’ research has inspired a movement known as Transparent Trade, by collecting, summarizing, and publishing pricing data to better inform negotiations with the ultimate goal of improving the economic treatment of farmers that grow specialty coffee around the world.

The 2019 edition of the Specialty Coffee Transaction Guide summarizes data provided by 70 donors, representing 41,000 contracts, covering 729 million pounds, valued at \$1.6B. The Guide is being leveraged in a number of ways including workshops where Emory students help farmers in Central America integrate pricing insights into their business models.

Learn more at transparenttradecoffee.org. Follow on social media:



transparentTrdCoffee



[@sctguide](https://www.instagram.com/sctguide)



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MICROBUSINESS DEVELOPMENT STRENGTHENING ATLANTA



We provided promising entrepreneurs located in local Atlanta area neighborhoods the training, mentorship, and capital to start and grow successful businesses via the Start:ME Accelerator Program.

Key Results

49

Forty-nine entrepreneurs participated in 2020 cohort programs; 86% people of color and 67% percent from low-to-moderate-income (LMI) households*. Increase of 8% in LMI participants from previous year.

195

195 jobs created or retained by graduating ventures in 2020 cohort.

18

Eighteen seed investments totaling \$30,000 made in 2020 cohort ventures.

77

77 volunteer business mentors participated in 2020 program.

257

New COVID19 focused resilience support programs launched to support 257 alumni entrepreneurs including disbursement of \$15,000 in emergency grants.

\$11.7M

Start:ME's alumni ventures in 2020 collectively generated **\$11.7M in revenues and created or maintained 556 jobs.**

* Household is considered low-to-moderate-income (LMI) as defined by U.S. Department of Housing and Urban Development (HUD).

PROGRAM SPOTLIGHT: START:ME ACCELERATOR



“My business was like a ship afloat at sea without a compass. Start:ME spotted my ship and sent extra hands to help navigate my company on the right course. As a result of completing Start:ME, my confidence as a business owner has skyrocketed.”



*Lanii Dennis, Founder and CEO, Othello Communications,
Start:ME Clarkston 2020 Graduate*

Promising entrepreneurs are everywhere; however, the ecosystem support that provides knowledge, networks, and capital is not.

Forty-nine micro-entrepreneurs chosen from a pool of nearly 300 applicants participated in SE@G's 2020 Start:ME Accelerator, a free, intensive 14-session business training program for small business owners in the Clarkston, East Lake, and Southside communities of Atlanta. The program pivoted to virtual sessions in mid-March in response to COVID19 to ensure small business owners were able to complete business plans and access the \$30,000 in seed grant investments.

During the program and beyond, Start:ME connects those entrepreneurs to the knowledge, networks, and capital needed to build and develop sustainable businesses. The program works across all business stages and industries – mechanics, artists/makers, professional service providers, bakers/caterers, farmers, tutors, and more – and focuses on entrepreneurs with promise and dedication.

Since 2013, Start:ME has supported more than 250 local businesses that account for 556 jobs and 30 brick and mortar locations. The program has peer-selected 68 ventures to receive startup capital.

In addition to entrepreneurs, the program engaged more than 75 volunteer mentors with significant professional business and/or entrepreneurial experience to provide critical support for entrepreneurs participating in the program.

Start:ME has responded to unprecedented business needs through new alumni venture support programs launched in 2020 providing emergency grants, referrals to capital access, direct coaching, and more.

Learn more at startmeatl.org. Follow on social media:



[startmeatl](https://startmeatl.org)



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[@_startme](https://twitter.com/_startme)



CHANGING SPECIALITY COFFEE MARKETS BY EMPOWERING WOMEN FARMERS



We empowered growers directly by providing female specialty coffee farmers based in Latin America the business know-how and connections to enable them to reach their full economic potential via the Grounds for Empowerment program.

Key Results



Implemented new student-centered directed study model to support business tools workshop delivered in both Spring and Fall semesters including student travel to Central America.

28

28 women farmers participated in 2019-2020 cohort programs conducted in Guatemala and El Salvador supported by 12 students. Doubling the number of students engaged from previous year.

\$8K

\$8,000 in micro-seed investment grants made to participating farmers to tackle priority business challenge identified during incubator sessions.



Due to COVID19, 2020-2021 workshops pivoted to a 100% virtual model. For the first time, the directed study includes students enrolled in **El Salvador-based business school** (Escuela Superior de Economía y Negocios).

FIELDWORK SPOTLIGHT: GROUNDS FOR EMPOWERMENT



“I learned a lot about the specialty coffee industry, and how to connect my story with the business proposition for my farm. I learned about financial planning and a method to set goals for the future I envision for myself, my team and my farm. I was also able to network with experienced people in the industry as well as other women coffee farmers from different producing regions in my country.”



*Ana Isabel Corea de Aguirre, Specialty Coffee Farmer,
GFE El Salvador 2020 Graduate*

Women in Central America perform the majority of the work in growing specialty coffee but are shut out of ownership and wealth building opportunities.

Grounds for Empowerment (GFE) provides women specialty coffee farmers the market connections and business know-how to enable them to reach their full economic potential.

This cohort program works with small groups of women growers from Latin America through semester long consulting support and in-country workshops supported by Emory University students along with small seed grant investments to support individual projects defined by each participant.

In March of 2020, the GFE team led a Sustainable Business Tools Workshop with La Alianza de Mujeres en Café de El Salvador (AMCES) and welcomed its first cohort of women coffee producers from El Salvador to join our network.

Learn more at groundsforempowerment.org. Follow on social media:



[gfempowerment](https://www.facebook.com/gfempowerment)



[@grounds_for_empowerment](https://www.instagram.com/grounds_for_empowerment)



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