



DATE

10th December, 2011 – 14th June, 2012

PURPOSE

- ✓ Creating sustainable business models & bringing SENS to Life!
- ✓ Uniting students, alumni, corporate and social partners in one event
- ✓ Increasing CEMS and partners involvement in social initiatives
- ✓ Promoting CEMS and social entrepreneurship among students, alumni & academics

STAKEHOLDERS

- ✓ **Developed with:** CEMS Head Office, Student Board and Social Partners
- ✓ **Participants:** CEMS students, alumni and friends
- ✓ **Mentors:** FL Ventures (www.flven.com), CEMS alumni and academics
- ✓ **Organizer:** SENStation.org

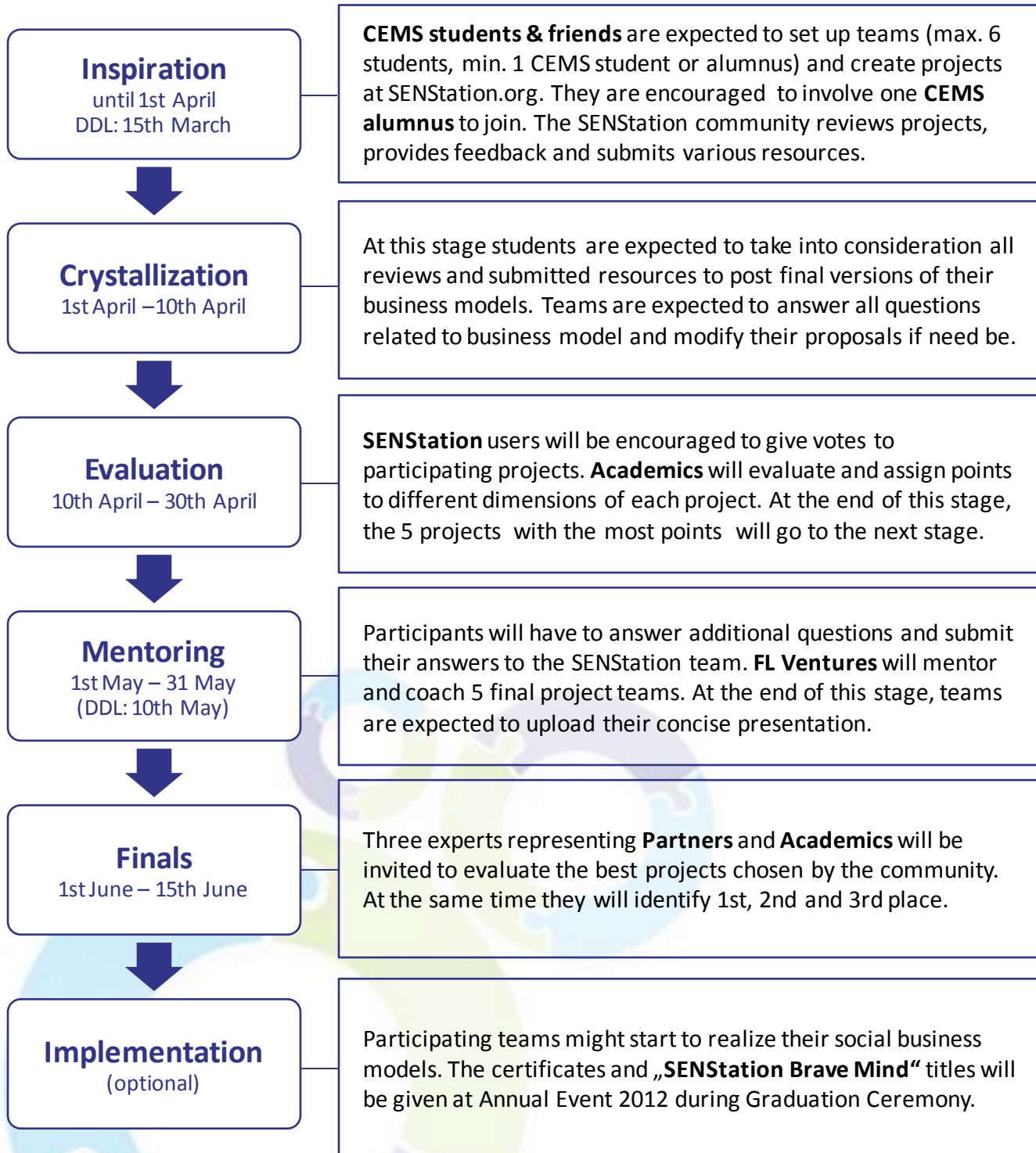
TOPIC

Develop a social and sustainable business model empowering your community (and beyond), dealing with at least one of the following topics:

1. **Fair trade** of goods
2. **Tackling poverty and social problems** such as education, health and food security

PRIZE

- ✓ **€2.000** guaranteed prize from CEMS Head Office and the SENS Fund
 - ✓ Around **€5.000** to be gathered through SENS Global Party
- *Prize should be used for the development of the social business project



CEMS Social Business Competition Group on Facebook

SENStation fan page

<http://www.facebook.com/senstation>