



EPOKA UNIVERSITY
YUNUS CENTER ON SOCIAL BUSINESS AND
SUSTAINABILITY
STRATEGIC PLAN 2018-2022

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I. INTRODUCTION

We believe that there are several social, environmental, and economic issues that can be solved in a sustainable way by harnessing the power of business.

For example, poverty and high rates of youth unemployment in Albania and Western Balkans can be tackled by promoting the creation and development of social business initiatives. Social business initiatives create proper conditions for self-employment and employment of others by serving both the interests of entrepreneurs and the community. Likewise, social business can work to provide clean energy, waste recycling, and sustainable production of goods and services.

Yet, in order to create awareness and interest in social business among the young generation, social business knowledge must be gathered, critically examined, and disseminated through academic institutions. Therefore, the Yunus Center for Social Business and Sustainability (YCSBS) serves as a research center to map the social business ecosystem, gather knowledge on social business, examine and test theories of social business, while also seeking to find predictors of success in social business and its ultimate impact in reducing poverty and other social, economic, or environmental problems. YCSBS further works to disseminate knowledge on social business with academia, in the market, with government, and with civil society. Additionally, YCSBS educates students with the principles of social business and prepares them in accordance with market needs.

Furthermore, by offering trainings and mentorships on how to build and develop social businesses, YCSBS equips various professionals and entrepreneurs with the needed social business principles to tackle these pressing social, economic, and environmental challenges.

II. MISSION

Building Social Business awareness to address pressing economic, social, and environmental challenges through interdisciplinary research, knowledge-sharing, and mentoring services.

I. STRATEGIC GOALS AND OBJECTIVES

YCSBS's strategic goals and objectives are designed to be in alignment with Epoka University's 2018-2022 Strategic Plan. The strategic goals are broad, long-range goals, while the objectives are specific, measurable, achievable, realistic, time-bound (SMART) items associated with a goal.

Goal 1. *Address pressing economic, social, and environmental challenges through interdisciplinary research on the ecosystem, theory, and practice of social business*

Objective 1.1. *Map the social business ecosystem in Albania*

Objective 1.2. *Test and examine theories of social business in Albania*

Objective 1.3. *Develop or adapt metrics to measure social business success and impact*

Objective 1.4. *Identify predictors and barriers to social business success and impact*

Goal 2. *Improve awareness of social business through knowledge-sharing*

Objective 2.1. *Promote social business awareness among students in academic communities*

Objective 2.2. *Promote social business awareness among entrepreneurs, policy-makers, regulators, and civil society*

Objective 2.3. *Make literature and research on social business accessible to visitors to the YCSBS*

Objective 2.4. *Publish working papers, student research, and faculty research in relevant journals, conference proceedings, and through the website of YCSBS, and on the Yunus Centre's SocialBusinessPedia.*

Goal 3. *Engage students in social business experiences*

Objective 3.1. *Facilitate social business competitions among students*

Objective 3.2. *Offer internships for students and graduates in the YCSBS and/or facilitate such internships in social businesses*

Goal 4. *Provide consultancy and referral services to social businesses*

Objective 4.1. *Provide an online map of social business support services and resources in Albania*

Objective 4.2. *Provide consultancy and mentoring services to social businesses in market research and strategy*

II. IMPLEMENTATION

This section identifies the instruments and actions for each objective. Measurable outcome will be used to track, measure, assess, and report unit progress on the Strategic Plan. The information will be completed according to the hereunder table:

Action Plan and Indicators

Goals	Objectives	Instruments and actions	Measurable outcomes	Start	End	Budget (if needed)					Total Budget
						2018	2019	2020	2021	2022	2018-2022
G.1 <i>Address pressing economic, social, and environmental challenges through interdisciplinary research on the ecosystem, theory, and practice of social business</i>	O.1.1. Map the social business ecosystem in Albania	I.1 Research	M1.1 Annual report on social business ecosystem in Albania	2019	2022						
	O. 1.2 Test and examine theories of social business in Albania		M.1.2 Publish at least one paper per year with evident theoretical component	2019	2022						
	O.1.3 Develop or adapt metrics to measure social business success and impact		M.1.3 Validated and reliable metrics developed by 2019 to measure social business success and by 2020 to measure impact	2019	2022						
	O.1.4 Identify predictors and barriers to social business success and impact		M 1.4 Publish a paper proposing such predictors and barriers by 2018, success by 2019, and impact by 2020, with additional annual papers thereafter	2018	2022						
G.2 <i>Improve awareness of social business through knowledge-sharing</i>	O.2.1 Promote social business awareness among students in academic communities	I.2 Dissemination	M 2.1.1 Develop at least two classes relating to social businesses	2019	2022						
			M2.1.2 Hold annual forums, conferences, and/or round table on social business	2018	2022						

	O.2.2 Promoting social business awareness among entrepreneurs, policy-makers, regulators, and civil society		M.2.2 Hold annual forums, conferences, and/or round table on social business	2019	2022						
	O.2.3 Make literature on social business accessible to visitors to the YCSBS		M2.3 Include books on social business in the YCSBS library; publish working papers, student research, and contributions to journals and conferences on the YCSBS website and the YC Social Business PeDia	2018	2022						
	O.2.4 <i>Publish working papers, student research, and faculty research in relevant journals, conference proceedings, and through the website of YCSBS, and on the Yunus Centre's SocialBusinessPeDia.</i>		M2.4.1 At least one paper published by researchers of YCSBS each year in an international academic journal indexed by Scopus M2.4.2 Present at least one paper at an international conference each year M2.4.3 Two student graduation projects on social business principles and included on the YCSBS website each year M2.4.4 Links to publications by students or researchers affiliated with YCSBS are included on the YCSBS website and the YC SocialBusinessPeDia	2019	2022						

G.3 <i>Engage students in social business experiences</i>	O.3.1 Facilitate social business competitions among students	I.3 Competitions and internships	M 3.1. At least one social business competition annually starting in 2019	2019	2022						
	O.3.2 Offer internships for students and graduates in the YCSBS and/or facilitate such internships in social businesses		M 3.2 At least 1 internship in 2018, growing by 1 additional internship each year thereafter	2018	2022						
G.4 <i>Provide consultancy and referral services to social businesses</i>	O.4.1 Provide an online map of social business support services and resources in Albania	I.4 Support for the market	M 4.1. Online map provided starting in 2019 and updated each year	2019	2022						
	O.4.2 Provide consultancy and mentoring services to social businesses in market research and strategy		M 4.2 At least two consultancies offered each year starting in 2019	2019	2022						