



## Overview

The Yunus Social Business Health Hub (YSBHH) developed a principle for the practice of student participation for use in developing and implementing community and stakeholder engagement processes to help with better decisions and solutions that reflect the interests and concerns of potentially affected people and entities. YSBHH principles were developed with broad international input to identify those aspects of engagement that cross national, cultural and religious boundaries. In that process, YSBHH's "Work Experience Placement" (WEP) program recognises and encourages projects and students who are highly motivated for generation of innovative new ideas for Social Businesses.

In November 2015, the YSBHH successfully ran the "Yunus Festival of Young Ideas" which was a Work Experience Placement (WEP) program on the occasion of Yunus Week, an initiative of UNSW's School of Public Health and Community Medicine. The WEP aimed to provide workplace opportunities to high school students to learn practical aspects of Social Business concepts and principles applied to global social, economic, health and environmental problems. Students received intensive training and had one week to work together in a group, with an assigned mentor from UNSW Faculty or the Grameen Australia, and come up with innovative social business ideas.

A winner was selected from the competing teams by a panel of judges from UNSW and the Grameen Australia.

## YSBHH background

The UNSW Yunus Social Business Health Hub (YSBHH) is located within the School of Public Health and Community Medicine at UNSW Medicine (SPHCM). Aligned with the Social Engagement and Global Impact strategies as mentioned in the strategic matrix in UNSW 2025 Strategy paper, YSBHH centre focuses on the social determinants of health, global health, E-health and mHealth led from the School of Public Health and Community Medicine (SPHCM), in collaboration with the Asia Pacific Ubiquitous Health Research Centre (APuHC) and the WHO Collaborating Centre in E-Health. Today YSBHH has strengths in international health, public health, E-health and health promotion.

The YSBHH aims to transform poor and marginalised communities through research into social business and health. Under an MOU, UNSW's School of Public Health and Community Medicine will collaborate with the Yunus Centre, established by the Nobel laureate, to improve health outcomes for poor communities in Australia, Asia and the Pacific.

## 2015 WEP program participants



Participants from different schools in Sydney applied for the WEP program. This program is designed to suit students who are interested in social development, alleviation of poverty and equity in health care, and wish to understand how public health and social equity are applied to make a difference. The main aim is to provide workplace opportunities to high school students to learn practical things related to Nobel Laureate in Peace, Professor Muhammad Yunus's Social Business (a social cause driven business model where investors only withdraw their capital not the dividend/profit) concepts and principles identical to Global social, economical, health and environmental problems.

Prof Muhammad Yunus is a bona fide visionary who dreams to eradicate poverty from the World by unlocking the potentiality in poor and deprived people. According to him, "Poor people are bonsai people. There is nothing wrong with their seeds. Only society never gave them a base to grow on."

The program was held at the YSBHH, School of Public Health and Community Medicine, UNSW Kensington campus and a total of eight students were selected through a competitive process for participation into the WEP program. The students were able to do research in the different aspects of Social Business in Health including research, essay writing and case study development. They also gained an understanding of the University environment, public health and social equity principles.

The eight participants from high schools across Sydney share a passion to improve global health. They attended at UNSW to take part in Yunus Week where the Professor Raina Macintyre, Head of the School of Public Health and Community Medicine, said the aim of Yunus Week was to introduce the concept of social business to some of Sydney's brightest youth.



The results of completed program were innovative and promising considering the age of the participants. On the last day of Yunus Week, four groups of students presented their ideas to a panel of experts. A social supermarket to train and employ homeless people in western Sydney was judged to be the winner. All ideas were excellent, and it was a difficult choice. All students received feedback from the judges about their ideas. The winning idea was created by Aashna Khanna from Penrith Academically Selective High School and Tiffany Williams from SCECGS Redlands.

<p><b>Hunger Busters</b></p> <p>A social supermarket to:</p> <ul style="list-style-type: none"> <li>Employ homeless youth</li> <li>Tackle issues related to hunger, health and wellbeing</li> <li>Promote healthy lifestyles</li> <li>Products sold for 25% less than normal retail price.</li> <li>Profit will be put towards expansion and improvement of company.</li> <li>Large retail chains will be giving us "imperfect products".</li> <li>Will not be wasting food from them.</li> <li>These people will have an equal opportunity to be employed</li> <li>Professional experience will not be considered.</li> <li>Training will be provided to employees.</li> <li>Minimum pay at least \$10.68 per hour</li> <li>Pay would depend on age and position.</li> </ul>	<p><b>Dream Ripple</b></p> <p>Embrace music and culture as a therapeutic tool to overcome social issues such as unhealthy mental states &amp; un-employment in Indigenous Australians in rural Northern Territory</p> <p>Distribute appropriate resources into rural Indigenous communities so that traditional instruments (such as didgeridoo and bull-clapper) can be manufactured in a workshop environment</p> <p>Utilize the instruments to perform small musical performances to audiences (primarily tourists), and as a side business the selling of these instruments to audiences to make more money.</p> <p>Eventual production of CDs or albums on iTunes that can be distributed and sold to wider non-Indigenous communities</p> <p>\$47,000 of pay can allow shelter, food, education be more accessible (housing commission states that no person should pay more than 25% of income to rent/housing)</p> <p>Benefits community – they are educated in business / production</p> <p>Benefits tourists/outsideers – they learn about Aboriginal culture and land</p>
<p><b>6-in-1 Hygiene Kit</b></p> <p>Produce and make available hygiene kits to the people of DR Congo to combat inadequate access to health care resources in the country.</p> <p>Items to be included – sanitary pads, condoms, water purification tablets, hand sanitizers, anti-bacterial wipes, sterile disposable bags.</p> <p>Estimated cost - \$1 Australian dollar per kit</p> <p>Ensures healthy lives and promote well-being for all ages</p> <p>Promotes employment – educate and employ locals by selling in shops, door to door salesmen</p> <p>Stops the spread of HIV AIDS, birth control, reduces cross contamination, disposes of waste</p> <p>Partnerships with local manufacturing companies</p> <p>Potential for growth in companies</p> <p>Potential to expand into other fields</p> <p>Creation of own manufacturing plant in the future</p>	<p><b>Amity</b></p> <p>Start classes where non-English speaking refugees are taught English by English-speaking refugees to overcome issues such as unemployment, isolation and a feeling of unacceptance due to language barriers.</p> <p>Teachers: (KEY PLAYERS) a job, income, refugees a little bit further along in the journey</p> <p>Refugees: (TARGET GROUP) community/safety, provide for their family</p> <p>Branding/social media: more key players/ yes in the long run</p> <p>Training program: Cambridge's CELTA (4-5 week course that gives essential skills/knowledge &amp; understanding to teach English to adults)</p> <p>Venue: Alpha Park Community Hall in Blacktown (2nd most populated area in Sydney 13,425- Parra 14,073)</p> <p>Board: have a heart for refugees, social business mind, compassion, motivation, smart in the way of marketing, integrity</p>

Through arranging such fruitful programs, it is believed that YSBHH is significantly guiding and providing scopes to the young generation of Australia to understand and find innovative solutions for the social issues. Under such circumstances, we believe that your knowledge, acumen, career background and interest in the field of business, entrepreneurship and social ventures would bring the best mutual benefits for us.