



# Impact Learning Trek



# Presentation Overview

1. About Emzingo|U
2. The Emzingo|U way
3. Impact Learning Trek
4. Spain

“

*“For me it is simple...there is life before Emzingo and life after Emzingo.”*

”

David Chee,  
South Africa Fellow

1

# ABOUT EMZINGOJU



# 1 About emzingo|U

Emzingo|U is a Certified B-Corporation working with purpose-driven leaders, teams, and organizations in the business and academic sectors, to **drive innovation**, inspire **responsible leadership**, and **connect business performance to social and environmental impact**.

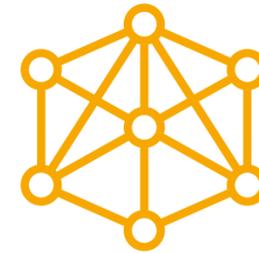
We prepare and equip responsible leaders to solve the world's most pressing problems.



INSPIRE



PREPARE



CONNECT

# 1 What We Do

Emzingo|U partners with top universities and professors to create customized once-in-a-lifetime experiences centered around **global social impact** and **leadership development**. These include:



Faculty-led  
Impact Treks



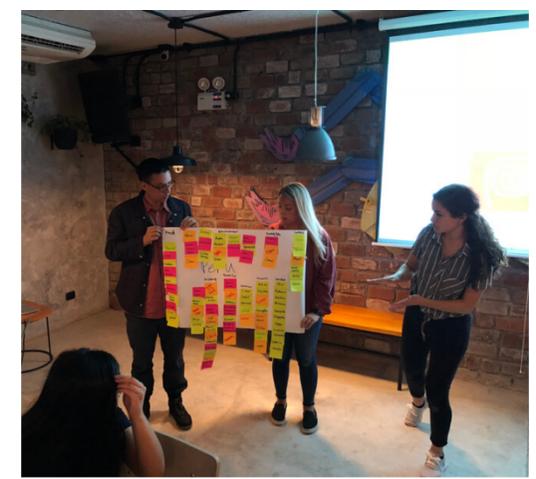
5-8 week  
Summer Impact  
Fellowships



Social Innovation  
Workshops



Social Impact  
Courses



Project based  
electives

# 1 Where We Do It



Spain



South Africa



U.S.A.



Peru



Australia



Brazil



Netherlands

# 1 How We Do It

## EXPERIENTIAL

- Focus on participatory teaching methods.
- Real clients, real projects.
- Combines immersion, content and practice.



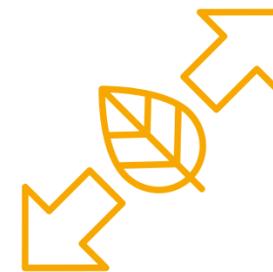
## GROWTH

- Team-based learning
- Learner centered and self-directed
- Promote continuous feedback and 'failing forward'



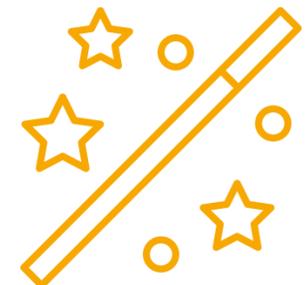
## IMPACT

- Integrate people, planet, and profit
- Highly relevant and powerful content
- Directly applicable and measurable improvement



## AWESOME

- Transformational and authentic learning experience design
- Use of positive psychology and appreciative inquiry
- Fun/interactive



# 1 Our Vision

A world where business leaders and organizations are committed to **social responsibility**, **environmental sustainability**, and **financial success**, resulting in a more prosperous, empowered, and inclusive society.



# 1 About Emzingo|U | Our Values



Love what you do, do it **mindfully**



Encourage **collaboration** and mutual success



Commit to **personal growth**, strive to achieve



Embody **diversity** and foster **empathy**



Be an agent for **change**



Act with **integrity**, **authenticity** & **purpose**



**Empower** people through action



Have fun, be **awesome**

# 1 About **Emzingo|U** | Award-Winning Programs

Our summer Fellowship program was selected as one of the most promising educational approaches to social entrepreneurship.



**Emzingo|U** is a proud winner of Ashoka U Cordes Innovation Award!

2

# THE EMZINGO | U WAY



# 2 Rethinking Innovation

Our learning experiences drive innovation through:

**Inspiring** market-based solutions rooted in an understanding of the needs of our clients and their customers.

**Preparing** leaders and teams to tackle challenges with real solutions, taking into account market and business desirability, viability, and feasibility.

**Connecting** business with society to drive a sustainable long-term vision that benefits employees, customers, and society.



# 2 The Emzingo|U Difference

With its foundation built on **Experiential Learning**, Emzingo|U gives students the opportunity to **Live, Learn, and Lead** on a real project with immediate feedback and real-world implications.



## 2 Partnering With Numerous Universities:

Emzingo|U has worked with some of the top institutions and students from around the globe, including:





*The general principles of any study you may learn by books at home; but the detail, the colour, the tone, the air, the life which makes it live in us, you must catch all these from those in whom it lives already.*



- John Henry Newman

3

# IMPACT LEARNING TREK (ILT)



# 3 What is an Impact Learning Trek?

Impact learning treks allow students to visit, explore, and experience dynamic economies over their academic breaks.

During your 5-7 day trip, you will continuously learn through in-country academic sessions, multiple field visits focused on social innovation, sustainability, entrepreneurship and interactions with social entrepreneurs/enterprises in Madrid. You will work closely to design solutions to community challenges in this booming economy.

Social Impact



Cultural Immersion

Academic learning

# 3 Objectives and Requirements

## Course Objectives

Gain hands-on problem solving experience

Develop critical leadership skills

Learn about the cultural context

Learn about new business models that integrate financial success with social and/or environmental impact

## Course Requirements

Attend all xxx based seminars

Attend all of emzingo|U virtual seminars

Participate in a cultural immersion over the winter break

Complete a reflection paper

# 3 Emzingo|U Academic Workshops



## SOCIAL ENTREPRENEURSHIP

During our Social Entrepreneurship workshop we work on social cases and individual social entrepreneurship profiles to build awareness of progressive business models.



## CULTURE-FLEX

One of the defining marks of our programs is the “mixing” of people and identities. We will understand the past, present and future challenges together with opportunities of this cultural mosaic.



## DESIGN THINKING

We will learn about the Design Thinking methodology, its application for creating social innovation, and how it presents a visionary base for our learning experience.

# 3 Social Innovation Workshops

During the ILT, students will partake in a one-day **social innovation workshop** to assist one of our Peruvian, Brazilian, or South African field partners with a key strategic challenge.

The workshop will consist of a full day of experiential learning and the application of **Human Centered Consulting, Design Thinking**, and **Theory U** principles.

Emzingo|U works to select the **best organizations** whose mission embodies the Emzingo values, and will also look to benefit the most from your support.



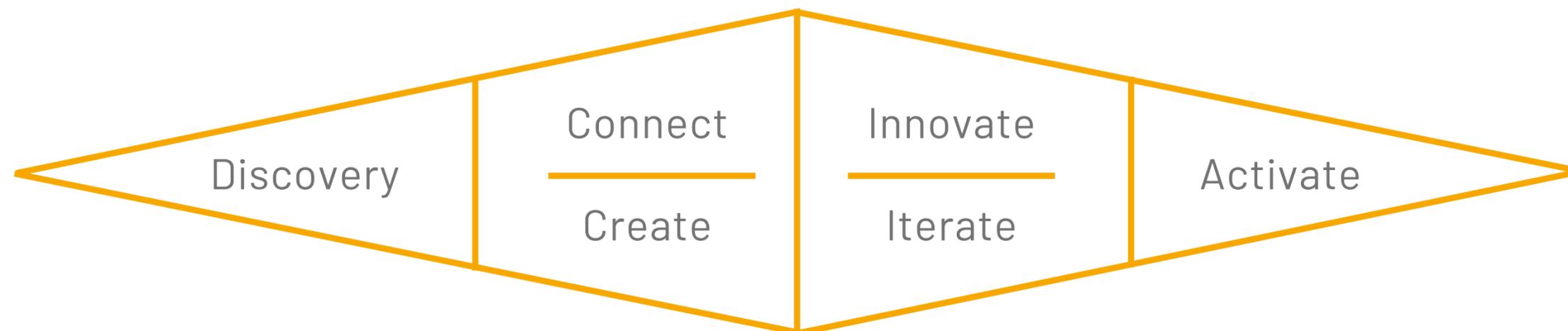
# 3 Social Innovation Workshop

## Objectives:

- Introduction to **Human Centered Design**, **Design Thinking** and **Theory U** as tools for social innovation.
- Understand **key differences** between these approaches and traditional consulting.
- Learn how to apply these tools within the **Impact Design Diamond** – a process to create solutions for organizations and communities with scarce resources.
- Use the Impact Design Diamond to **develop creative and relevant solutions** for the real challenges of a social impact organization.
- Reflect on how we can use the **skills, knowledge** and **tools** gained during the workshop to enhance our daily work.

# 3 Impact Design Diamond

1. **Discovery:** Teams will interview and observe the local community (users/stakeholders) to understand their real needs regarding the social challenge identified by the partner organization.
2. **Connect and Create:** Teams reshape the design challenge based on the identified needs and create the initial ideas for solutions.
3. **Innovate:** Teams will test their ideas with the relevant users during the Iterate block and will focus on detailing a solution based on the feedback received.
4. **Activate:** Teams will create experiences for users to interact with their proposed solution and give more feedback. The final step is to prepare an Action Plan to indicate how the partner organization can practically implement the idea.



REINA SOFIA

MUSEO NACIONAL CENTRO DE ARTE

4

# SPAIN IMPACT LEARNING



# 4 Why Spain?

Its ecosystem promotes companies that are sustainable in their work flows. Spanish companies are creating shared value through strategic partnerships and social innovation. There is an efficient use of resources that has strong productivity value. Madrid is a hub for small and large cap companies that are trying to promote sustainability in business model, employability and organization of work.



85%

Of GDP recovered after financial crisis between (2014-2015) defining Spain as “showcase for structural reform effort”.

437 million

People are native speakers of Spanish.

83

Spain has the second highest life expectancy after Japan.

# 4 Why Spain?



## MULTIPLE SERVICES AVAILABLE

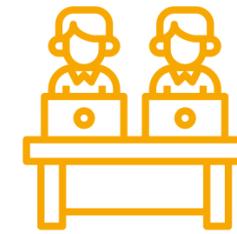
Easy access to city  
center

WIFI available 24 hours



## CLOSE TO EMERGENCY SERVICES

Easy access to health  
facilities Students are  
provided safety briefings  
upon arrival



## ACCESS TO AMENITIES

Organised access to  
coworking spaces and  
common areas



## COMFORT FOR EVERYONE

Accommodation will  
provide standard amenities  
for daily comfort

# 4 ILT Spain | Welcome to Madrid!



Visit to the Reina Sofia & Prado Museum



Exploring the city walking



Social Impact projects tour



Retiro Park exploring



# 4 Emzingo|U | Sample Academic Workshops

## Culture-Flex

One of the defining marks of Spanish culture is the “mixing” of people and identities. We will understand the past, present and future challenges together with opportunities of this cultural mosaic.



## Design Thinking

We will learn about the Design Thinking methodology, its application for creating social innovation, and how it presents a visionary base for our learning experience.



## Social Entrepreneurship

During our Social Entrepreneurship workshop we work on social cases and individual social entrepreneurship profiles to build awareness of progressive business models.



# 4 Sample Company Visits



*Telefonica*

Telefonica SA is a Spanish multinational telecommunications company headquartered in Madrid, Spain, positioned as the largest telecommunications company in Europe and fifth worldwide.



ILNI  
LA NAVE

La Nave is a meeting point for citizens, companies and a whole vibrant network of innovative professionals who seek to accelerate their ideas and projects to transform the city of Madrid.



attitude makes the difference

Everis is an NTT DATA Company, dedicated to consulting and outsourcing in all sectors, They are a large family with 24,500 professionals across Europe, USA and Latin America.

# Safety Protocol

In case of a change of plans  
Emzingo email all Fellows  
with change

If there is an emergency,  
you are running late, lost or  
anything else, call Emzingo  
as soon as possible

Call authorities immediately

Call Emzingo next

Ensure you have left a copy  
of passport and insurance in  
a place easy to find in your  
room and one with Emzingo

Ensure Emergency contacts  
are given to Emzingo (I have  
asked for these since our  
kick-off meeting together)



Basic Communications



In case of Emergency



Precautions



We envision a world where business leaders and organizations are committed to social responsibility, environmental sustainability, and financial success. **Let's talk and build a better world together.**

Pablo  
Managing Partner  
Madrid, Spain  
[pablo@emzingo.com](mailto:pablo@emzingo.com)

Vittoria Bianchi  
Madrid, Spain  
Country Manager  
[vittoria@emzingo.com](mailto:vittoria@emzingo.com)

Certified



Corporation

