**Reflections on an Inclusive Business Summit: A story of an Alumni Organization transforming Into a Catalyst for Change in Business**

The idea of gathering stakeholders in a conference on “Inclusive Business” was conceived by the Boğaziçi University Business People Alumni Association (BRM) as the organization revisited and revised its mission to include the goal of contributing to and supporting the social enterprise ecosystem in Turkey. During its state of affairs exploration and consultation phases, BRM has recognized that the concepts like Inclusive Business, Shared Value, Social Impact, and Social Entrepreneurship are increasingly attracting more attention as the economic divide in the society grows and the responsibility of corporate world on this trend comes under ever increasing scrutiny. Although individual social entrepreneurs aim to address specific social problems through small-scale enterprises, it has been obvious that a wholesale business approach to address social and environmental issues was needed. As Michael E. Porter expressed: “Shared value is not social responsibility, philanthropy, or even sustainability, but a new way to achieve economic success. It is not on the margin of what companies do but at the center. We believe that it can give rise to the next major transformation of business thinking.”

Therefore, having strong ties both with the leaders and managers of companies operating in a diverse set of industries and a young generation of entrepreneurs, BRM took the initiative of organizing this one-day summit which brought academia, businesses, entrepreneurs, NGO’s, consultants, and all other interested parties together to discuss ideas, share experiences, network resources, establish connections, and take collective action on generating, implementing, and sustaining shared value and social impact across the board.

The summit hosted several stakeholders and contributors around the following topics and questions:

* Inclusive Business: Corporate Growth Through Shared Value and Social Impact:
  + How has the role of corporations evolved to embrace “inclusivity”?
  + What are the implications in terms of business and society relationships?
* Lessons to be Learned: Successful Inclusive Businesses
* The Road Ahead: From Corporate Social Responsibility to Inclusive Business
  + Does  'inclusive business' converge with CSR frameworks or diverge from it?
  + What are the benefits and shortfalls of CSR programs?
  + How could these two approaches merge to create a more powerful and effective structure for value creation and social impact?
* Creating, Measuring and Sustaining Social Impact
  + What are the challenges associated with measuring social impact?
  + Can social impact underpin sustainability of inclusive business?
  + What are the challenges in sustaining social impact?
  + How can the challenges be addressed?
* Developing Human Resources for Inclusive Business Models and Social Enterprises
  + What are the implications of inclusive business philosophy for developing human resources?
  + How can the concepts such as shared value and social impact be incorporated into business curriculum and education?
  + What are the challenges in developing next generations of managers equipped with competencies underpinned by such values?
* Corporation and Social Enterprise: Building an Inclusive Business Partnership

This summit -which is the first one held in Turkey focusing on “inclusive business” - has been recognized as a major platform for business people and entrepreneurs coming together with non-profit organizations and academia in order to collaborate and cocreate for raising awareness and engagement with and action for inclusive business. This provided us the courage to organize the second summit in June 2018.

In this stream, we will be sharing the ideas, outcomes, reflections generated at this summit. As BRM, we hope to have another collaborative environment to further our will to act as a catalyst on the road ahead.

References:

Porter, M. & Kramer, M. R. (Jan-Feb 2011) Creating Shared Value: How to Reinvent Capitalism and Unleash a Wave of Innovation and Growth *Harvard Business Review*