

## Net Impact Shanghai

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150 Spear Street, Suite 500

San Francisco, CA 94105

T +1 415 495 4230

F +1 415 495 4229

[WWW.NETIMPACT.ORG](http://WWW.NETIMPACT.ORG)

### About Net Impact

Net Impact is a global network spanning 90+ countries across six continents. Net Impact's 10,000+ members are current and emerging leaders in CSR, social entrepreneurship, non-profit management, international development, and environmental sustainability who are actively improving the world.

As a professional development organization, our mission is to provide members with networking, career, and education resources focused on responsible leadership and sustainable business practice. Net Impact's membership makes up one of the most influential networks of MBAs, graduate students, and professionals in existence today.

**Net Impact Shanghai** connects networks, organizations, people and ideas making a socially responsible difference in China.

For more information visit: [netimpact.org](http://netimpact.org)

*You've got to find what you love....  
Your work is going to fill a large part of  
your life, and the only way to be truly  
satisfied is to do what you believe is great  
work."*

*- from Steve Jobs, 2005  
Stanford Commencement Speech*



### Seeding Social Entrepreneurship in China

How do we inspire a new generation of entrepreneurs in China to do "great work" to benefit the world and everyone's future? Net Impact Shanghai events aim to show that social entrepreneurship has arrived in Shanghai, that it's creative, and it needs people like you! We also support other like-minded organizations by sharing resources, services, and events related to social responsibility.

### Upcoming Net Impact Shanghai Events:

#### Sat. September 3, 2011, 1-5pm: "Your Great Work" Workshop

Discover what you believe is "great work" and align it with your career direction in a supportive setting. Facilitation in English with trainers Lynn King & Debbie Delaney. Small group discussions can be in English or Chinese. Cost: 35 RMB/person, limited seats on a first-come basis. **To register, send your name, mobile #, and email address**

**to: [shanghai@netimpact.org](mailto:shanghai@netimpact.org).** Registered participants will receive confirmation with workshop location.

#### October 2011: "Micro-Activism Event" Sponsored by Net Impact Shanghai and TGO.TV

Imagine someone stops you and says, "If I gave you 100 RMB, what would you do with it to benefit someone else?" If you took your idea and acted on it, this would be an example of "micro-activism" - where individuals choose to take a small-scale action, using a tiny amount of resources and a lot of heart - to achieve a personal and/or social goal. Inspired by T.G.O. ("The Golden Opportunity" - [www.TGO.tv](http://www.TGO.tv)), it can have a large positive impact on both the giver and the receiver, and even the larger community, like a ripple effect.

**Come find out how to be part of China's first "Acts of Kindness" Micro-Activism Event** in Shanghai! The first meeting will be an introduction and idea selection process, to brainstorm and identify a meaningful group micro-act. (TGO says: "Think small but important.") Later on the team(s) will gather resources, implement their micro-act, and share their experiences with as many people as possible, inspiring others in the process.

**If you are interested in getting involved, contact us at [shanghai@netimpact.org](mailto:shanghai@netimpact.org).**

### Net Impact Shanghai

President: Lynn King

Steering Committee: Debbie Delaney, Jaki Faulkner, Nick Phillips, Leigh-Anne Russell, Clarke Schaumann, Soyini Taylor, Autumn Tian, Liu Yan, Ling Zhang



### July 5, 2011: "Social Media for Social Entrepreneurs"

Our first Net Impact event took place at Non-Profit Incubator's Shanghai Social Innovation Park on July 5, 2011. Two social entrepreneurs, Ji Ying, from Shanghai Puki Agency for the Deaf, and Sun Xiayan, CEO of Buy42 (the first e-charity shop in China), shared their work and their challenges. The social media experts, Ray King CEO of AboutUs.org, and Isaac Mao, Director of Social Brain Foundation, offered ideas and suggestions from their rich business and social media backgrounds. A big "thank you" to NPI for hosting the event, to Richard Jun for moderating, and to Betty Liu for her Chinese-English translations.



Ray King  
was awarded  
Oregon's  
"Entrepreneur of  
the Year" Award in  
2009. (USA)



Isaac Mao,  
China's first  
blogger, software  
architect and  
researcher in  
learning and social  
technology.

### Other Social Responsibility-Related Events in Shanghai:

**Sept (TBA): The "Make Sense Workshop"** enables ordinary people to find social entrepreneurs operating in fields close to their hearts, connect with them and eventually solve the challenges they are facing. [http://we.makesense.org/?page\\_id=8](http://we.makesense.org/?page_id=8)

**Sept 9-11 "Startup Weekend":** Learn "coop-etition" and create a startup business using teamwork in just 54 hours!

Fee: 200 RMB includes refreshments. Organizer: Olivier Toison, M: 13761215515

E: [shanghaiee@startupweekend.org](mailto:shanghaiee@startupweekend.org), <http://shanghaiee.startupweekend.org/>

**Sept 15-17: Eco Lifestyle and Design Fair and Conference** at the Expo Theme Pavilion will feature eco-products and brands as well as bring together government and business stakeholders to share ideas on the challenges facing the eco industry in China. [www.ecowing.org](http://www.ecowing.org), [www.ecolifestyles.cn](http://www.ecolifestyles.cn)

### Sept 24: Join a Global Event – "Moving Beyond Fossil Fuels" Day

Join people around the world to walk, ride a bicycle, skateboard, etc. to raise awareness of the global climate crisis and the need for low-carbon solutions. Invite your friends or work colleagues to walk, ride or skate together – create your own "local event" to cut carbon, support global and local sustainability, and have fun doing it. <http://www.moving-planet.org/>

The Net Impact Shanghai Steering Committee welcomes people who would like to take an active role in designing and developing Net Impact Shanghai activities. Please contact us at [shanghai@netimpact.org](mailto:shanghai@netimpact.org) !