

CHALLENGE 7: Crafting a viable and sustainable business model for the Shamengo School on social innovation and circular economy



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Shamengo

Shaman + men + go

Core Values



Caring for the body and mind



Caring for others



Protecting the planet



Creating with ethics

Key Projects



TV Channels

Inspiring stories of the most innovative and disruptive sustainable entrepreneurship from around the world



The Pioneers

A community of 10,000 members, promoting a lifestyle aligned with Shamengo's core values



The Villa

An edutainment living lab that showcases sustainable innovation, aiming to accelerate the transition to a more respectful lifestyle



The School

An educational platform build around shared knowledge that help us to change our routines



The Shamengo School

Producing and consuming food

Housing

Clothing

Health care

Travel

Communications

Entertainment

Helping each other

 This is where the challenge starts

Creative Iteration



The Shamengo School
business model



Around the World in 24
hours, meeting the
Shamengo Pioneers



The Shamengo School
business model



A Shamengo event
Save the idea for later

A woman with long brown hair, wearing a white lab coat, is seated and reading a newspaper. Her hands are visible, holding the pages. The background is blurred, showing other people and what appears to be a public space like a library or a waiting area.

Literature Review

Education trends

Education on sustainability

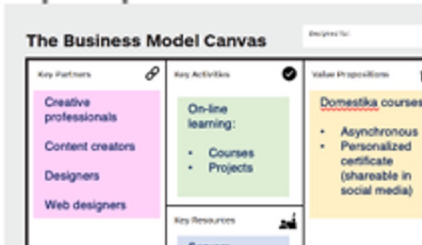
Creativity and sustainability

Benchmark: Educational Products

DOMESTIKA

A community for creative people

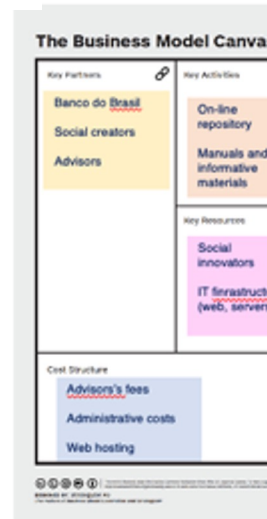
- A community of creative experts aiming to share their professional knowledge through an online course platform



TRANSFORMA!

Rede de Tecnologias Sociais

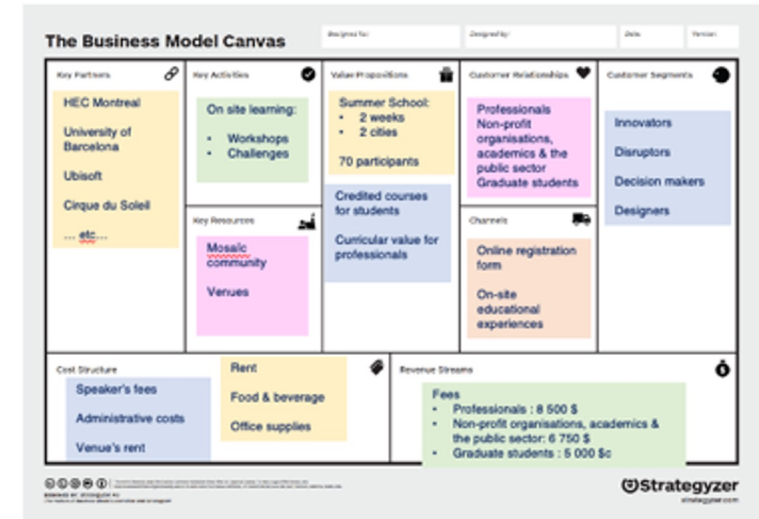
- A social technologies sharing platform:
 - All projects are evaluated before being posted



Mosaic

Summer school on management of creativity

- A unique educational experience, 15 days, 2 cities:
 - HEC Montréal & University of Barcelona
 - 70 participants from diverse backgrounds



Personas: *The Transitioners*



Student

“To change the world, we need to do it together”



Academic

“Sustainability needs to be integrated in our courses. This is a request from the students, but also, from companies”



Corporate

“In the B2B world we have some trouble... to change behaviors and to change attitudes towards sustainable development”

The Shamengo School 2.0

Educational content



The Shamengo School 2.0

Educational content

Evaluation system



The Shamengo School 2.0

Educational content

Evaluation system

A moderated community



The Shamengo School 2.0

Educational content

Evaluation system

A moderated community

The power of connections



An improved tech platform



Revenue Streams

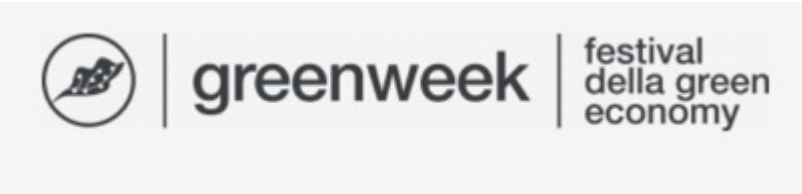




A Shamengo event



A few good examples...



The General Concept:

Education on how to live a more sustainable life

Local and green products and services

The Shamengo Pioneers

Cultural Activities

Key Partnerships:

City governments

Universities

Media

Brands



The Shamengo Ecosystem



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The Festival

An event that has the objective of educating the general public on how to live a more sustainable life, while encouraging local businesses to offer greener products and services.

To conclude:

- 1 The Shamengo School 2.0
- 2 Improved tech platform
- 3 New revenue streams
- 4 Grow the Shamengo Ecosystem