

AIM2Flourish Executive Summary

We believe confronting the world's greatest challenges can be profitable and that business is the powerful force that can create a flourishing world for all.



THE GLOBAL GOALS
For Sustainable Development

The Opportunity: Accelerating Business for Good

The 17 [UN Sustainable Development Goals](#) represent an unprecedented opportunity to end poverty and hunger, shift to clean energy, control climate change, and work for peace. Beyond ensuring a livable world for future generations, achieving the Global Goals represents a **multi-trillion dollar business opportunity**. There are leaders of responsible companies responding to this call, but more are needed.

AIM2Flourish accelerates the shift to a *Business for Good* mindset by recognizing the positive impact of today's business leaders, and changing the way tomorrow's leaders are taught.

What Is AIM2Flourish.com?

AIM2Flourish is the world's first global initiative steering future business leaders towards achieving the [UN Sustainable Development Goals \(SDGs\)](#) and a flourishing world for all. We offer a highly adaptable, professor-facilitated curriculum with classroom exercises, presentations, and videos. AIM2Flourish combines studying transformative business models with experiential learning. Using the UN SDGs as their lens, students research and identify an innovation, conduct an in-person interview with a business leader, and then write about what they learned. The students' stories are published on the [AIM2Flourish.com](#) platform as sources of inspiration for others.

We will celebrate the best-of-the-best stories with the inaugural *Flourish Prizes* at the June 2017 [Fourth Global Forum](#) at Case Western Reserve University in Cleveland, Ohio. Demonstrating global reach, scalability, and impact potential, AIM2Flourish's partners reach more than 2,100 management schools worldwide and the global Business for Good community.

What People Are Saying

"As an impact investor I need to keep abreast of up and coming social enterprises all over the world. AIM2Flourish's website and its global network of contributors capture and organize and summarize the best social enterprises — all in one place.

– **Ted Levinson**, *Founder/CEO Beneficial Returns*

"Our paradigms shifted toward a sustainable direction of conducting business where social innovation will form the nuclei of our business models.

– **Bernard Bairoy**, *Student, IPMI International Business School*



Strategic Goals

- Connect corporations, foundations, and impact investors with the world of “Do Good, Do Well” business leadership to attract talent, ideas, and thought leadership to their business operations.
- Bring the transformative method of Appreciative Inquiry to more professors and students globally, so that the UN Sustainable Development Goals become the North Star of business purpose.
- Achieve the UN Sustainable Development Goals by 2030.

Criteria for Publication and Recognition

Our criteria are aligned with the UN Global Goals. **Stories must relate to one or more of the goals, exhibiting business innovation towards positive solutions.** We are showcasing models of innovation that promote economic prosperity while contributing to both a healthy world and human wellbeing. An international panel of Distinguished Jurors will select the finalists for the inaugural [Flourish Prizes](#) celebration in June 2017.



Exponential Growth Since June 2015 Launch

150+ professors around the world

1,300+ community members

56 countries in our global community

2,100+ business schools reached through participating education networks

450+ innovation stories in the pipeline

22 institutions now use AIM2Flourish as core curriculum

Student Engagement Partner for UN Global Solutions Platform (Launching May 2017)

Where is AIM2Flourish Based?

AIM2Flourish is supported by the Fowler Center for Business as an Agent of World Benefit in the Weatherhead School of Management at Case Western Reserve University.

AIM2Flourish is co-sponsored by the UN Global Compact PRME, GRI and other business partners. Please see our [Global Network](#) for more.

Strategic Partnership Opportunities

- **Grow** professor and business school network communities
- **Secure** AIM2Flourish flagship corporate champion and funding partners
- **Establish** AIM2Flourish business thought leader community
- **Measure and evaluate impact** with education partners
- **Create connections** between social impact investors and business innovators

Contact

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PRME