

# A HAND UP



“You say you want a revolution/Well, you know/We all want to change the world”  
— “Revolution,” The Beatles

It’s hard to imagine a revolution being driven by plastic grocery bags, but that’s exactly what’s happening in Santa Catalina, Colombia. There, native women learned to take strips from plastic bags and weave what would otherwise become litter into traditional “mochilas” in a movement that’s bringing life-changing industry to a once impoverished village.

The enterprise was developed by Proyecto Tití, an organization dedicated to protecting the highly endangered cotton-top tamarin, a small primate found only in that region of Colombia.

Founded by a conservation biologist at Disney’s Animal Kingdom theme park in Orlando, Proyecto Tití helped

create a cooperative of more than 300 women who now have a reliable source of income and can help support their families. The bags are sold on the group’s website as well as in Animal Kingdom, and proceeds support the group’s work.

Changing the world may seem like an impossible endeavor, but companies around the globe are finding ways to do just that. From South America to Africa to India, a new breed of “social entrepreneurs” is leaving its imprint on people and communities worldwide.


In Metro Orlando, the commitment to social entrepreneurship is on the rise. Business professionals as well as traditional nonprofits are tackling widespread social challenges by

providing a hand up, rather than a hand out. Whether their efforts are focused on offering steady employment and fair wages to artisans in developing nations, or replacing cocaine fields with crops of stevia in violence-torn Colombian villages, the intended result is the same: sustainable change created by an entrepreneurial venture that advances people’s skills, knowledge, and self reliance.

In this issue you’ll discover how Rollins College in Winter Park is paving the way for social entrepreneurs. The programs and concentrated areas of study offered through the Crummer Graduate School of Business’ Center for Advanced Entrepreneurship give students the knowledge and tools necessary to address social needs through business enterprise.

You’ll also learn how another Central Florida-based company, Wycliffe Bible Translators, is doing its part to change the world by tirelessly translating the Bible into the native languages of communities worldwide, many of which still lack a written alphabet.

And you will discover why a number of global powerhouses — Siemens, Mitsubishi, Tupperware and Darden Restaurants — choose to call Metro Orlando home.

So go ahead. Turn the page and learn how Central Floridians are starting revolutions. 

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