

# Josephine d'Allant ~ Muhammad Yunus: Redesign Economics To Redesign The World



Muhammad Yunus' keynote speech was one of the main highlights of the New Cities Summit. His speech was about the concept of a *social business*, which he defines as a

non-dividend company working to solve a human problem. One of the reasons Professor Yunus finds this model compelling is that the money invested is returned and can then be reused, whereas with a charity, the money can only be used once. Social businesses are also an important answer to unemployment: Professor Yunus counsels young people to become entrepreneurs instead of seeking jobs.

Read more: <http://urb.im/live/blog/>

Muhammad Yunus - Social business:  
<http://www.muhammadyunus.org/social-business>