

Barcelona, 28 February 2011 - The Executive Coordinator of the Global Movement for Children, Miquel de Paladella, was a guest speaker at IESE's Doing Good Doing Well Conference this weekend last in Barcelona.

The Doing Good and Doing Well Conference (DGDW) is a two-day event with interactive panel discussions on major opportunities and challenges faced by responsible businesses and organizations. The conference, organized by IESE's Responsible Business Club, attracts professionals and students from around the globe. By challenging participants to consider the potential for sustainable development, the Doing Good and Doing Well Conference helps develop innovative new strategies and business models, as well as foster meaningful relationships between industry professionals and graduate students.

De Paladella moderated the panel entitled "The traditional NGO and Foundation Model: what has changed with the advent of social business?" which was made up of four speakers representing the voices of NGOs (including Save the Children) and social enterprises. The panel tried to break myths around the inefficiencies of NGOs, and addressed issues related to the sustainability of the NGOs, impact indicators and measurements, and ways in which different models can reach scale in order to transform society.

The Doing Good Doing Well Conference is held by IESE Business School, one of the world's top ranked MBA schools. IESE Business School is the graduate school of management of the University of Navarra and is located in Barcelona and Madrid.