

Global Health
LECTURE SERIES 2014-2015
FROM ACTIVISM TO ACTION

GLOBAL HEALTH & SOCIAL INNOVATION at TOMS, One for One®

Tuesday, February 10, 2015

**A lecture with
Shira Shafir, PhD, MPH**

Director of Social Innovation
and Impact, TOMS

Associate Adjunct Professor,
Department of Epidemiology,
UCLA Fielding School of
Public Health

— Lunch Provided —



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12:00 p.m. to 1:00 p.m.

**The Forum at Ronald Tutor Campus Center, Room 450
University Park Campus
University of Southern California**

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More and more socially minded companies are adopting the “buy one, give one” business model—and leading the way is TOMS, the pioneering One for One® company that put social entrepreneurship on the map. Founded in 2006, TOMS currently sells shoes, eyewear and coffee, and every product purchased helps a person in need. Join Shira Shafir, the director of social innovation and impact at TOMS, for a discussion about the evolution of social innovation at the company. She will discuss ways private for-profit businesses can impact global health and will highlight how the shoe, sight and water giving programs work. In addition, she will address the development of new programs and products—with special focus on the newest TOMS offering launching in the spring of 2015. This lecture is co-hosted by the USC Institute for Global Health and USC Brittingham Social Enterprise Lab.

RSVP

globalhealth.usc.edu/shirashafir