June 25, 2018

MacEwan University announces first ‘Social Entrepreneur in Residence’

Edmonton - MacEwan University’s Social Innovation Institute, in partnership with Roundhouse, announced the Earth Group as its first Social Entrepreneur in Residence. The residency is for one year. The Earth Group (earthgroup.org) was founded in Edmonton 10 years ago by Kori Chilibeck and Matt Moreau. During their residency, they will inspire the next generation of entrepreneurs to combine sound business principles with an interest in social and/or environmental goals.

Earth Group products include bottled water, and packaged coffee and tea, but the social impact of their business is the real story. The duo started selling their products from the back of their van and have gone on to build a thriving global business that sells products in 700 locations worldwide. Notably, they have made a significant social impact by serving over three million school meals to hundreds of thousands of children in developing countries by donating 100 per cent of their profits to the United Nations World Food Programme to fund school meal programs.

Chilibeck and Moreau will speak at a variety of events across campus, and share their experience with the broader Edmonton community. They will advise Roundhouse members during office hours and discuss careers in social entrepreneurship. During the residency, they will also focus on a collaborative project with the Institute and Roundhouse which will demonstrate how collaboration can produce a socially innovative solution to a pressing social issue.

Media are invited to meet Chilibeck and Moreau:

**Date:** Tuesday, June 26  
**Time:** 10 - 10:30 a.m.  
**Where:** Roundhouse, Allard Hall, MacEwan University (11110-104 Avenue)

MacEwan University’s Social Innovation Institute (macewan.ca/innovate) fosters a culture of social innovation in Edmonton and beyond. The Institute supports the community through connecting programs, workshops, and events with academic faculty and students.

Roundhouse (roundhouse.net) is a new coworking and collaboration space at MacEwan University that inspires a community of changemakers through collaboration and entrepreneurial spirit.