

# Inspiring Change

ISTMO EDITORIAL DEPARTMENT



A conversation with  
**SANDIE BEAUCHAMP**

**«Leaders at corporations and businesses can, in fact, help inspire change in our organizations. Social impact is an extremely important initiative for all corporations and businesses».**

**S**andie Beauchamp is the Chief Experience Officer of Clean the World, a social enterprise dedicated to creating innovative impact products associated with Water, Sanitation, and Hygiene (WASH) that are intended to make the world a better place by combating hygiene-related illnesses around the world. Clean the World collects and recycles millions of pounds of soap from hotels across the globe through its Hospitality Recycling program in an effort to lead a «global hygiene revolution.»

We had the opportunity to talk to Sandie about the role social enterprises like Clean the World can play in the business community and society as a whole. Sandie reminded us that social enterprises can truly inspire change in our organizations by offering expertise across a wide variety of social impact products.

Founded in 2009, Clean the World is a global health leader committed to WASH (water, sanitation, and hygiene) and sustainability. Since its

inception, Clean the World embarked on a mission to save lives by recycling and distributing soap. Additionally, Clean the World has worked with the public and private sectors to fabricate mobile showers that are deployed in various cities to help fight hygiene insecurity among the unsheltered population.

As the Chief Experience Officer, Sandie leads the Product, Marketing, and Technology teams at Clean the World to drive the development, innovation and marketing communication strategies, product design and enhancements, and system integration to advance Clean the World's position in the industry and drive brand awareness and donor support for the organization and its programs.

**IPADE: What is the purpose of Clean the World?**

**SB:** Clean the World is a global social organization that delivers hygiene education to those in need. We deliver hygiene products as well as WASH education to those that do not have access to soap and other hygiene-related products.

**IPADE: From your experience working in traditional corporations in the past and now collaborating with Clean the World, what lessons could you take from social enterprises to traditional business to make a better world?**

**SB:** In my past experience, I have actually worked with a lot of large and medium-sized businesses – in the tech space as well as in the marketing space. I am a marketing professional of over 20 years, and I have been able to use a lot of the knowledge that I have learned in my career at Clean the World. A lot of it is around product innovation, around marketing expertise, and around setting up the social enterprise

in a way that helps us deliver social impact products to those in need.

**IPADE: Today, leadership is a valuable quality that companies always expect. How can leaders inspire changes inside companies to help society?**

**SB:** Leaders at corporations and businesses can, in fact, help inspire change in our organizations. Social impact is an extremely important initiative for all corporations and businesses. Whether you are a non-profit organization or a for-profit organization, the leaders of today have got to inspire their teams to give back and care about the environment and to care about people.

**IPADE: Why is it important to bring together MBA students from business schools around the world to talk about leadership and sustainability?**

It is important to gather MBA students from around the world so that they can come together and collaborate. They are really the future of our organizations. They are the future generation that is going to create these socially impactful companies, so it is important for them to come together and be able to share ideas and to really learn about the importance of social entrepreneurship.

**IPADE: How would you describe your experience during the International Week at IPADE?**

The experience at the International Week at IPADE was absolutely incredible. It is wonderful to see all the different international teams come together and really share ideas, collaborate, and learn from each other, and just really talk about the future of social impact. </>

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