

Social Entrepreneurship

Lecture 5

Social Entrepreneurship

- Social entrepreneurship is the activity of establishing new business ventures to achieve social change. The business utilises creativity and innovation to bring social, financial, service, educational or other community benefits.
 - (Talbot, Tregilgas & Harrison, 2002)
- A social entrepreneur is someone who recognizes a social problem and uses entrepreneurial principles to organize, create, and manage a venture to make social change....rather than bringing a concept to market to address a consumer problem, **social entrepreneurs attempt to bring a concept to market to address a public problem.**
(Alex Nicholls, Oxford University's Skoll Centre)

Challenge: Access to Clean Water

- 1.2 billion people are drinking unsafe water
- Problem: transport (retrieval to consumption)
- Seeding innovation in the water sector
- What do you think?



al entrepreneurship takes many forms, but at it's core is characterized by a leaders' sense of social consciousness and desire to make a positive impact on society

al enterprises are not charities or welfare agencies. They are private businesses established by entrepreneurs with an emphasis on human values rather than just profit.

se businesses focus on working with and enhancing the social capital within the community by encouraging participation, inclusion and utilising a bottom-up approach to drive social change

pectrum of social entrepreneurship

Not for profit  For profit

Functions of Social Entrepreneurship

- To address social problems inadequately addressed by government
- To provide urgent but sustainable solutions to the most difficult problems
- To create long term systems for NGOs, CSR, Philanthropy
- Bring professionalism and innovation in social sector

Deference between Entrepreneurship and Social Entrepreneurship

Entrepreneurship

Economic value

Customer

Wealth maximization

indirect link to social

-issues

Social Entrepreneurship

social value

society

social value

Direct link to social

-issues

The concept adapted from an ancient Chinese proverb

- Philanthropy/Charity

“Give a man a fish and you feed him for a day...”

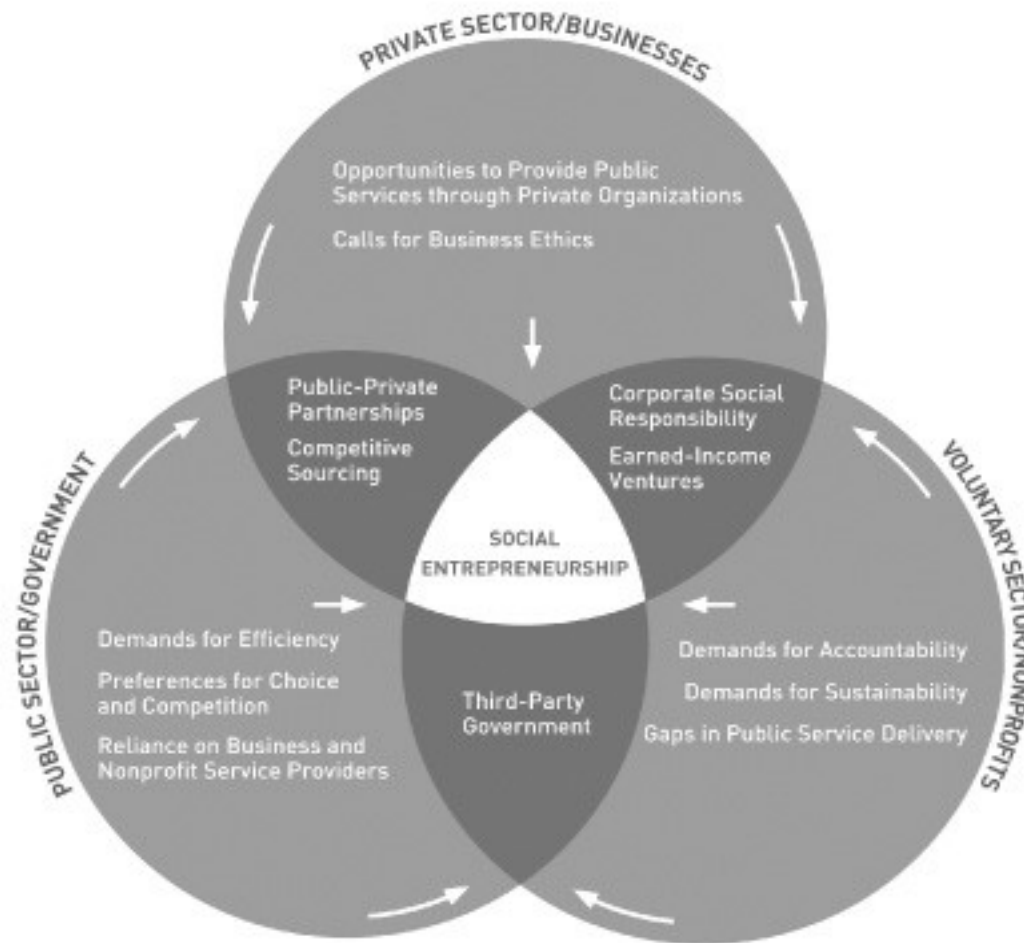
- The NGO/Government Model

“...teach a man to fish and you feed him for a lifetime”

- Social Entrepreneurship

“Provide him access to capital to create a sustainable fishing business at a fair rate of return and change the world”

A Model for Social Entrepreneurs



Source: Alex Nichols, Oxford University, Skoll Centre

Where do you find social enterprises?

- Social entrepreneurs find opportunity in most economic sectors. The growth areas for social enterprises are identified as:
 - Environmental
 - Housing
 - Health and care
 - Information services
 - Public services
 - Financial services
 - Training and business development
 - Manufacturing
 - Food and agriculture

The Process of Social Entrepreneurship

1. Find an opportunity
2. Develop a business concept
3. Figure out what success means and how to measure it
4. Acquire the right resources
5. Launch and grow
6. Attain goals

The Main Difficulty: Measurement

- What is profit?
- How do we count it?
- What is “social return on investment” for venture philanthropists?
- Can we compare investments?
- [The Bill Drayton interview: The story behind how the Ashoka Fellowship was created after a roadtrip- Edexlive](#)