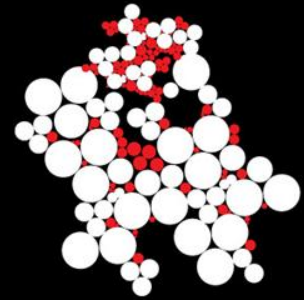


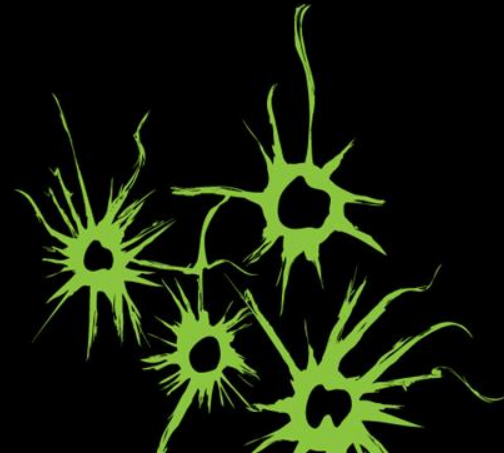
UNIVERSITY OF TWENTE.



# Social Entrepreneurship and Sustainability Readings and Resources

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May 28, 2012





# Agenda

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- Introduction to concepts
- Examples
- Resources
- Q&A

*Note: This presentation is prepared from publicly available sources intended as a compilation of a handful of resources for undergraduate level students interested in pursuing research studies in the area of social entrepreneurship and sustainable development.*





# Social Entrepreneurship

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## What is Social Entrepreneurship?

- A nascent field of inquiry
- Concept, Definition, boundaries, differentiation are still in a flux
- Intersection of Entrepreneurship, Social Innovation, Non-profit Management

Lets look at some definitions...







# Social Entrepreneurship is...

## Martin and Osberg, 2007

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- (1) identifying a stable but inherently **unjust equilibrium** that causes the exclusion, marginalization, or suffering of a segment of humanity that lacks the financial means or political clout to achieve any transformative benefit on its own;
  - (2) identifying an **opportunity** in this unjust equilibrium, developing a **social value proposition**, and bringing to bear inspiration, creativity, direct action, courage, and fortitude, thereby challenging the stable state's hegemony; and
  - (3) forging a new, stable equilibrium that releases trapped potential or alleviates the suffering of the targeted group, and through imitation and the **creation of a stable ecosystem** around the new equilibrium ensuring a better future for the targeted group and even society at large.



## Dees, 1998

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Social entrepreneurs play the role of **change agents** in the social sector, by:

- Adopting a mission to create and sustain **social value** (not just private value)
  - Recognizing and relentlessly pursuing **new opportunities** to serve that mission
  - Engaging in a process of continuous **innovation, adaptation, and learning**
  - Acting boldly without being **limited by resources** currently in hand
  - Exhibiting a heightened sense of **accountability** to the constituencies served and for the outcomes created.
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# A practical working description from the Schwab Foundation


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- Achieves large scale, systemic and **sustainable social change** through a new invention, a different approach, a more rigorous application of known technologies or strategies, or a combination of these.
  - Focuses first and foremost on the **social and/or ecological value creation** and tries to optimize the financial value creation.
  - **Innovates** by finding a new product, a new service, or a new approach to a social problem.
  - Continuously refines and **adapts** approach in response to feedback.
  - Combines the characteristics represented by Richard Branson and Mother Teresa.
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## Simply put...

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- Sustainable Social Change
  - Social value but financial optimization
  - Innovation and adaptation
  - Branson and Mother Teresa



# Is this really new? Why is social entrepreneurship getting so much attention?

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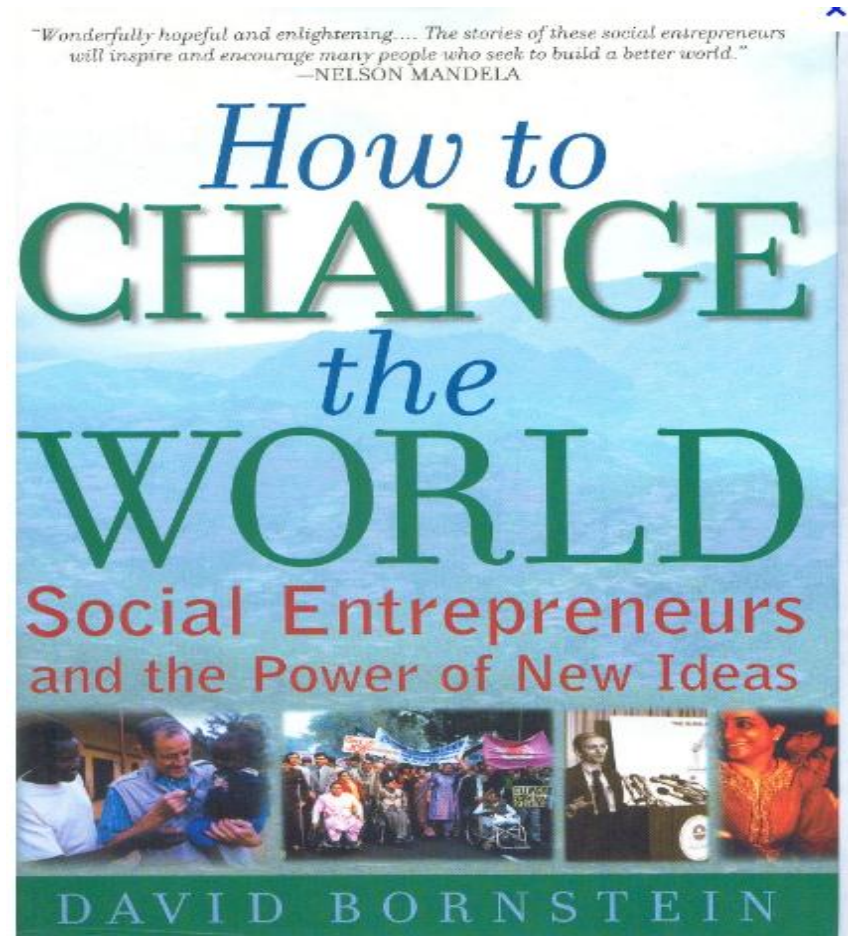
- Resounding evidence from practice
- Growth of organizations that support social causes
- Celebrity endorsements and active involvement
- Interest in management literature





# Social Entrepreneurship Exemplars


- Poverty Alleviation (MY on microcredit)
- Rural Electrification
- Affordable Healthcare
- Education
- Care for children





# Sustainable Development

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- **Sustainable development**\* is a pattern of economic growth in which **resource** use aims to meet human needs while preserving the **environment** so that these needs can be met not only in the present, but also for generations to come.
  - Applies to both commercial and social enterprises

\* See <http://www.iisd.org/sd/> and [http://en.wikipedia.org/wiki/Sustainable\\_development](http://en.wikipedia.org/wiki/Sustainable_development)



## Academic Articles and Research Areas

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Social Entrepreneurship: A Critique and Future Directions – Dacin, Dacin and Tracey.  
Organization Science. Vol. 22, No. 5, September–October 2011, pp. 1203–1213

Zahra, S. A., E. Gedajlovic, D. O. Neubaum, J. M. Shulman. 2009. A typology of social entrepreneurs: Motives, search processes and ethical challenges. *J. Bus. Venturing* 24(5) 519–532.

Seelos, C., & Mair, J. (2004). Social entrepreneurship: The contribution of individual entrepreneurs to sustainable development. IESE Business School. Working Paper 553





## Potential Research Areas (from Dacin, Dacin & Tracey, 2011)

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1. Institutions and Social Movements that affect SE
2. Networks and Social Entrepreneurship
3. Image and the Identity of Social Entrepreneurs
4. Culture and SE
5. Cognition and SE



# Resources

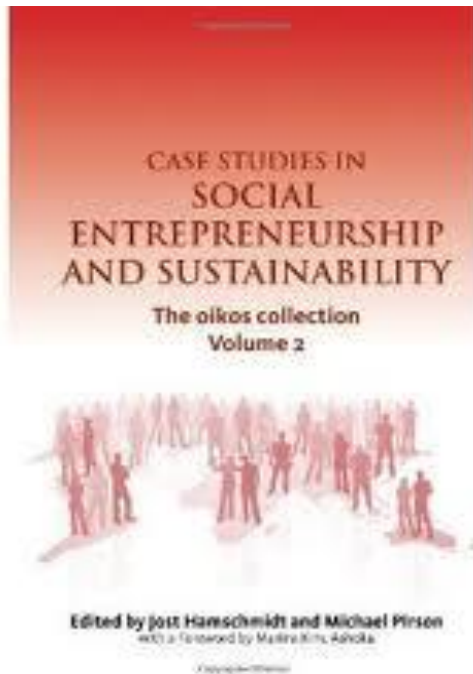
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Journals , academic and practitioner outlets some suggestions...

- Journal of Business Venturing
- Entrepreneurship Theory and Practice
- International Small Business Journal
- Organization Science
- Stanford Social Innovation Review
- Harvard Business Review

# Cases on Social Entrepreneurship and Sustainability

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[www.oikos-international.org](http://www.oikos-international.org)

CASE <http://www.caseatduke.org>

- Fuqua School of Management, Duke University
- Greg Dees and colleagues



# Organizations that support Social Entrepreneurship

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1. Ashoka [www.ashoka.org](http://www.ashoka.org)
2. Skoll Foundation <http://www.skollfoundation.org>
3. Schwab Foundation <http://www.schwabfound.org>
4. Ashden Awards <http://www.ashden.org>

- Preseed funding, different forms of capital
- Fellowship program
- Grants
- Training and tools
- Network
- Promotion and awareness
- Awards and recognition



## New concepts of interest

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Find out what is...?

- Benefit Organization
- Patient Capital







## Enabled by Web 2.0

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### Videos:

- Mohammed Yunus @ Google: <http://www.youtube.com/watch?v=E-W6y0HzFWk>
- Bunker Roy @ TED: <http://www.youtube.com/watch?v=6qqqVwM6bMM>

### Social Entrepreneurship Blogs:

- [www.ecopreneurist.com](http://www.ecopreneurist.com) [www.socialedge.org](http://www.socialedge.org) [www.socialroi.com](http://www.socialroi.com)
- <http://www.echoinggreen.org>

### Useful websites:

[www.triplepundit.com](http://www.triplepundit.com), [www.ceres.org](http://www.ceres.org)



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Thank You!

Questions???