

Social entrepreneurship



Introduction

- Which challenges/problems do you see in your city? List them in small groups
- Is there a kind of global action plan to solve these problems?



Sustainable development goals

- Can you link the challenges you mentioned to the SDGs
- Who can solve the problems you mentioned?



Sustainable development goals

TARGETS

[CLICK ON TOPICS TO READ MORE](#)

3.1

By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births

3.2

By 2030, end preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births

3.3

By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases

3.4

By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

3.5

Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol

3.6

By 2020, halve the number of global deaths and injuries from road traffic accidents

3.7

By 2030, ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes



Sustainable development goals



The capacity and willingness to develop, organize and manage a business along with any of its risks in order to make a profit.

Social Entrepreneurship

- *Social Entrepreneurship is a process involving the innovative use and combination of resources to pursue opportunities to catalyse social change and/or address social needs (Mair & Marti, 2006)*

- *Social entrepreneurs are one species in the genus entrepreneur. They are entrepreneurs with a social mission (Dees, 2001)*
- *Social entrepreneurs' work is aimed at progressive social transformation. . . . A business to drive the transformational change. While profits are generated, the main aim is not to maximize financial returns for shareholders but to grow the social venture and reach more people in need effectively. Wealth accumulation is not a priority—revenues beyond costs are reinvested in the enterprise in order to fund expansion (Hartigan, 2006)*
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Social Value

- Social value can be considered the combination of impacts in three key areas, commonly referred to as the triple bottom line: **people, planet and profit**
- In social entrepreneurship, social value is an end in itself (Agafonou, 2014; Santos, 2012) rather than merely a means of improving commercial performance.

Simple definition

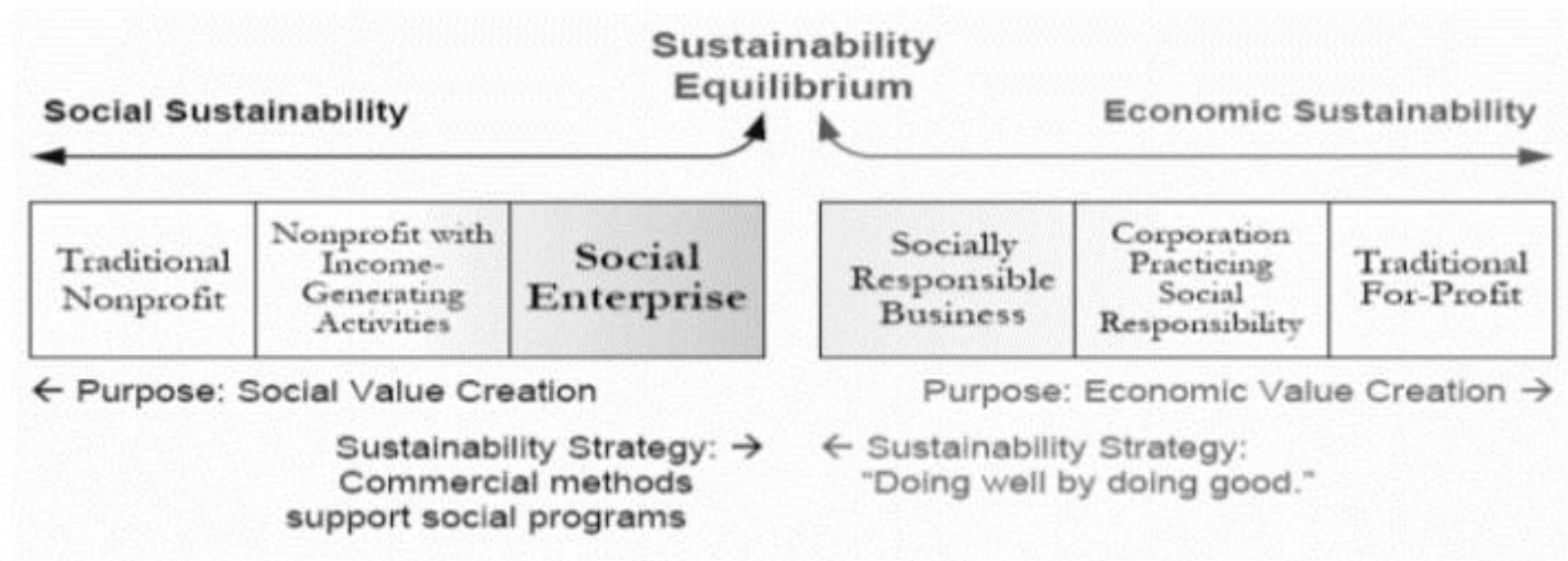
- Economic – improving the economic situation of individuals allows them to pay taxes and to buy services and products that support the market economy more generally, thereby improving socio-economic conditions, creating successful markets, and countering social exclusion. This is true of The Big Issue, the Grameen Bank, and Fifteen (Pearce, 2003; Brooks, 2009).
- Social improvement – we might characterise this in many ways, at an individual level in terms of quality of life issues, or at a community level. Measuring social value at the individual level is relatively easy, but it is more challenging to measure collectively (Brooks, 2009; Bridge, Murtah and O’Neill, 2009; Choi and Majumdar, 2014).
- Environmental – social value can involve improvement in terms of waste management, improved green space and generally the creation of healthy environments (Pearce, 2003; Martin and Thomson, 2010; Kroeger and Weber, 2014).

Examples: KadAfrica



TRT WORLD

Sustainability spectrum (Alter, 2004)



Characteristics of social enterprises (Alter, 2004)

- Use business tools and approaches to achieve social objectives
- Blend social and commercial capital and methods
- Create social and economic value
- Generate income from commercial activities to fund social programs
- Market-driven and mission-led
- Measure financial performance and social impact
- Meet financial goals in way that contributes to the public good
- Enjoy financial freedom from unrestricted income
- Incorporate enterprise strategically to accomplish mission

Example: Brownies & Downies



Example Permafungi

