

# SOCIAL ENTREPRENEURSHIP

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# Today's Outline

- Why there is a need for social entrepreneurship?
  - Key Concepts
  - Examples
  - SE in the World/Netherlands
- Who are social entrepreneurs?
  - Key traits
  - Motivations
  - Types
- Is the act of entrepreneurship a social good?
  - Negative externalities
  - Greenwashing
- How to measure social impact?



- *Why there is a need for social entrepreneurship?*
- *What is social entrepreneurship?*
- **How is it different from charity, PR, and marketing?**
- What makes people social entrepreneurs?
- WHAT IS THE IMPACT OF SOCIAL ENTREPRENEURSHIP ON SOCIETY?
- **Is it the new norm or just another trend?**



# **Your Carbon Footprint**

Despite recent reports of several leading indicators showing a slightly positive trend, experts generally agree that the current global economic troubles are

reach the healthy levels we enjoyed a decade ago, and experts and economists fear that some sectors, such as health care and social security, may never

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## **SUSTAINABILITY OF OUR**

### **The Effects of Global W**

Few environmental issues are as

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United States is

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## **Alternative Energy S**



# SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



# What is Social Entrepreneurship?

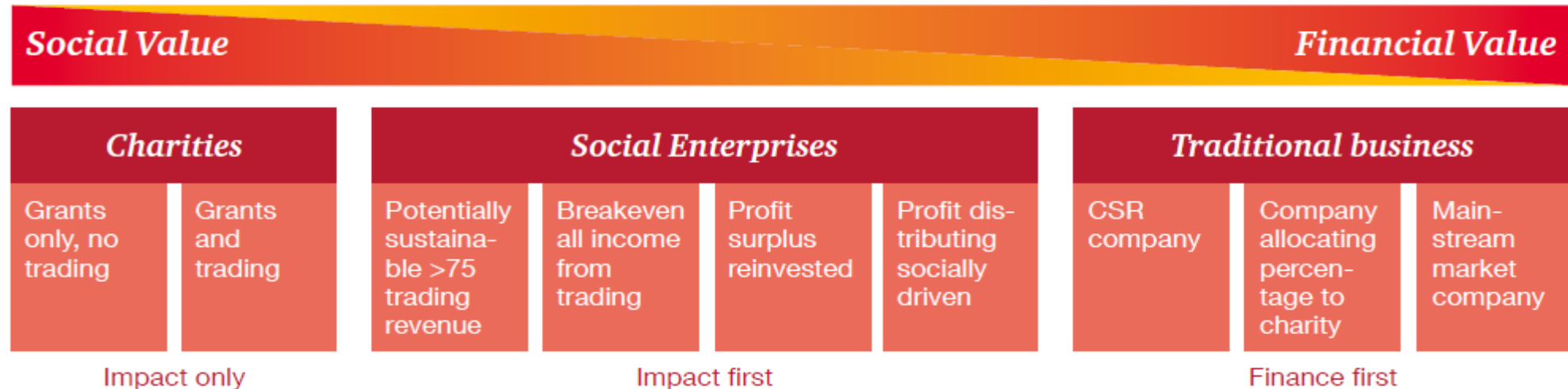
- Not charities
- Not welfare agencies
- Not marketing tricks
- Not PR or CSR activities

‘Social entrepreneurship can be defined *as a company with the **primary goal** to deliver social value in a **financially sustainable** and independent way .*’

# Three key features!!!

- Must create a social benefit
- Must make it in a financially sustainable way
- Must be a profit oriented commercial business

Figure 1. An overview provided by Shaerpa



<i>Creative step</i>	<i>Commercial entrepreneurs</i>	<i>Social entrepreneurs</i>
Preparation	<p>Raised by commercial entrepreneurs</p> <p>Business education</p>	<p>Volunteer experience</p> <p>Exposed to poor</p>
Evaluation	<p>Test if need exists in the market</p> <p>Test profitability of new product/services</p> <p>Assess characteristics and limits of investor relations</p> <p>Assess possibility of obtaining financial resources</p> <p>Acquire feedback from social network</p>	<p>No need to test if need exists (social need with sufficient market size)</p> <p>Assess if there are adequate resources to meet need that already exists</p> <p>Assess possibility of obtaining viable resources for funding from interested parties/donations, as consumers likely unable to pay for goods/services offered</p> <p>Assess social impact of organisation on meeting social need</p>
Elaboration	<p>Hire employees</p> <p>Obtain financial capital</p>	<p>Gather volunteers</p> <p>Obtain funding from philanthropists and donors</p>

## YOU BUY



## TOMS GIVES



1 Week of Clean Water



Training for Birth Attendants, Other Materials

**Toms' Business Model**

<http://www.toms.com/what-we-give>



## Tony's Chocolonely

Working towards a 100% slave-free chocolate industry, the company introduced in 2013 the first 'bean to bar' chocolate bar aiming to lift farmers toward the poverty line or above. The bar is made from cocoa beans fully traceable back to the farmers in Ghana and Ivory Coast. The company now reaches 1,800 farmers and has sold more than 25 million bars of chocolate. Tony's current focus is on creating awareness, leading by example through bean-to-bar and inspiring others to act against abuses in the chocolate supply chain.



© Tony's chocolonely

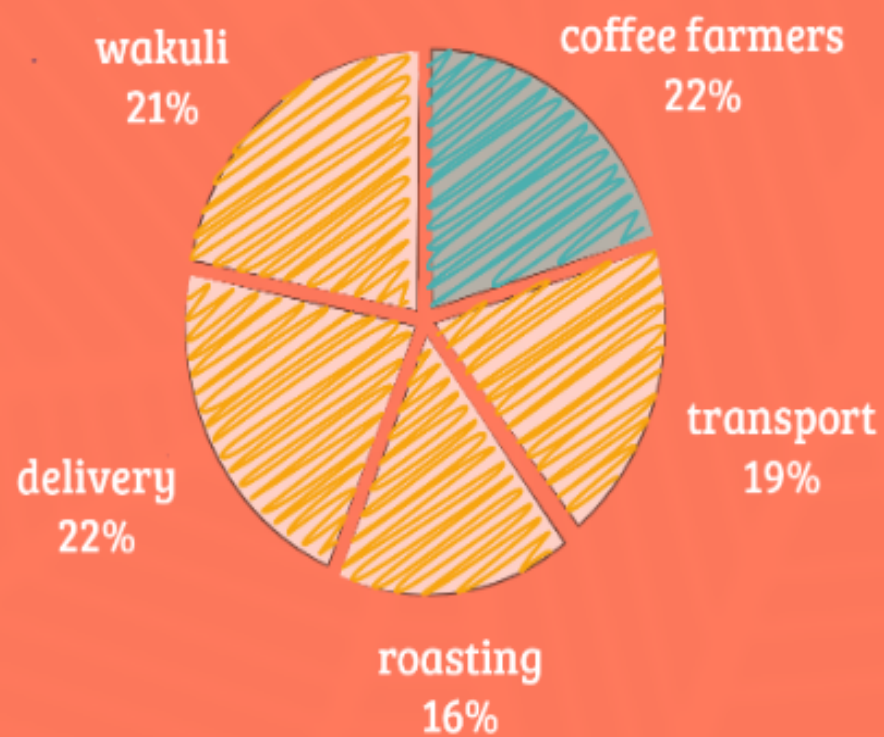




## Difference in price breakdown between Wakuli and supermarket coffees

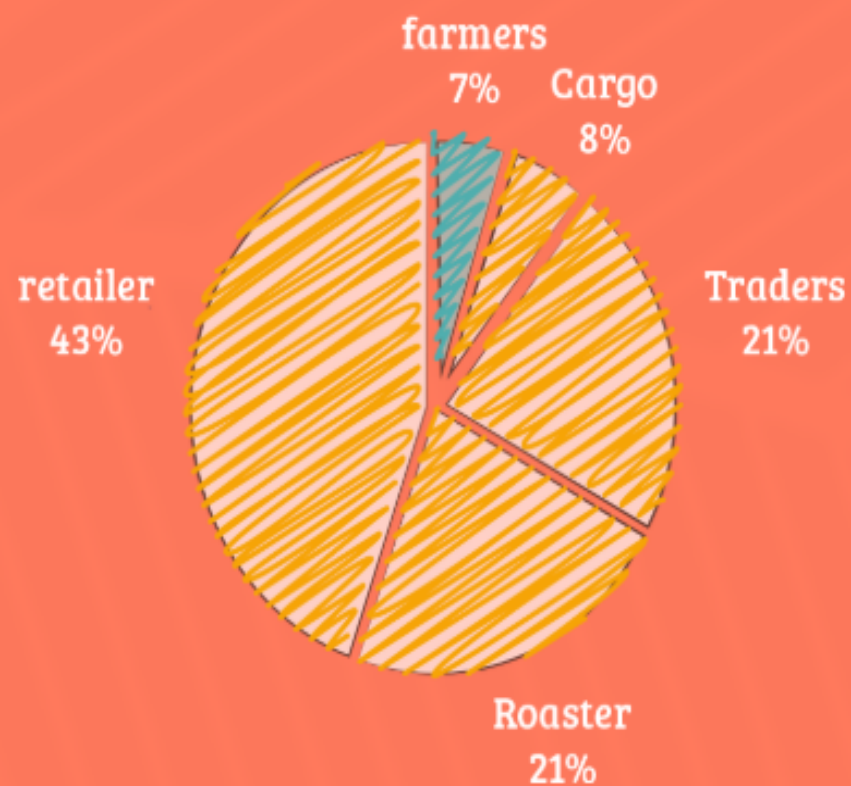
### Wakuli

The average price Wakuli pays  
the farmer is 4,20€ / kg



### Supermarket coffees

The world coffee price is at about 1,60€ / kg



A card showing the price breakdown is included with every shipment



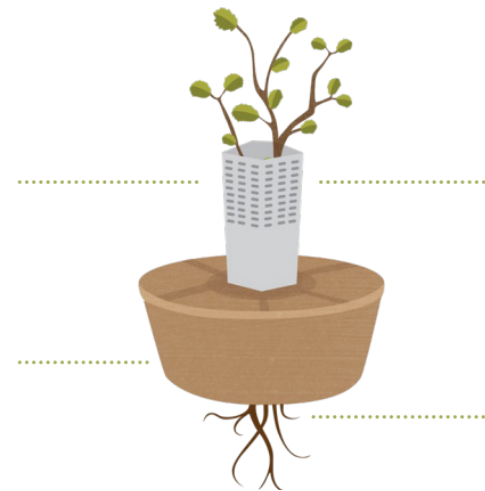
## HOW THE COCOON WORKS

The Cocoon is filled with **25 liters of water** and buried subsurface with the seedling

The Cocoon **prevents water evaporation** and **weed growth**

**Seedlings are protected** from harsh rays, desiccating winds and small animals

Wicks drip feed water straight to the roots, encouraging a **deep, wide root system**

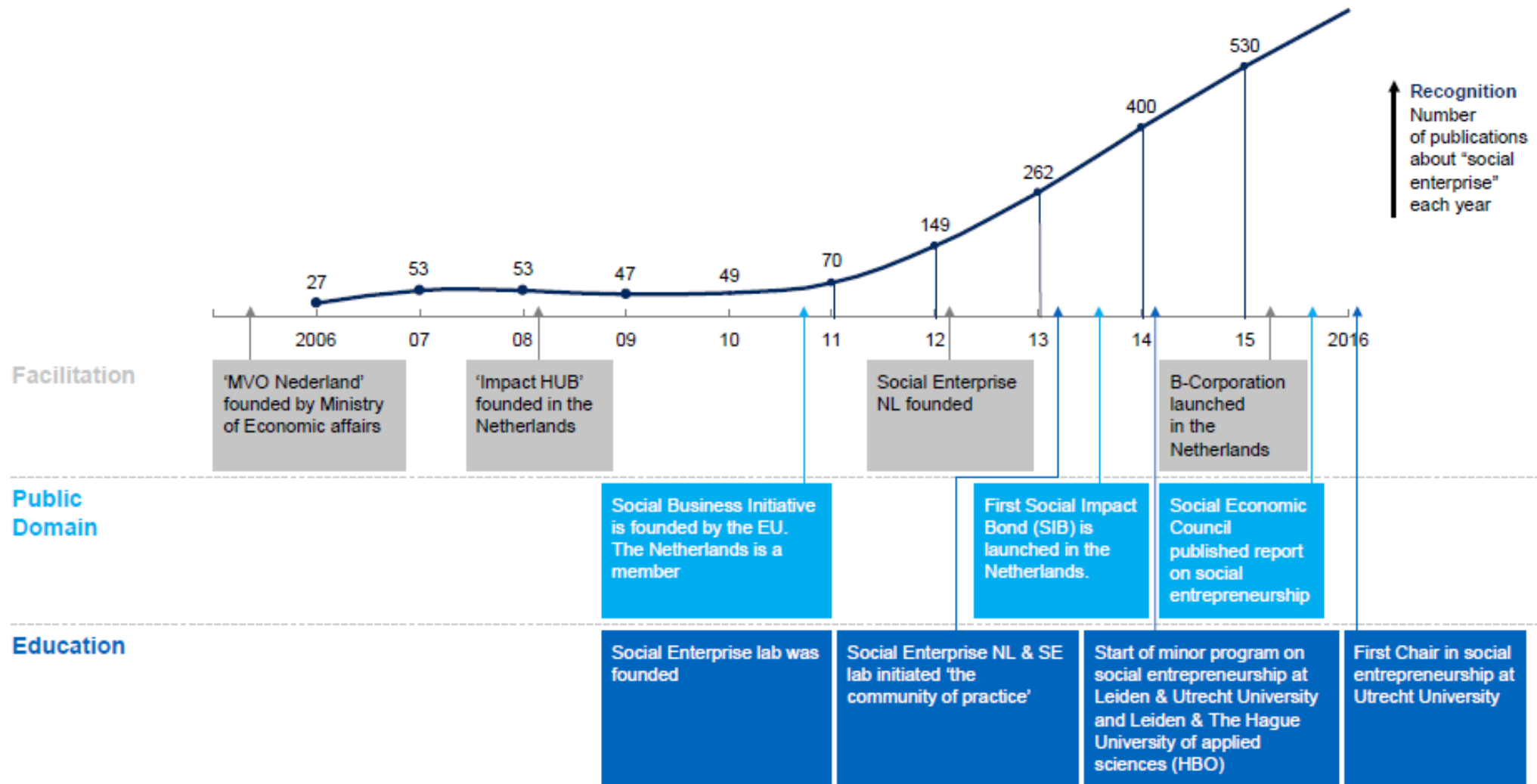






# Facts and Figures in the Netherlands

- About 3,000 new enterprises started since 2011, generating a year-on-year growth of **20%**.
- Since 2010, jobs in the social enterprise sector have increased by more than **60%** to 65,000-80,000 in 2016.
- These **25,000** new jobs came at a time when the Netherlands lost nearly 75,000 jobs in other sectors.
- Total revenues in the social enterprise sector rose from about 2 billion in 2010 to 3.5 billion euros in 2015, an increase of **75%**.



Time for  
a break!

# Who is a Social Entrepreneurs?



**Bill Drayton**

Social entrepreneur



William "Bill" Drayton, is a social entrepreneur. Drayton was named by U.S. News & World Report as one of America's 25 Best Leaders in 2005. He is responsible for the rise of the phrase "social entrepreneur", a concept first found in print in 1972. [Wikipedia](#)

**Born:** 1943 (age 75 years), [New York City, New York, United States](#)

**Title:** [Chairman](#)

**Education:** [Harvard University](#), [University of Oxford](#), [Balliol College](#), [Phillips Academy](#), [Yale University](#), [Yale Law School](#)

**Awards:** [MacArthur Fellowship](#)

**Organization founded:** [Ashoka: Innovators for the Public](#)

People also search for



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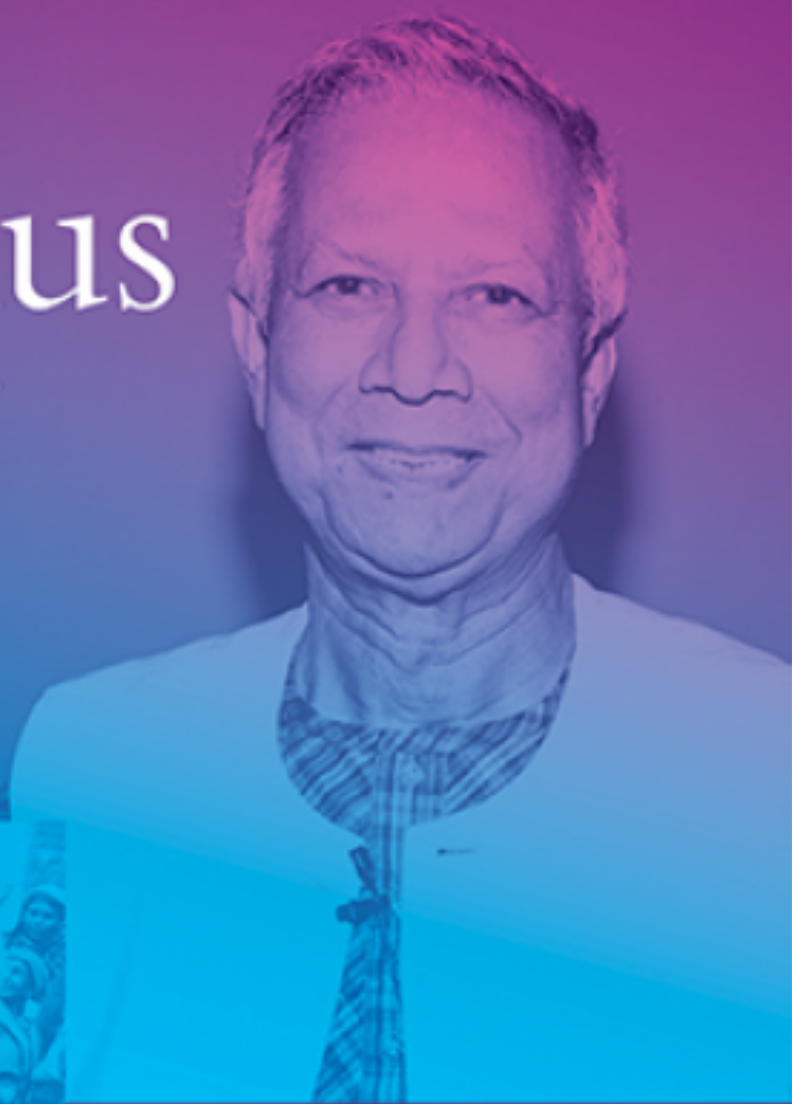


[Blake Mycoskie](#)

*"Social entrepreneurs are not content just to give a fish or teach how to fish. They will not rest until they have revolutionized the fishing industry."*

# Muhammad Yunus

Nobel Peace Prize recipient, Founder of  
Grameen Bank & Yunus Social Business





100 MOST PROMISING COMPANIES + HOW TECH DRIVES FORD

DECEMBER 14 • 2011 EDITION

# Forbes

ACQUIN FUND'S  
JACQUELINE  
NOVOSRATZ

The Power of  
Surgeon  
Venture Capital

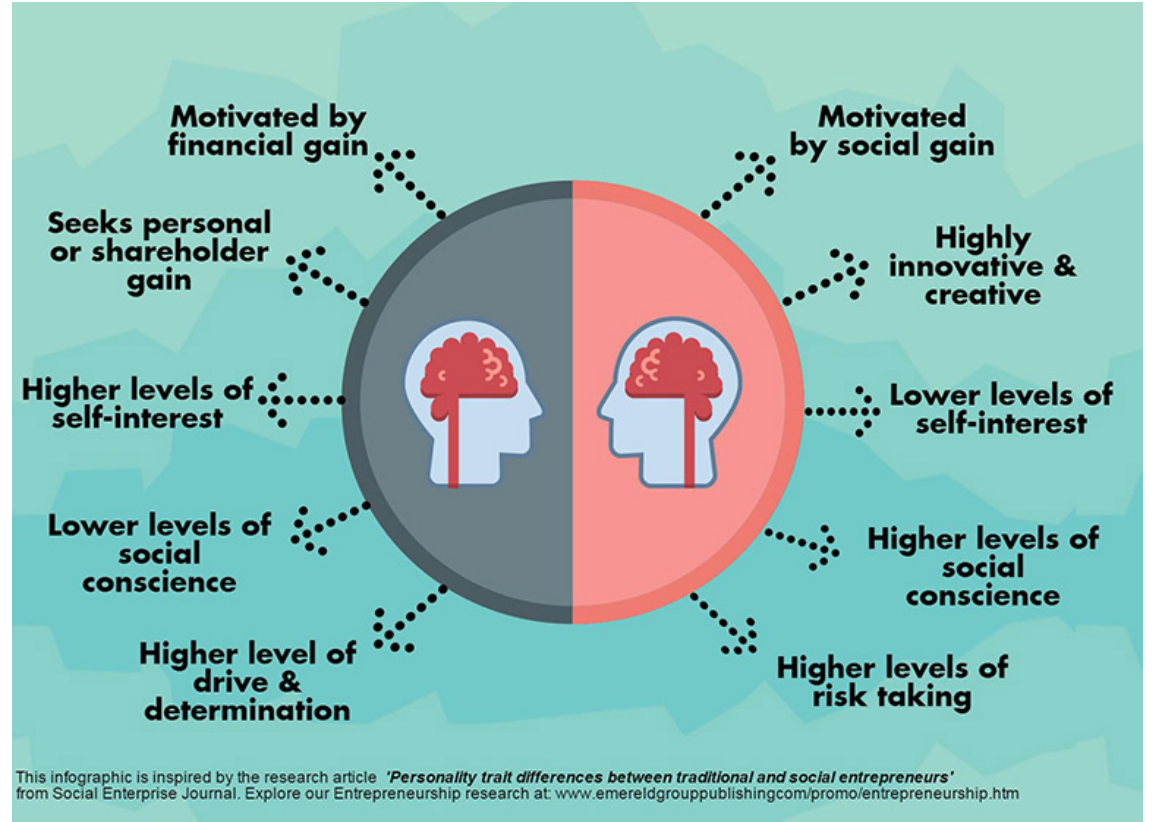
## INNOVATION SAVES THE WORLD

THE SOCIAL ENTREPRENEURS MAKING AN IMPACT  
PLUS: AMERICA'S BEST AND WORST CHARITIES

“WE INVEST IN EARLY-STAGE  
COMPANIES TACKLING THE  
PROBLEMS OF POVERTY”

# What makes them social entrepreneurs?

- Personality
  - Leadership
  - Compassion
  - Ethical fiber
- Creativity
  - Social Innovators
- Embeddedness with the community
  - Long term impact
- Alter existing structures
  - New markets
  - New industries
  - New rules in productivity



# Types of Social Entrepreneur



Social Bricoleur

Hayek  
Small Scale/Local  
Social Equilibrium



Social Constructionists

Kirzner  
Large Scale  
International Scope  
Social Equilibrium



Social Engineer

Schumpeter  
Very large Scale  
Global Scope  
Creative Disruption



# Is the act of entrepreneurship itself a social good?

- Creating employment
- Innovation
- Social good?

*What about negative externalities?*

*Does the social aspect of entrepreneurship need to be part of the business at every turn?*

*Is green washing a legit marketing tool?*





**GREENWASHING**

mobik

摩拜单车



# How can we measure social impact?



Changes in welfare recipients,  
alcohol and drug abuse,  
arrests, etc.



Jobs created/\$ loan



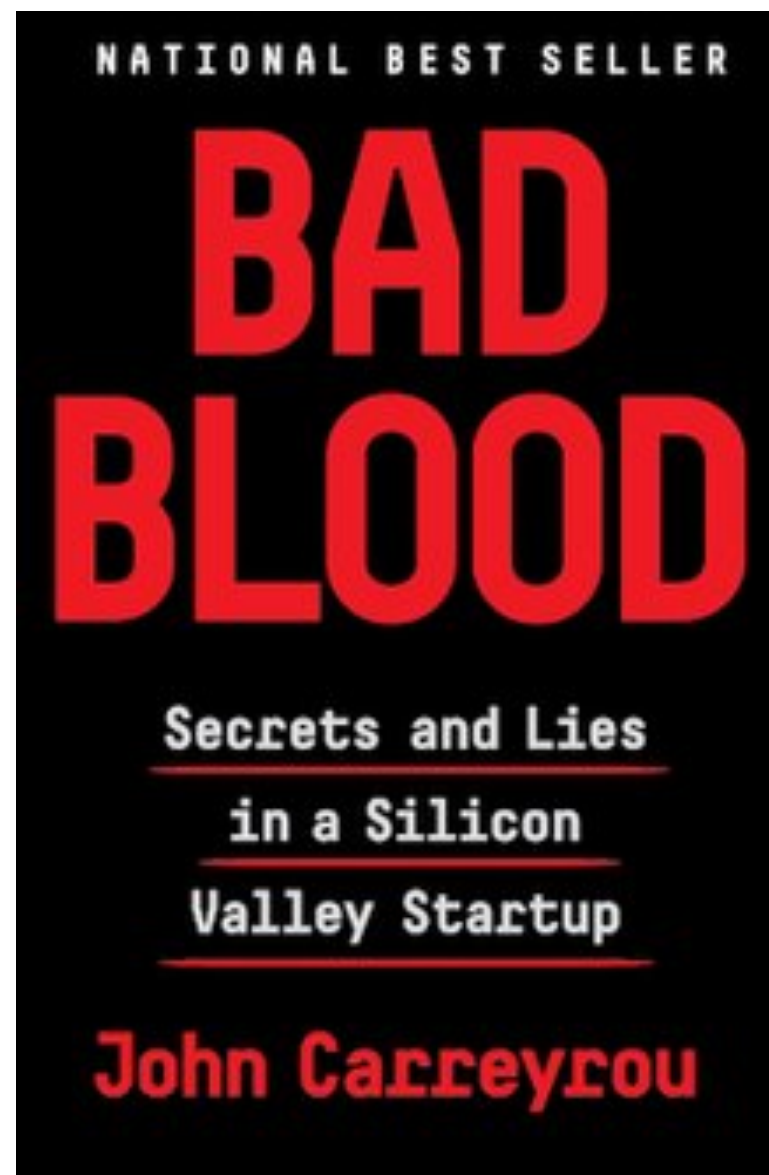
Water consumption per item



Carbon emission  
rates/Cholera  
rates



Defining 'good' is not easy  
Identifying cause and effect is hard  
Data collection often not sustainable  
Long term orientation thus not financially preferred  
Lack of precise and transparent indicator



# How to stimulate Social Enterprises?

- Promotion: awareness and visibility of the sector in the Netherlands
- Education: more talent needs to be geared towards the sector
- Support: management support in developing triple bottom line business models, coaching and access to relevant networks
- Capital: access to seed and especially growth capital and matchmaking intermediaries
- Guidelines: (inter)national standards for measuring both financial and social impact
- Government recognition and support: for example in creating right conditions and opportunities for Social Enterprises to grow (e.g., supportive legislation)

# Tech Venture Capital Ecosystem The Netherlands 2017

## Crowdfunding



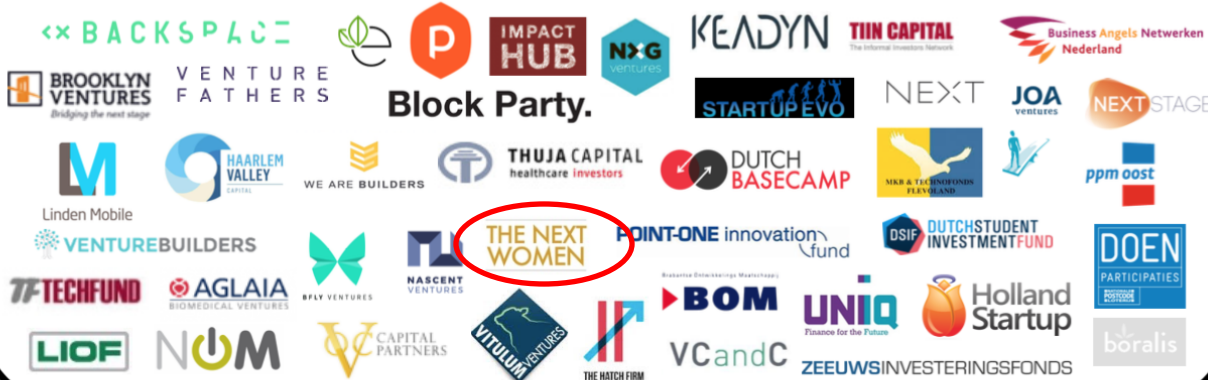
## Accelerators



## Incubators



## Seed VC



## Early stage VC



## Later stage VC



## Strategic VC



mamo filmes and grifa filmes presents

*"A film for those who  
believe that anyone can  
change the world"*



The same Director of the film  
"Doctors of Joy"

MARA MOURÃO

# who cares?

Thank you for your attention

Questions?

cast MUHAMMAD YUNUS, BILL DRAYTON, AL ETMANSKI, BART WEETJENS, DENIER GIOVANNINI, EUGENIO SCANNAVINO NETTO, ISAAC DUROJAYIE, JEHANE NOUJAIM,  
JOAQUIM MELO, JOAQUÍN LEGUÍA, JOHN MIGHTON, KAREN TSE, MARY GORDON, OSCAR RIVAS, PREMAL SHAH, RODRIGO BAGGIO, VERA CORDEIRO and WELLINGTON NOGUEIRA  
Directors of Photography CRISTIANO WIGGERS and DADO CARLIN Editors ANDRÉ FINOTTI and RENATA TERRA Music by ALEXANDRE GUERRA Sound CANTÍDIO COSTA, MIQUEIAS, PEDRO MOREIRA and SAMUCA Costume Design INPUT / arte sonora  
Cinematography RENATO BATTAGLIA and SYLVAIN BARRÉ Script and BATTAGLIA FILMES and CITRONVACHE Production TÚLIO SCHARFEL Production Design TATIANA BATTAGLIA  
Produced by TATIANA BATTAGLIA and MARA MOURÃO Executive Producer MAURICIO DIAS and FERNANDO DIAS Associate Producer GULLANE FILMES a film by MARA MOURÃO



[www.whocaresthefilm.com](http://www.whocaresthefilm.com)

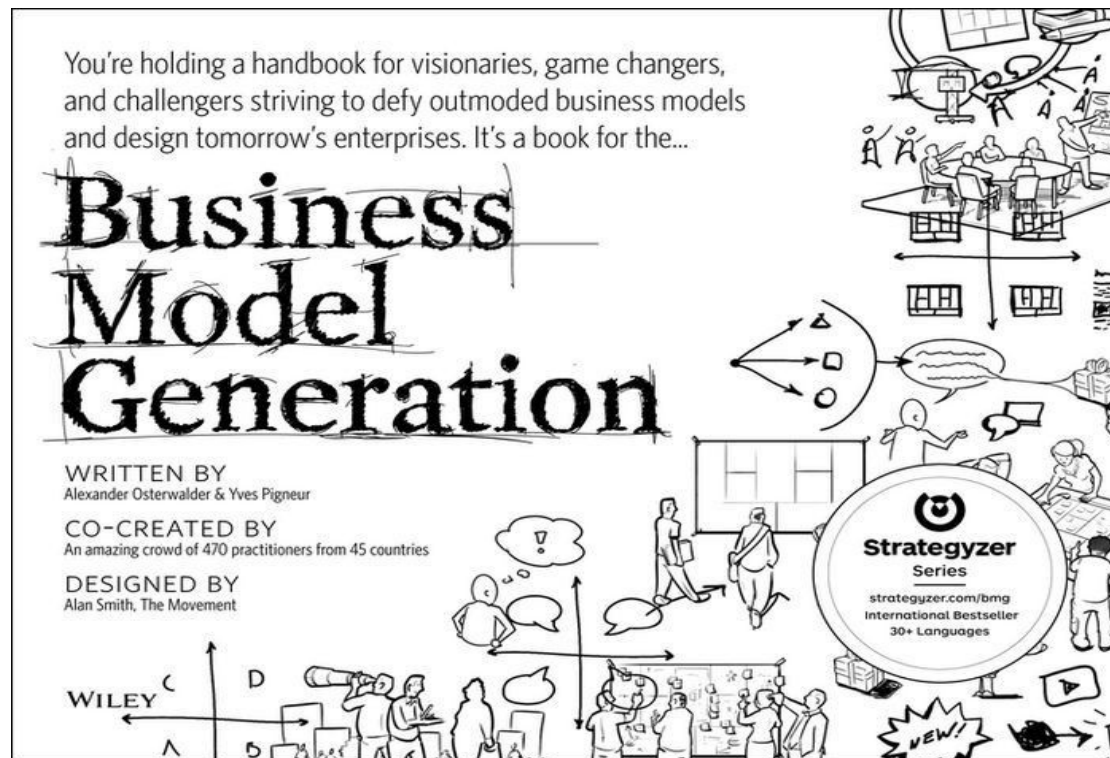
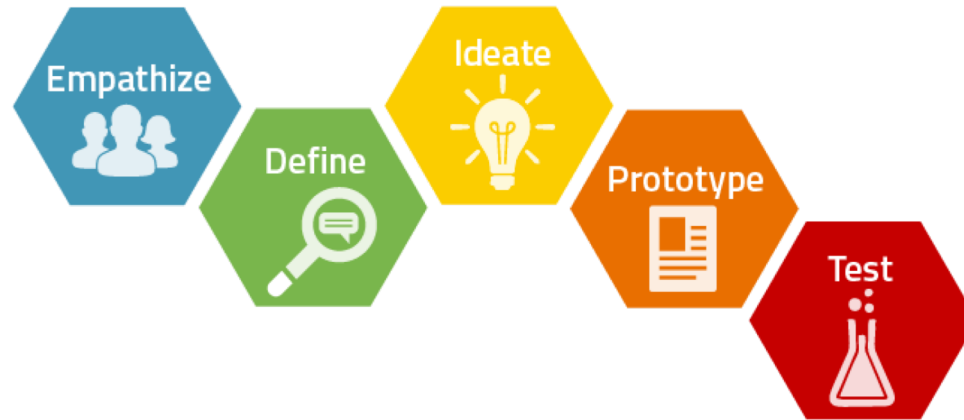
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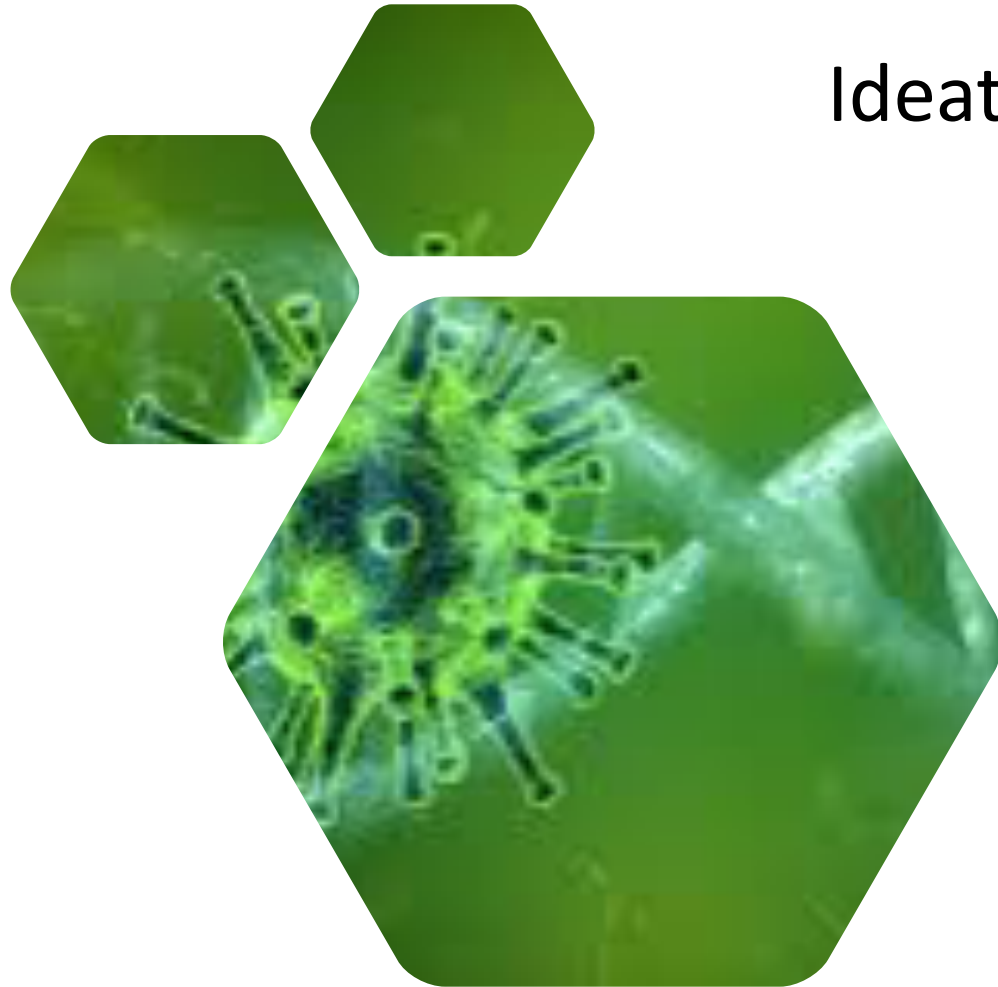
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Time for  
a break!



# DESIGN THINKING





# Ideation Workshop: Overcoming Corona

- **Step 1** : Get a pen and start writing out your ideas. Write as many as possible, use quick keywords to sum up.
- **Step 2** : Pick your most innovative (out-of-the-box) idea and the most conventional idea
- **Step 3** : Share your ideas with the rest of the team. Only a short description.
- **Step 4** : Develop and elaborate the best idea by filling out the canvas. And prepare your 2 mins pitch.

