Social Entrepreneurship: an overview

Dr. Punita Bhatt
Punita.Bhatt@coventry.ac.uk
www.coventry.ac.uk/entrepreneurship
Agenda

- My background
- Social entrepreneurship-what is it?
- What are its drivers?
My Background

- Teaching social entrepreneurship
- Embedding social entrepreneurship in the curriculum
- Research Interest: Social entrepreneurship
- PhD: social innovation in social entrepreneurship
So what is Social Entrepreneurship ..?

First its practice....
Some Social Enterprises
Case study 1: Grameen Bank

Social entrepreneur: Dr. Muhammad Yunus

- 1976-Grameen Project began with $27;
- 2005-Grameen Bank has lent $5.1 billion to 5.3 million people;
- Yunus's conviction that the poor can be both reliable borrowers & avid entrepreneurs.
- Global micro-finance industry (Gangerni, 2005)
Case study 2: Ashoka

Social entrepreneur: Bill Drayton

- 1980
- Thousands of Ashoka fellowships awarded globally
- Innovative solutions to social problems
Case study 3: Big Issue

Social entrepreneur: Bill Drayton

- 1991-Gordon Roddick & A. John Bird
- Provides the homeless people the opportunity to earn a legitimate income
- Based on similar program in New York
- 2800 homeless as vendors, circulation of 125,000 copies of the magazine
What do Social Entrepreneurs do?

“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.”  
(Bill Drayton)

“I’m encouraging young people to become social business entrepreneurs and contribute to the world, rather than just making money. Making money is no fun. Contributing to and changing the world is a lot more fun.”  
(Muhammad Yunus)
Social Missions are Important to social entrepreneurs/enterprises but it’s the Business Model that ensures sustainability
Business Models: Social Enterprises
So what is Social Entrepreneurship ..? 

Its theory...
What is Social Entrepreneurship?

“…

“innovative use of resources to explore and exploit opportunities that meet a social need in a sustainable manner”

(Mair & Marti, 2004)

“innovative, social value creating activity that can occur within or across the non profit, business, or government sectors”

(Austin et al., 2006)
How is Social Entrepreneurship different?

• Entrepreneurship: practice within a commercial context

• Basic premise: Entrepreneurs pursue innovation for private profit

• 1990s: ‘Beyond Profits’
What is/is NOT Social Entrepreneurship?

- Not Philanthropy or Altruism;
- Sustainable solutions to social problems;
- Social & entrepreneurial
- Double/Triple bottom line
Drivers of social entrepreneurship
Drivers: restructuring of Non-profits

- Reduction in Philanthropic donations
- Greater accountability by donors
- Reduction in government subsidies
- Sustainability
- Competition
Drivers: CSR

- Collaboration across sectors
- Private sector involvement in social issues
- Media
- Stakeholder management
Drivers: Government

2010-UK Conservative Party’s election manifesto’s flagship idea;

Part of legislative programme of the Conservative-Liberal Democrat Coalition Agreement;

AIM:

"to create a climate that empowers local people and communities, building a big society that will 'take power away from politicians and give it to people'."
Drivers: Innovation

• New business models
• Integrate economic & social/environmental goals
• New ideologies/business concepts
• Sustainable solutions to social problems/needs

(Punita Bhatt Datta, 2012)
The Big Society

• Flagship policy idea of the 2010 UK conservative Party general election manifesto

• Now forms part of the legislative programme of the coalition

• Aim: "to create a climate that empowers local people and communities, building a big society that will 'take power away from politicians and give it to people"

• Domestic policy in England only.
Online Sources

- Ashoka: Innovators for the Public: www.ashoka.org
- The Institute for Social Entrepreneurs: www.socialent.org
- Skoll Centre for Social Entrepreneurship, Said Business School, Oxford University: www.sbs.ox.ac.uk/html/faculty_skoll_main.asp
- Social Enterprise Alliance: www.se-alliance.org
- Bridges Community Ventures: www.bridgesventures.com/
- Social enterprise West Midlands: www..socialenterprisewm.org.uk
- Triodos Bank: www.triodos.co.uk/
- Unltd: www.unltd.org.uk
Further Reading


Thank you for listening

Any questions?