



Social Enterprise: an overview



What is Social Enterprise?

Social enterprise is complex and dynamic; it is a multi-faceted change process through which social entrepreneurs offer economic inclusion and social engagement to different global community and social groups through creative, solution-orientated strategies. (Halsall et al 2021; Oberois et al 2019; Snowden et al 2018)

There are numerous examples of what is the contemporary global phenomenon of social enterprise, some well-known and some not so...

- The Big Issue - a magazine distribution network
- The Eden Project is a large-scale socio-environmental project
- Cafédirect is the UK's largest Fairtrade hot drinks company



Social enterprises, whilst managed on a business model, are run differently from the typical business, and it is this, in part, that has contributed to their increasing popularity.

A social enterprise profit, **or the surplus**, is reinvested within the sector. This remains commensurate with the goals of the enterprise, its place within the community, and with the betterment of that community or context.

Social enterprise is a **distinct and integral part of the community** and, subsequently, is context specific. There are a variety of social enterprises, each in their own contextual community.



- Academic literature exploring social enterprise provides no clear definition of what a social enterprise is, nor defining a social entrepreneur.
- Social enterprise concepts focus on the purpose of social businesses, businesses that trade to improve communities, environments, life chances and tackle social problems, whereas social entrepreneurship can be viewed as the process of developing resourceful, innovative opportunities to address the challenges that social enterprise identifies.
- Knowledge and understanding of social enterprise or entrepreneurship is in real demand - in terms of what they are and how they work - due to the key role they play in social and health resolution (Snowden et al. 2018)



- Successful social enterprises are based upon successful social entrepreneurs, individuals that want to change things who are typically altruistic individuals who develop businesses to bring about change.
- Whilst the boundaries of the two concepts are blurred, both concepts, due to their multi-faceted, dynamic and complex nature, are interlinked and consequently cannot be separated.
- The result of four key factors: geographical, social, economic and political, each of which are context specific and, as such, are unique to the community in which the activities take place.



Origins of SE....

- As a concept, social enterprise is not new. Examples of social enterprise can be traced as far back as the 1840s, in Rochdale, where a workers' co-operative was set up to provide high-quality, affordable food in response to factory conditions that were considered to be exploitative (Social Enterprise UK, 2020).
- Oberio et al. (2019) provide the example of the War Cry magazine, sold by the Salvation Army since 1879, as an early example of a social enterprise activity that re-invested profits to support homeless people.
- There are many key historical social entrepreneurs of the 19th Century who have established major social enterprises that respond to community issues and promote community betterment. William Booth, the founder of the Salvation Army, Vinoba Bhave, the founder of India's Land Gift Movement, and Robert Owen, the founder of the Co-operative Movement, are each key figures in establishing the earliest examples of social enterprises.

AFTERSHOC

PANDEMIC POLITICS
AND THE
END OF THE OLD
INTERNATIONAL ORDER



COLIN KAHL &
THOMAS WRIGHT

Why is social enterprise important?

- Social enterprise is premised upon the conviction that traditional Western models of welfare provision are coming to an end (Oberoi et al 2020) - social/welfare states are unaffordable bureaucratic and inefficient, and so unable to meet the social/health/welfare needs of citizens.
- This functionalist and managerial account considers social enterprise inevitable, and public policy as the means through which the Third Sector can be transformed into a more efficient mechanism of addressing social/health/welfare needs.

COVID-19 and World Order



THE FUTURE OF CONFLICT,
COMPETITION, AND COOPERATION

EDITED BY
HAL BRANDS | FRANCIS J. GAVIN

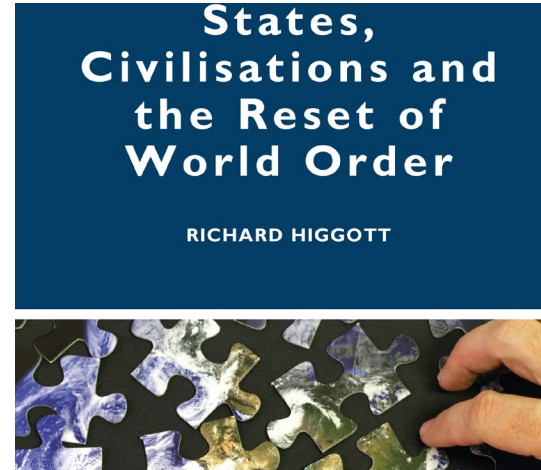
But why is social enterprise important?

- In 2018, Social Enterprise UK illustrated that there are around 100,000 social enterprises contributing £60bn to the UK economy, representing a 25% increase from 2015. This represents 3% of UK GDP – three times more than the agricultural sector – and 5% of all UK employment.
- To combat societal and global challenges, change is needed to provide a response to the demands of today's dynamic global society and social enterprise provides a resolute solution to these challenges (United Nations Development Programme, 2020).
- Communities need to be responsive and to strive towards developing sustainable solutions, presented as a result of the COVID-19 pandemic. As Dr Tedros Adhanom Ghebreyesus, the current Director-General of the World Health Organization (WHO) noted, social enterprise and social entrepreneurs are presented with a distinct challenge – enabling society to build a new “normal”.



COVID-19 and the big reset in the global agenda

- The COVID-19 crisis is holding up a mirror to Western countries – making us realise that the perception we have of ourselves might be distorted. The crisis will be a huge test: our effectiveness in managing it could alternately accelerate or slow the de-Westernisation of the world.
- In any case, it will challenge globalisation and rearrange the world order.



- Co-existing with COVID-19 in this volatile, uncertain, complex, and ambiguous (VUCA) world, countries and their leadership will need to devote **new capabilities** and **competence** to swiftly adjust, predict, transform, and cope with risks, and implement solutions to build a better new normal.
- Indubitably, **social enterprise** and developing social enterprises are fundamental pillars of the “**new normal**”. Halsall et al. (2020) assert that skills associated with the social entrepreneur must be embedded within a graduate's education—ensuring that graduates are able to facilitate and support the development of change in response to social and societal need, both nationally and globally.

International Webinar on Education, Innovation and Entrepreneurship: Path Ahead

Speakers:

- Prof. Francisco José Leandro, City University Macau, China
- Prof. Jay P. Kesan, University of Illinois at Urbana Champaign, USA
- Dr. Mike Snowden, University of Huddersfield, United Kingdom
- Dr. Jamie Halsall, University of Huddersfield, United Kingdom
- Prof. Priscilla Roberts, City University, Macau, China
- Dr. Roopinder Oberoi - Moderator, Kirori Mal College, University of Delhi, India

Date: 10, 2020

Platform: Meeting ID: Passcode

SOCIAL ENTERPRISE IN THE HIGHER EDUCATION SECTOR

Edited by Jamie P. Halsall, Roopinder Oberoi and Michael Snowden

Mentorship, Leadership, and Research

Editors: Michael Snowden, Jamie P. Halsall

Their Place within the Social Science Curriculum

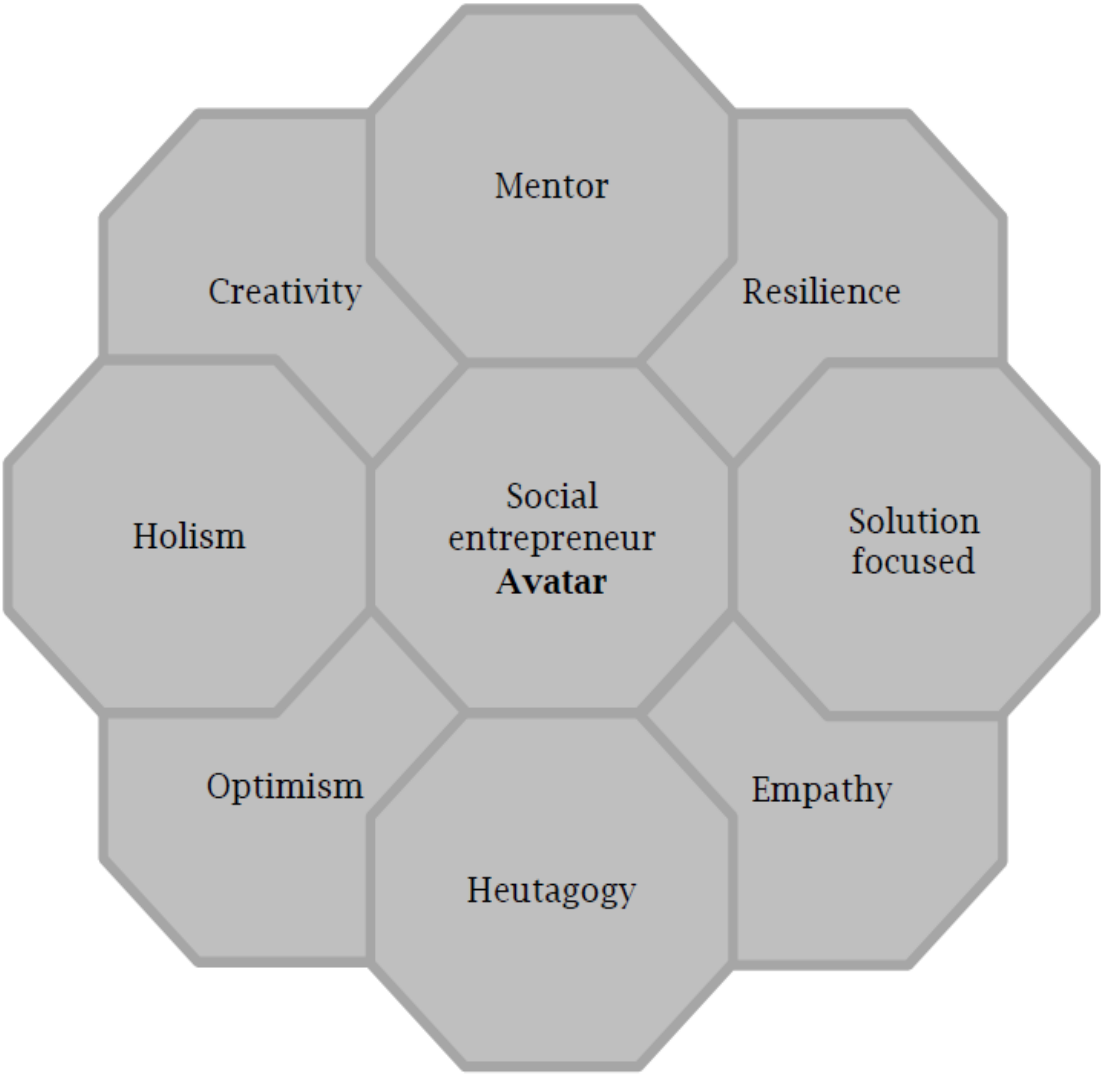
ATLAS OF GLOBAL INEQUALITIES

Edited by Suresh K. Lodha

In this new age...
what are the skills?



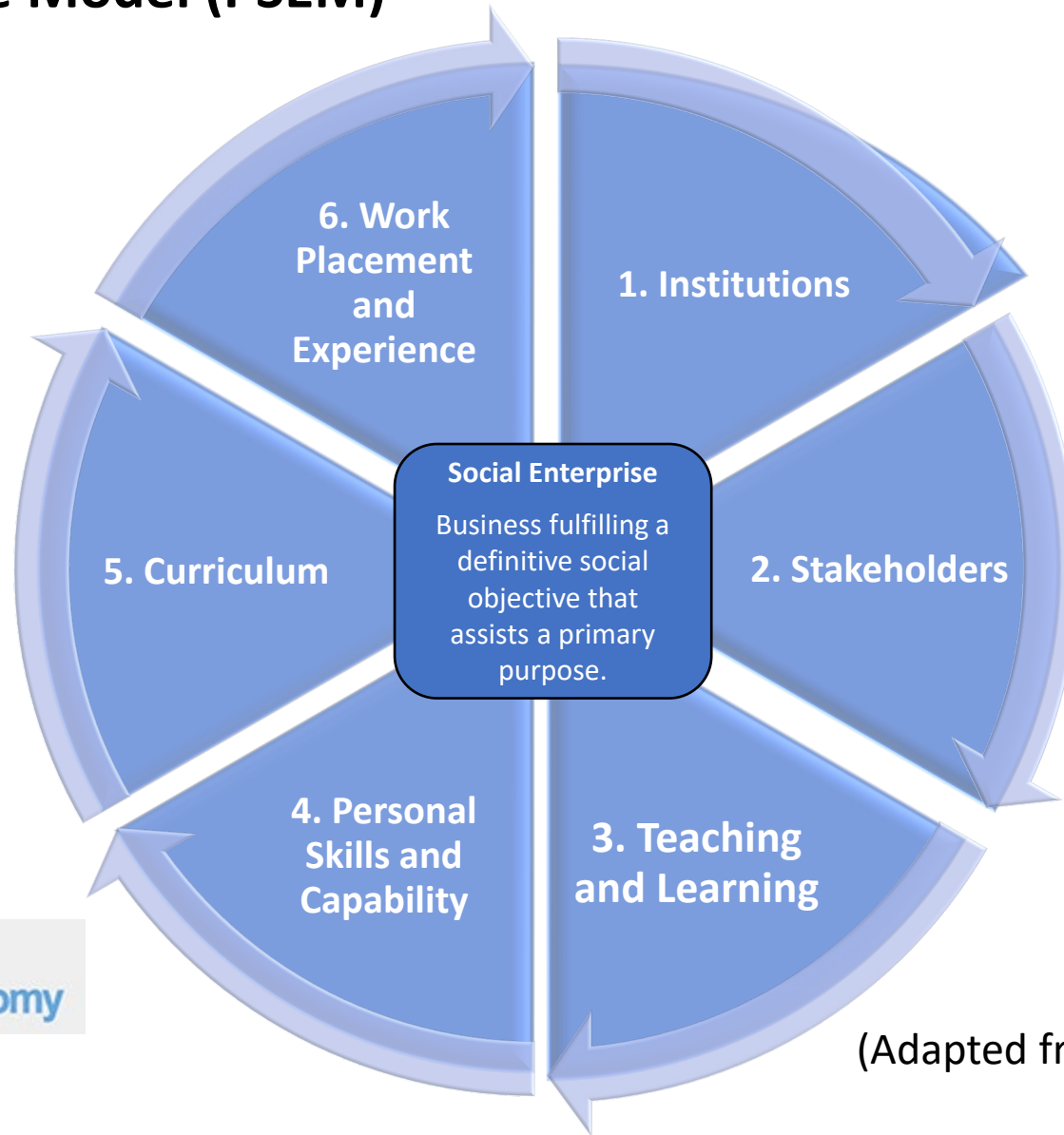
**Could YOU be a
social entrepreneur?**



The Social Entrepreneur Avatar (SEA).

Source: (Snowden et al., 2021, p. 124)

A Model for Change: The Pedagogy Social Enterprise Model (PSEM)



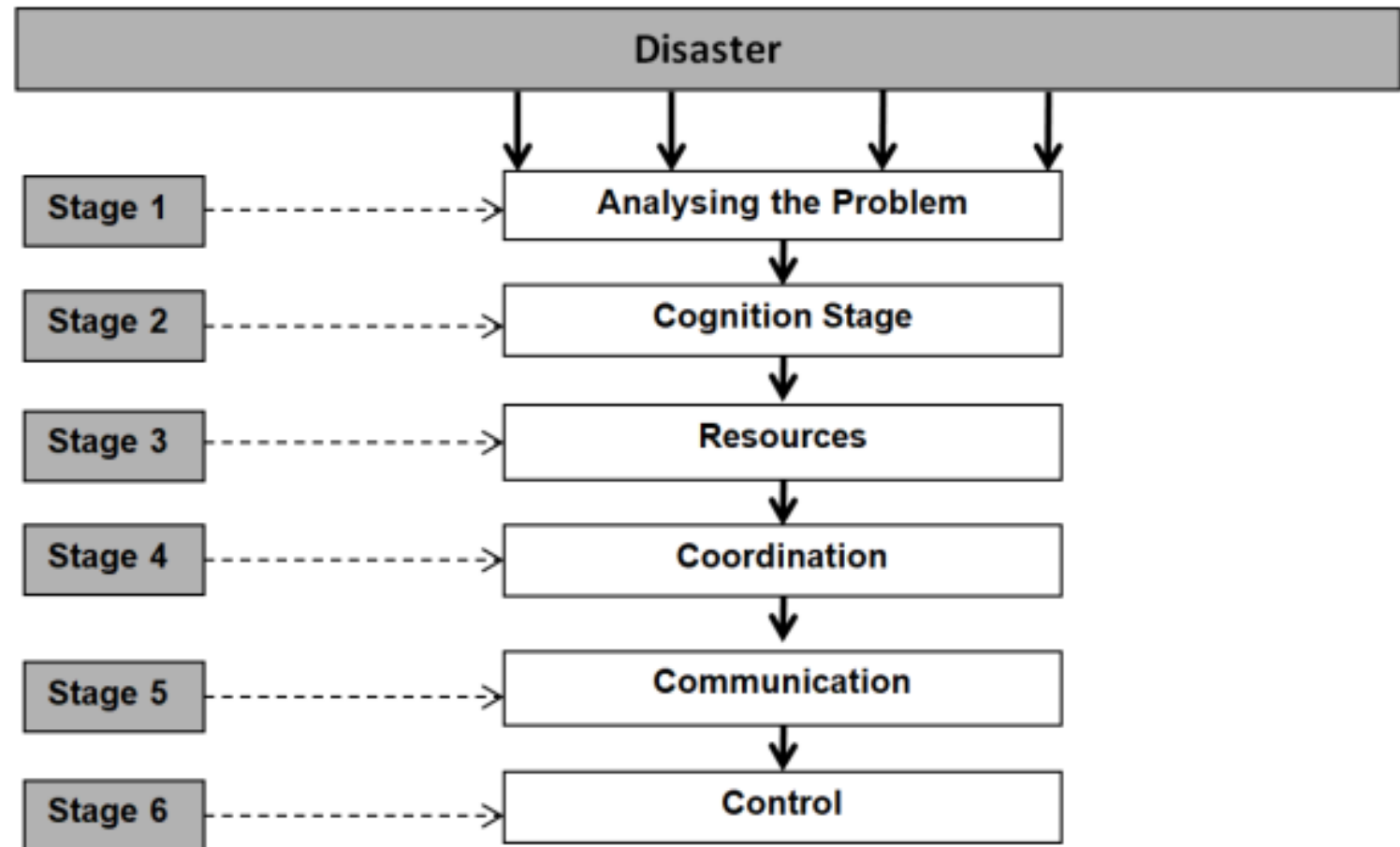


Figure 8: The Key Stages of Leadership and Management in a Crisis.

Oberoi, R., Halsall, J.P. & Snowden, M. (2021)



The renaissance

Social enterprise is undergoing a renaissance, and it is widely viewed as a resolution strategy to the challenges presented in contemporary society. These include social inequality and injustice, public health, and socio-environmental issues as they present in society, and distinctly, the manner in which the issues empower communities and groups locally, nationally, and globally. Undoubtedly, for a 'new' curriculum to develop, it must do so within a cross-disciplinary framework that is both global and heutagogical in nature.

It is clear that the emerging social enterprise is multifaceted and complex, therefore enabling the learning experience to be dynamic and context specific to ensure that the needs of the social entrepreneur, community, and society are met by the provider.



How Social Entrepreneurs Will Help Us Fight And Build Back Better:

Prospects for the development of social entrepreneurship in Ukraine: the impact of the COVID-19 pandemic

The project aims to contribute to the sustainable recovery of living standards among the conflict-affected population by promoting entrepreneurship, supporting business skills development, providing grants for starting micro-enterprise and expanding business support services

- <https://www.undp.org/ukraine/projects/promoting-entrepreneurship-among-conflict-affected-population-ukraine-phase-2>

*“It all starts with an idea. We had this dream for years,
we finally made it a reality”*

- Maysa'a, one of the founders of the Social Solidarity Kitchen in Swaida

In 2021, the United Nations Development Programme (UNDP) launched the Idea Challenge project, the first social enterprise programme in Syria with the aim of supporting the development of new and/or existing social enterprises that contribute to women's economic empowerment.

<https://www.undp.org/syria/stories/idea-challenge-women-led-social-enterprises-pave-way-towards-economic-independence-empowerment-and-community-solidarity>



United Nations

- Social Entrepreneurship: Solution to the Refugee Crisis - Humanitarian aid can no longer keep up with the global refugee crisis. Social Entrepreneurship is the answer.
- Social entrepreneurs have come up with a unique and sustainable approach to help communities in crises: tapping into the skills of members to use them as a potential solution to challenges presented an identifying this of those skills, combining the passion of a social mission with an image of business-like discipline, innovation, and determination.





Suggested Activities:

- Review the skills presented on slide 17 the “Avatar.” Reflect on each and ask yourself do I have this skill/quality – and what do I need to do in order to enhance these.
- In a country of your choice, identify examples of SEs and how they have enhanced communities.
- Identify and reflect upon a socio-economic challenge on the global stage. How could a SE respond to this?
- Remember: “It all starts with an idea. We had this dream for years, we finally made it a reality”. How can you make your dream a reality?
- Watch, the legendary Mia Ottley, Prime Minister of Barbados at the Opening of the #COP26 World Leaders Summit: <https://www.youtube.com/watch?v=PN6THYZ4ngM>
- What is the challenge presented here? How can Social Entrepreneurs respond to this?

References and background reading

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