

Social Innovations & Social Entrepreneurship

The concept of Social Enterprise, **Ashoka**
best practices & examples

Mattia Perfetto



Not the same thing!

Businesses are becoming concerned with solving social problems rather than simply making a profit, this is great but we need to define these terms:

- **Social innovation** could mean doing things differently on a variety of different levels; is creating a new idea for positive impact in the community and the world.
- **Social entrepreneurship** focuses specifically on business. Is an organization that applies commercial strategies to maximize improvements in human and environmental well-being: this may include maximizing social impact next to profits for external shareholders. Can be structured as a *for-profit* or *non-profit*

Social Enterprise



- Social enterprises are revenue-generating businesses. Whether operated by a non-profit organization or by a for-profit company, a social enterprise has **two goals**:
 1. to achieve social, cultural, community economic and/or environmental outcomes
 2. to earn revenue
- On the surface, many social enterprises look, feel, and operate like traditional businesses. But looking more deeply, one discovers the defining characteristics of the social enterprise: *mission is at the centre of business, with income generation playing an important supporting role*

Who is a Social Innovator?

- A social innovator could be looking to solve the problem through a number of different mediums; may be an employee in a company, part of a government organization. Further, social innovators tend to use the structure of open innovation.
- Some example:



Enable Talk



Who is a Social Entrepreneur?

- Social entrepreneur is focused on solving a problem through business, follow the rules of start-ups, follow up, and measuring success. Social entrepreneurs are growing social enterprises that are having a positive outcome in the community



Ashoka

- ▶ Is an international organization, born in 1980, that leading the way, began to promote social entrepreneurship by affiliating individual social entrepreneurs (called “fellows”) into the Ashoka organization.

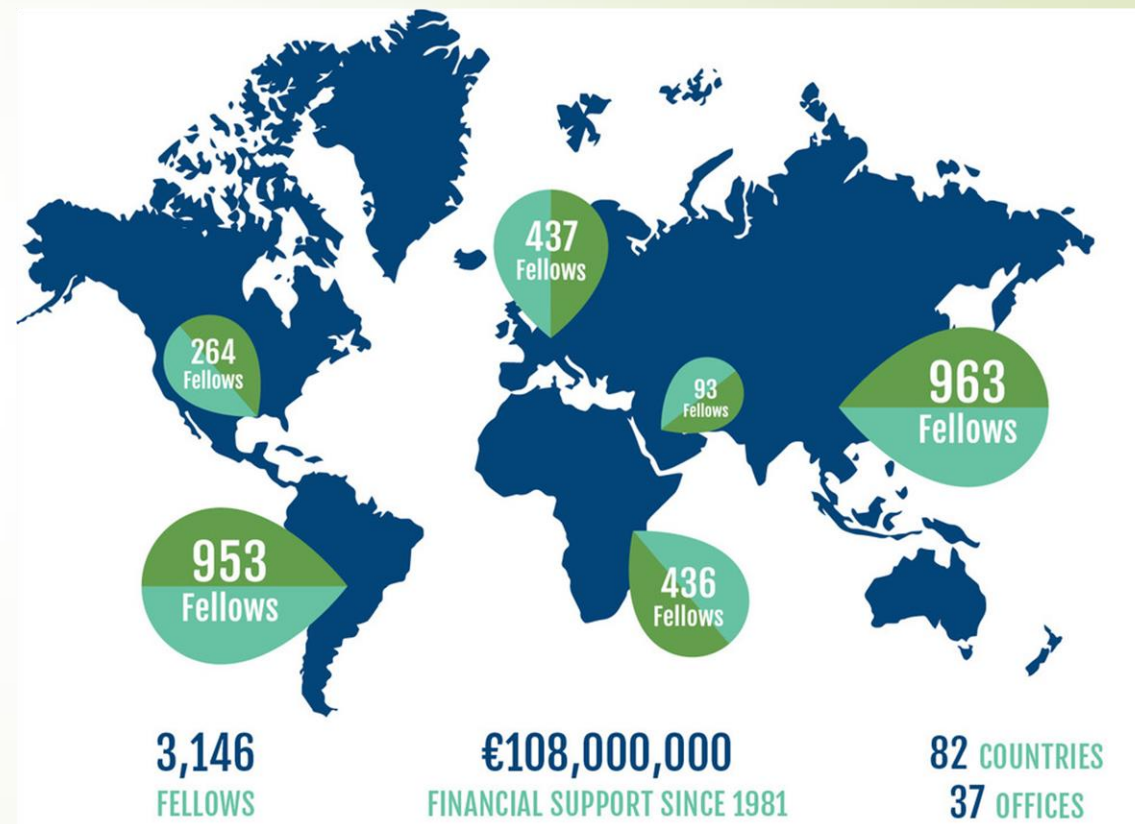


MISSION

"to shape a global, entrepreneurial, competitive citizen sector: one that allows social entrepreneurs to thrive and enables the world's citizens to think and act as changemakers"

Ashoka's Fellows

- ▶ Ashoka identifies leading social entrepreneurs with solutions to social problems who seek to make large-scale changes to society.
- ▶ The organization searches for individuals who have vision, creativity, and determination and are motivated by public gain rather than personal gain.
- ▶ Each Ashoka fellow receives a financial stipend that can use to pay their personal expenses so they can fully devote their time in pursuit of innovative social ideas. The size of the stipend is decided on a case by case basis, according to the cost of living in the entrepreneur's local area. The stipend is available for up to three years.



Global programs



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teşekkür ederim
dank je
gracias
tapadh leat
bedankt
hvala
mauriuru
dziękuję
sagolun
sukriya
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Thank you for your attention!