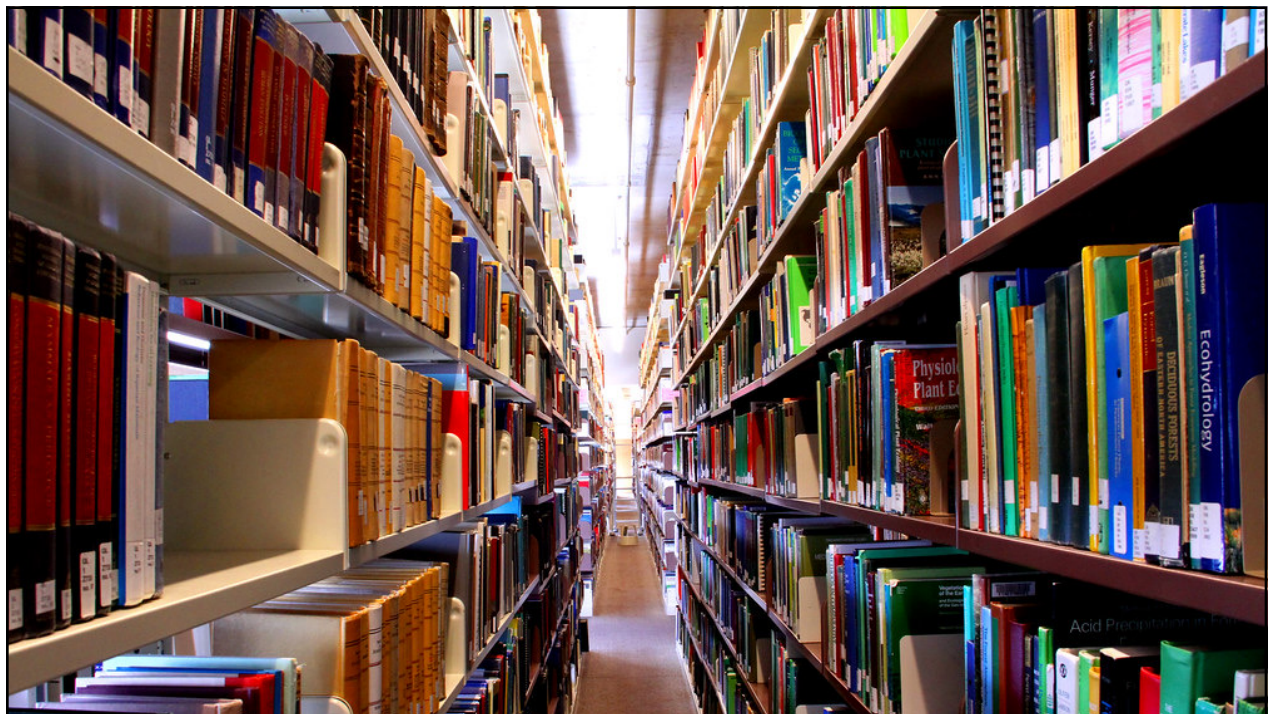


1



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- 01 in the news
- 02 entrepreneurship
- 03 social innovation + systems change
- 04 social entrepreneurship
- 05 example case studies
- 06 assignment 1

## TODAY'S CLASS

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### Intro Card

1. full name + preferred name (if different)
2. faculty + year
3. specialization
4. why are you here?
5. what do you hope to learn (from course, peers)?
6. how do you define "social entrepreneurship"?
7. what inspires you?

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## Upcycling Coconut Husks + Shrimp Shells into Packaging Alternatives

September 2023



Fortuna Cools – Philippines based, replacing plastic foam with natural fibers.

WASTE NOT

## No More Styrofoam: 2 Startups Creating Viable, Sustainable Alternatives with Ag Waste

<https://sustainablebrands.com/read/waste-not/styrofoam-startups-viable-sustainable-alternatives-ag-waste>

# IN THE NEWS

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## Upcycling Coconut Husks + Shrimp Shells into Packaging Alternatives

September 2023



Fortuna Cools – Philippines based company replacing plastic foam with natural fibers.

Supplier network 1000 small-scale farming families reclaiming + diverting waste. 600,000 husks to date.

Using the natural insulation properties of coconut husks to create biodegradable insulation.

This circular model also keeps CO2 from atmosphere (resulting from burning, and reduces plastics in ocean (from plastic insulation).

*Contemplate which UN SDGs does this venture address + which systems does it impact?*

<https://sustainablebrands.com/read/waste-not/styrofoam-startups-viable-sustainable-alternatives-ag-waste>

# IN THE NEWS

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## This Startup Shows that Tackling the Plastic Crisis May Not Be a Stretch

September 2022



Great Wrap replaces petroleum-based films with a bio-based waste product.

Decomposes w/in 3 months. Made from Australian-sourced cooking oil, potato waste, imported tapioca + cassava.

Household cling wrap and industrial-grade pallet wrap launched in Australia.

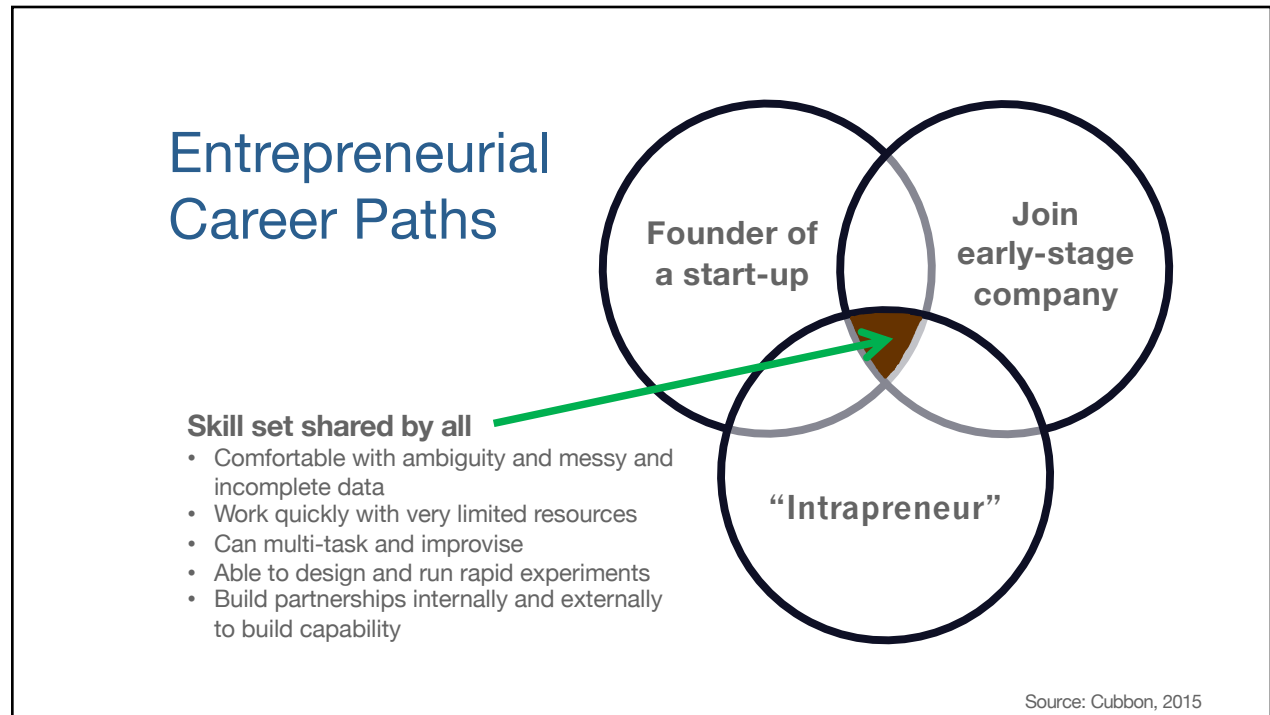
<https://sustainablebrands.com/read/waste-not/this-startup-shows-that-tackling-the-plastic-crisis-may-not-be-a-stretch>

## IN THE NEWS

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what does it mean to be an entrepreneur?

8



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## Martin & Osberg article

- Is their definition clear enough?
- The top 30 under 30 list:
  - which ventures fit best with Martin & Osberg’s definition?
  - which fit poorly?

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what is social innovation?

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## social innovation:

“

A novel solution to a social problem that is more effective, efficient, sustainable, or just than current solutions. The value created accrues primarily to society rather than to private individuals.

”

– *Stanford Center for Social Innovation*

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**Social Innovation** is a response to a social or environmental problem which, once adopted, results in better outcomes than existing approaches.

**Social Finance** refers to investments intended to create a measurable social or environmental impact as well as to generate financial returns.

**Social Purpose Organizations** refers to the entire spectrum of organizations with a mission to advance social or environmental aims. Social purpose organizations include the charitable and non-profit sector, the private sector and hybrid social enterprises.



Illustration by BraveSpace

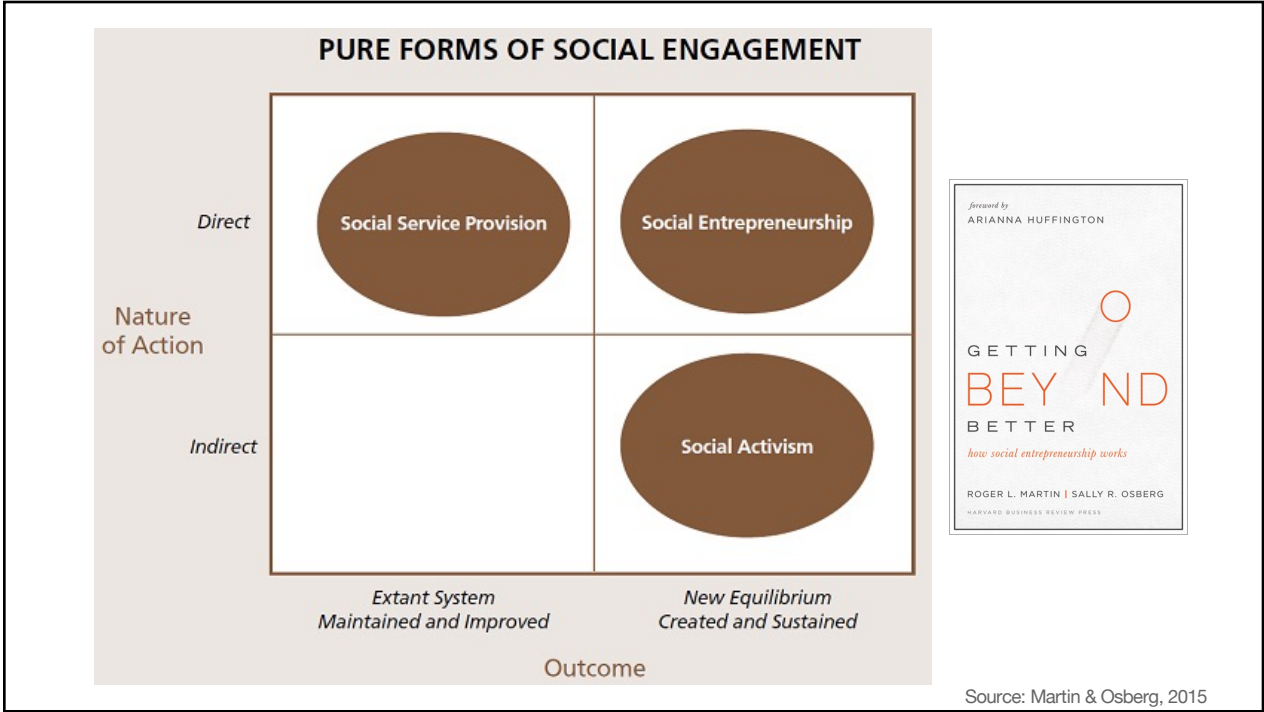
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## *What is Social Innovation?*

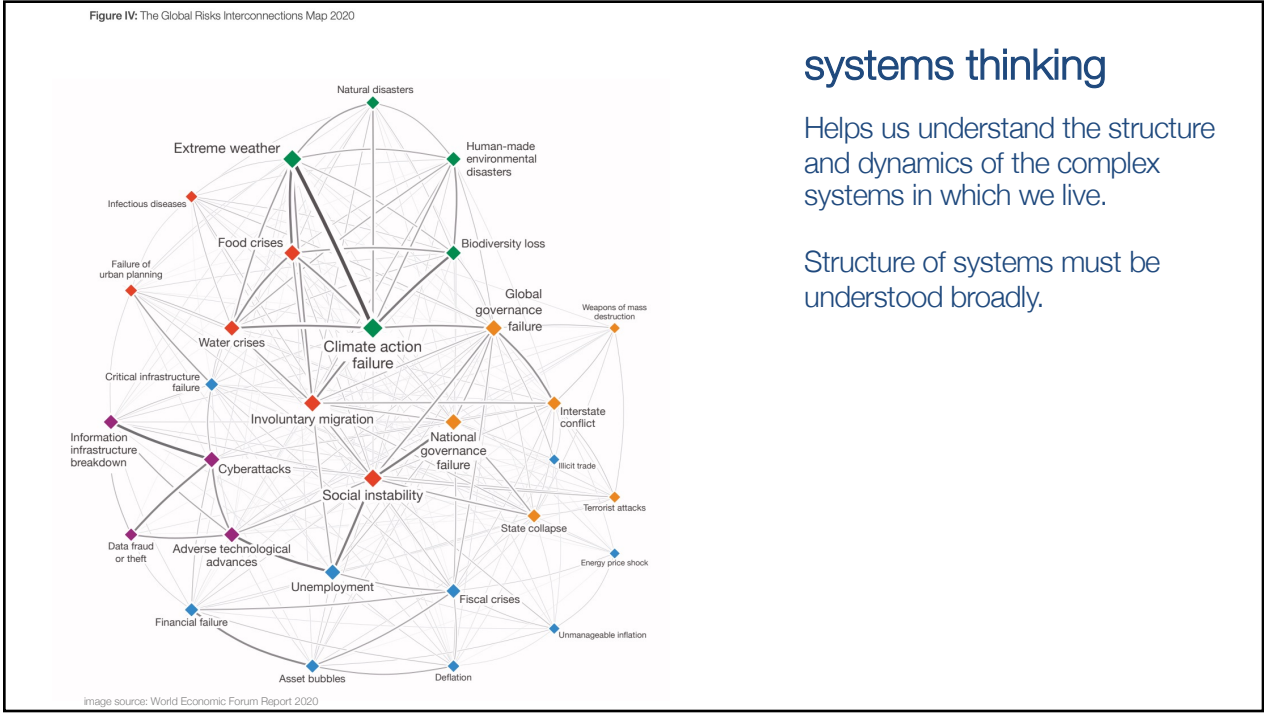
<https://www.youtube.com/watch?v=1i7L6nOkQFo>

<https://vimeo.com/60114688>

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what does it mean to be a ~~an~~ **social** entrepreneur?

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## qualities of social entrepreneurship

1. **Systems-changing:** sketch the '*before*' system and '*after*' system that social entrepreneur targets; norms are challenged
2. **Innovative:** the idea stands out among other proposed solutions
3. **Scalable:** can be expanded to increase the positive impact
4. **Replicable:** can be spread to other places
5. **Measurable:** impact of the social entrepreneur's solution
6. **Sustainable:** including ensuring a financially sustainable solution

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## components of social entrepreneurship

1. Identifying stable, unjust equilibrium
2. Identifying the opportunity.
3. Forging a new (higher quality), stable equilibrium.

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*“what we have before us are some breathtaking opportunities disguised as insoluble problems.”*

John Gardner, 1965

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## example case studies

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**F O O D  
S T A S H**  
F O U N D A T I O N

<https://www.foodstash.ca>

### Rescuing Food Waste

#### Unsatisfactory equilibrium:

Wasted food and food insecurity experienced by many.

**Action:** Rescue food wasted in retail stores and redistributed to families experiencing food insecurity.

**New equilibrium:** Food wasted is diverted from landfills, and food is rescued and redirected to families.

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<https://www.cleaningsolution.ca>

### Supportive Employment Model

#### Unsatisfactory equilibrium:

Unemployment among people living with mental illness.

**Action:** A janitorial services company that employs ~60% people living with mental illness.

**New equilibrium:** Successful, imitable model now scaling.

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<https://www.cleanstartbc.ca>

### Underserved Market Model

**Unsatisfactory equilibrium:** Housing owners/managers can't get hoarding messes cleaned

**Action:** Trash removal and hauling specializes in hoarding cleanup, caters to social housing.

**New equilibrium:** Business thrives and housing operators are better served.

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<https://www.biddersproject.org/>

### Market Efficiency Model

**Unsatisfactory equilibrium:** Refundable/deposit containers going to waste stream, individual collectors can't scale.

**Action:** Organized bidders unite to coordinate their services and scale

**New equilibrium:** Bidders capture more of the value they create.

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<https://freshroots.ca>

### Value-added Service Model

**Unsatisfactory equilibrium:** Schools lack on-site tools to teach about food systems, have poor food choices in cafeterias

**Action:** On-site food gardens as a service / by contract

**New equilibrium:** Institutions gain a food asset and an educational amenity

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<https://makeway.org/>


### Network Capacity-building Model

**Unsatisfactory equilibrium:** Every small nonprofit duplicates effort for basic admin systems

**Action:** Administrative platform as a service

**New equilibrium:** All parties make more efficient use of granting dollars with economies of scale

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**COMM 485 SOCIAL ENTREPRENEURSHIP**  
Course Outline

**COURSE INFORMATION**

<b>Course title:</b> Social Entrepreneurship	<b>Credits:</b> 3
<b>Course code:</b> COMM/COMR 485	<b>Class location:</b> DLAM 009
<b>Session and term:</b> 2023W1	<b>Class times:</b> Mon/Wed 9:30am - 11:00am
<b>Section:</b> 101	<b>Pre-requisites:</b> n/a
<b>Course duration:</b> September 6 – December 6	<b>Co-requisites:</b> n/a
<b>Division:</b> Entrepreneurship & Innovation	

**INSTRUCTOR INFORMATION**

**Instructor:** Dharini Thiruchittampalam, MBA, MAIBC  
**Office hours:** by appointment  
**Email:** [Dharini.Thiruchittampalam@sauder.ubc.ca](mailto:Dharini.Thiruchittampalam@sauder.ubc.ca)

**Teaching assist:** Lauren Tjoe  
**Office hours:** by appointment  
**Email:** [ltjoe@student.ubc.ca](mailto:ltjoe@student.ubc.ca)

**COURSE DESCRIPTION**

Social entrepreneurship is an innovative, growing, and rapidly evolving field in business that tackles social and environmental challenges using business principles and methods to build more inclusive systems. Social entrepreneurs are distinctive in their focus on a social mission as the primary, driving force of their organization. Traditional business performance measures – such as growth and profit – are relevant and important to social entrepreneurs, but not as standalone outcomes; rather, the value of growth and profit is manifested in the organization's ability to achieve its social mission more quickly and effectively. Social entrepreneurs see opportunity in the blurring of the traditionally separate roles of governments, non-governmental organizations, and companies. Social ventures can take a wide variety of forms ranging from non-profit to for-profit – and countless innovative hybrids in between.

**COURSE FORMAT**

COMM 485 is an applied course in which students will work with real social enterprises. Classes will utilize lectures, discussions, relevant readings, live cases, and field study (when possible) to explore the unique challenges faced by social entrepreneurs and the role they play in social innovation.


**LEARNING OBJECTIVES**

By the end of this course, students will be able to:

1. Explain the purpose and roles of social ventures, as well as the benefits to society provided through this form of entrepreneurship.
2. Define a social problem, demonstrating an understanding of the scope and parameters of the system that needs to be changed for the problem to be addressed.
3. Identify opportunities for innovation, collaboration, and new business development in response to evolving social and environmental issues.
4. Address unique funding and financial challenges facing social ventures.
5. Design appropriate methods to measure social impacts and ensure accountability.
6. Anticipate future developments and prospects in the field of social entrepreneurship.

**Note: Thursday October 12**  
is a makeup class for COMM485.

# COURSE OUTLINE




COMM 485 Section 101
1
September 2023

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- Home
- Course Blog
- Announcements
- Library Online
- Course Reserves
- Discussions
- Assignments
- Grades
- People
- iPeer
- Media Gallery
- My Media
- Quizzes
- Syllabus
- Modules
- Rubrics
- Outcomes
- Pages
- Files
- New Analytics
- Settings

COMM 485 101 & COMR 485 101 2023W1
2023W1

## Recent Announcements




**Welcome to COMM/COMR 485**

Welcome to COMM485: Social Entrepreneurship! Looking forward t...

Posted on:  
Sep 2, 2023, 1:02 p.m.

### COMM 485 101 & COMR 485 101 2023W1 Social Entrepreneurship




Instructor Information	Course Information
<p><b>Name:</b> Dharini Thiruchittampalam</p> <p><b>Email:</b> <a href="mailto:Dharini.Thiruchittampalam@sauder.ubc.ca">Dharini.Thiruchittampalam@sauder.ubc.ca</a></p> <p><b>TA Name:</b> Lauren Tjoe</p> <p><b>TA Email:</b> <a href="mailto:ltjoe@student.ubc.ca">ltjoe@student.ubc.ca</a></p> <p><b>Office Hours:</b> by appointment</p>	<p><b>Day and Time:</b></p> <p>Mondays + Wednesdays</p> <p>9:30 - 11:00am PST</p> <p><b>Classroom:</b></p> <p>Sauder Learning Labs DLAM 009</p>

Student Resources

Course Time Clock

# CANVAS



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COMM 485 Social Entrepreneurship

Instructor: Dharini Thiruchittampalam

UBC SAUDER

SCHOOL OF BUSINESS

Home

Course Outline

Class Materials

Assignments

Info & Resources

Course Contacts

About Social Entrepreneurship

Social entrepreneurship is an innovative, growing, and rapidly evolving field in business that tackles social and environmental challenges through business perspectives and methods.

Social entrepreneurs are distinctive in their focus on a social mission as the primary, driving force of their organization. Traditional business performance measures – such as growth and profit – are relevant and important to social entrepreneurs, but not as standalone outcomes; rather, the value of growth and profit is manifested in the organization’s ability to achieve its social mission more quickly and effectively.

Social entrepreneurs see opportunity in the blurring of the traditionally separate roles of governments, non-governmental organizations, and companies, and social ventures can take a wide variety of forms ranging from non-profit to for-profit – and countless innovative hybrids in between.

COMM 485 is an applied course in which students will work with a real social enterprise. Classes will utilize lectures, selected case studies, relevant readings, field study, and discussions to explore the unique challenges faced by social entrepreneurs.

Search

Search

COURSE BLOG

Welcome to COMM485/COMR485 – Social Entrepreneurship. Classes will take place on Mondays & Wednesdays from 9:30-11:00am PST in the Sauder Learning Labs DLAM 009.

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		individual / partner	team
prep:	Pre-assessments	10%	
assignment 1:	Social Problem Situational Analysis	20%	
assignment 2:	Selected Case Study + Presentation		15%
assignment 3:	Applied Social Enterprise Project		30%
assignment 4:	Reflection Paper	10%	
Participation*:	Participation + Engagement	15%	
total		55%	45%

ASSESSMENT

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\*Participation + Engagement ~  
*Participation “Portfolio”*

- 1: in class speaking (synchronous)
- 2: discussion boards (asynchronous) ~ 1 week

## PARTICIPATION



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		due	present
prep:	Pre-assessments	ongoing	
contribution:	In-class Participation + Engagement	ongoing	
assignment 1:	Social Problem Situational Analysis	oct 1	
assignment 2:	Selected Case Study + Presentation	oct 23	oct 23 - oct 30
assignment 3:	Applied Social Enterprise Project	nov 28	nov 29* + dec 4*
assignment 4:	Reflection Paper	dec 8	

note\* clients attend

## DATES

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Image source: thengojourney.blogspot

respect

sensitivity

punctual attendance

lids down

phones away

engaged participation

## EXPECTATIONS

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**01** class prep ~ review, complete class prep  
pre-assessments ~ due by 9am on day of class

**02** assignment 1 ~ partners + topics

**03** discussion boards ~ share observations, insights

**04** sharing ~ new articles, resources, inspiration



## REMINDERS

image source: imgarcade.com

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