

# Social Problem Situational Analysis



October 11, 2023

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## 01 how are you feeling?

## 02 social problem situational analysis discussions ~ small group + class

### 03 assignment 2 ~ selected case study + team presentation

start forming teams

## 04 how are you feeling?

## TODAY'S CLASS

2

how are you feeling?

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**On October 12, 2023:**

- Your THURSDAY class will be canceled
  - Your MONDAY class will take place at its regularly scheduled time and location on Thursday October 12\*
- \*Programs will vary, please confirm the time and location changes with your instructor

*UBC-wide course schedule changes are in effect WT1 to balance out instructional hours affected by Statutory Holiday (the majority falling on Mondays).*

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## early feedback

[https://ubc.ca1.qualtrics.com/jfe/form/SV\\_bmvkfP9pRoslNjw](https://ubc.ca1.qualtrics.com/jfe/form/SV_bmvkfP9pRoslNjw)

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## THE HOTEL INDUSTRY: OVERCONSUMPTION & WASTE

Clean the World

Hotels waste about 1 billion soap bars each year - 1 billion straight to the trash

HOW MUCH?

One way many hotels have been fighting plastic consumption is to provide large, refillable liquid soap options instead of numerous small containers

SPOT THIS?

Many other social enterprises around the world have the same mission and are collectively making a considerable difference in our world.

REPRODUCEABLE

<https://youtube.com/shorts/iHy52QoMgJc?si=NVR7UTcvMwqlv2G>

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## social problems


Homelessness in Metro Vancouver  
Homelessness in DTES  
Fossil Fuel Dependency: Canada & China  
Severe Challenges with Educational Access in India  
AGYW's HIV Incidents in Uganda  
Disinformation Networks and Social Media (Minor Focus: Elections)  
Food Waste  
Water Scarcity  
Post-consumer Textile Waste  
Lack of Culture and Arts Relevant to Social and Climate Justice Issues Affecting Communities  
Waste Management in Colombia  
Food Insecurity as a Detriment to Health in Low Middle-Class British Columbians  
Food Insecurity in Canada  
Worker Exploitation in Bangladesh  
Yemen Hunger Crisis  
Child Labour in India  
Environmental Impacts of Fast Fashion in Australia  
Substance Abuse  
Climate Change  
Who Will Care for America's Elderly?

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## class discussion

driefly describe the problem?  
what surprised you?

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UBC SAUDER  
SCHOOL OF BUSINESS

COMM 485 SOCIAL ENTREPRENEURSHIP  
SELECTED CASE STUDY + TEAM PRESENTATION

Assignment 2: SELECTED CASE STUDY + TEAM PRESENTATION

The purpose of this assignment is to allow students to learn about initiatives that social entrepreneurs have developed and implemented to address identified systemic issues and gaps. By researching and understanding best practices and "failures", students gain an understanding of the challenges and successes that social entrepreneurs experience along their journey creating social ventures.

This is a team assignment. After forming diverse groups of five (5), students will explore strategies that have been utilized to address a specific Social Problem. This specific Social Problem may have been one that was identified by a student (or students) in Assignment 1 (Social Problem Situational Analysis) or may be an entirely different problem.

Once the team has agreed on a Social Problem (which may include environmental, economic and/or social aspects), the next step is to research how social entrepreneurs have responded to fill the gaps. Of course, not all of the enterprises will be successful. Remember, we often learn more from strategies that may not have worked as originally anticipated. Selected Case(s) may be local, national or global.

Elements of the Case Study may include, however are not limited to, the following:

- **Problem/Issue** ~ Brief description of the social problem that the initiative is attempting to "solve" or address. It is important that the reader/audience has a clear understanding of why this is a problem. Be sure to include details of the context (region affected, underserved communities, etc.). If possible, speak to the larger system in which this problem is situated.
- **Social Enterprise** ~ Include a description of the social enterprise. (You may find the nine categories of the Business Model Canvas may provide a useful guideline. However, you are not limited to this format.) Describe how the venture attempts to address or "solve" the identified root problems and related issues. Pay particular attention to how the social entrepreneur(s) have responded to the gaps in the system they have determined. How did they hope to create a positive impact on the system? For whom were they designing their initiatives and who did they leave out?
- **Outcomes** ~ Describe the status and outcomes of the initiative ~ would you describe it as successful or not and why? Whether successful or not, what are some of the challenges that were faced. Is the enterprise still active? Has it scaled? If not, try to determine why the venture was not successful.
- **Key Learnings** ~ What are the key learnings and takeaways from this Case?
- **Future Iterations** ~ If your team were to attempt to redesign the selected social enterprise (whether currently successful or not), how might you do this?
- **Resources** ~ References must be clearly indicated for all sources used. Use of graphics and images to support your findings is encouraged.

**PLEASE NOTE:** This is a team assignment and represents 15% of the final grade.

**DELIVERABLES:**

1. **Team Written Submission** ~ The written piece should be about four (4) pages and support the team presentation and slides. References and supporting appendices (if required) are in addition. Clear structure, communication and grammar are essential.
2. **Team Presentations + Slides** ~ In-class presentations should be designed to be ten (10) minutes and include all team members.

**DEADLINES:**

1. **Team Written Submission + Presentation Slides** ~ Due 11:55pm Sunday October 22, via Canvas.
2. **Team Presentations** ~ Presented in class Mon Oct 23, Wed Oct 25, and Mon Oct 30 2023.

## Assignment 2

# Selected Case Study

## Due Sunday October 22

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# start forming diverse teams

meet as many people as you can

8 teams of five

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# Problem Statement vs. Paradox

“ Paradox welcomes multiple points of view, pathways toward understanding, and complex arguments. ”

– Thaler Pekar, 2012

What are the social problems or paradoxes in your common areas of interest?

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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

12

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

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

## PARTICIPATION



13

		due	present
prep:	Pre-assessments	ongoing	
contribution:	In-class Participation + Engagement	ongoing	
assignment 1:	Social Problem Situational Analysis	oct 3	
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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# A2

## SELECTED CASE STUDY

8 teams of 5

## ASSIGNMENTS

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## Assignment 2

# Selected Case Study + Team Presentation

Due Sunday October 22

## ASSIGNMENT 2



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- 01 make-up class tomorrow ~ thursday oct 12
- 02 class prep ~ review, complete class prep  
pre-assessments ~ due by 9am on day of class
- 03 early feedback survey
- 04 sharing ~ new articles, resources, inspiration
- 05 assignment 2 ~ selected case study  
*due October 22*

## REMINDERS



Image source: imgarcade.com