



1

01	what's happening + in the news
02	teaching/course evaluations
03	current state/future state of social entrepreneurship
04	assignment + iPeer 2
05	highlights

TODAY'S CLASS

2



From system shock to system change ~ time to transform



**FROM SYSTEM SHOCK
TO SYSTEM CHANGE-
TIME TO TRANSFORM**
THE FUTURE OF SUSTAINABILITY

FORUM
FOR THE
FUTURE

Forum for the Future's latest Future of Sustainability report explores **5 key dynamics**, considers interconnected nature of human + planetary health, and reveals 4 trajectories emerging from the COVID-19 crisis.

1. Biosphere breakdown
2. Economic crisis + reform
3. Tech & governance nexus
4. Equitable transitions
5. Regenerative approaches

Transform trajectory must become dominant version of our future if we are to deliver systemic change needed. (businesses, investors, government, civil society orgs + philanthropy)

https://www.thefuturescentre.org/fos/?utm_source=Forum+Master+List&utm_campaign=44f47f79e7-EMAIL_CAMPAIGN_2020_FOS_LAUNCH&utm_medium=email&utm_term=0_9ea8748c55-44f47f79e7-157468053&mc_cid=44f47f79e7&mc_eid=e470e91d0b

<https://www.thefuturescentre.org/wp-content/uploads/2020/10/Future-of-Sustainability-Time-to-transform.pdf>

WHAT'S HAPPENING

3



Reduce food waste & create more circular supply chain

December 2021



WASTE NOT

\$1M Innovation Challenge to Fuel Upcycled Solutions to Pomegranate Waste

The Wonderful Company + ReFED

ReFED a national nonprofit working to end food loss and waste across US food system.

50,000 annual tons pomegranate husks
2 winners of innovation challenge

Upcycled food top 10 trend in 2021
\$46.7 B



sustainablebrands.ca

<https://sustainablebrands.com/read/waste-not/1m-innovation-challenge-to-fuel-upcycled-solutions-to-pomegranate-waste>

IN THE NEWS

4



SB Oceans Showcases Solutions Aimed at Restoring Our Abundance

November 2019



PRODUCT, SERVICE & DESIGN INNOVATION

SB Oceans Showcases Solutions Aimed at Restoring Our Aquatic Abundance

Alexandra Cousteau
The Plastic Bank
AI
Doconomy
Searious Business

sustainablebrands.ca
<https://sustainablebrands.com/read/product-service-design-innovation/sb-oceans-showcases-solutions-aimed-at-restoring-our-aquatic-abundance>

IN THE NEWS

5



Transaction declined: The credit card that will stop you buying stuff that is bad for the planet

November 2019



FINANCE & INVESTMENT

Mastercard, Doconomy Launch the Future of Sustainable Payments

DO Black credit card

- **Doconomy** + Mastercard
- world's 1st credit card w carbon limit stopping overspending based on levels of CO2 emissions based on your consumption
- Finish **Bank of Aland**
- Innovative way of bringing climate action directly to consumers.
- carbon calculator

sustainablebrands.ca
<https://doconomy.com>

IN THE NEWS

6

Hellmann's Feeds a Stadium Food Waste Real Food Waste

October 2018



Canada 2nd worst country food waste

- 396 Kg wasted annually – \$30 billion

Experiential campaign

- Reach out directly making personal connection
- Food lost every minute can feed a stadium
- Free food handed out to spectators – food was prepared from rescued food.
- Half-time video captured people's expressions eating – built awareness.
- Mini digital site w/ rescue tips, recipes, facts

realfoodrescue.ca

IN THE NEWS

7

Oh, the places you are going.....

8

thank you

9

“enthusiasm”
to be inspired
God within

“enthusiasm is a quality that nourishes success”

Wayne W. Dyer

10



11



12



13

How to...

- Collaborate with big business without being overly influenced by it.
- Find money without losing mission.
- Build strong, local ecosystems without insulating ourselves from the world around us.
- Fuel adoption without falling victim to the “greenwashing” effect

Funding

Education/
Engagement

Collaboration

[Insert your ideas here]

source: Shackleford, *FastCompany*, 2015; Yunus, 2010

14

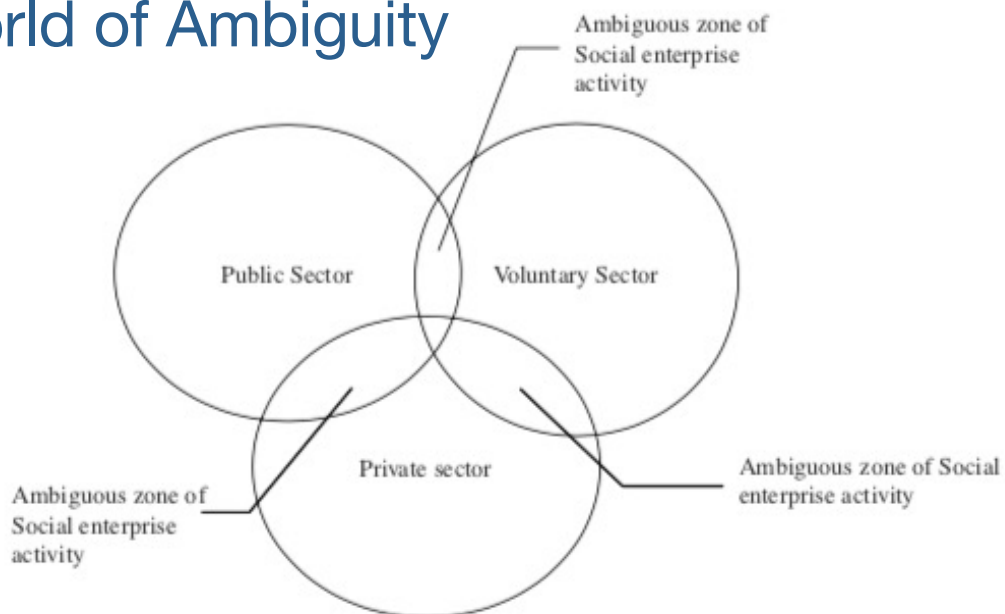
Key Questions in the SocEnt Research World

- What are the long-term effects of social entrepreneurial practices?
- How do organizational actors sustain their social values in times of economic pressure? (avoid “mission drift”)
- Which hopes and expectations motivate clients to participate in social entrepreneurial projects?
- Under what circumstances do these initiatives fail or succeed?

source: Doherty, *Journal of Social Enterprise*, 2015

15

World of Ambiguity



Seanor and Meaton, *Social Enterprise Journal* 2008

16

Some Themes to Watch

- Automation; Universal Basic Income
- A.I., Internet of Things, Blockchain (digital fragmentation)
- Human Mobility/Migration, Trade, and Populism
- Decolonization and greater respect and value for Indigenous culture and values
- Pandemics
- (Social) Isolation

17

The Rise of the Social Enterprise

2018



2018 Global Human Capital Trends

The rise of the social enterprise

[View Introduction >](#)

Deloitte Human Capital Trends 2018

Business less as a “company” ... more as an “**institution**”, integrated into social fabric of society



The symphonic C-suite:
Teams leading teams

[View Trend >](#)



The workforce ecosystem:
Managing beyond the enterprise

[View Trend >](#)



New rewards:
Personalized, agile, and holistic

[View Trend >](#)



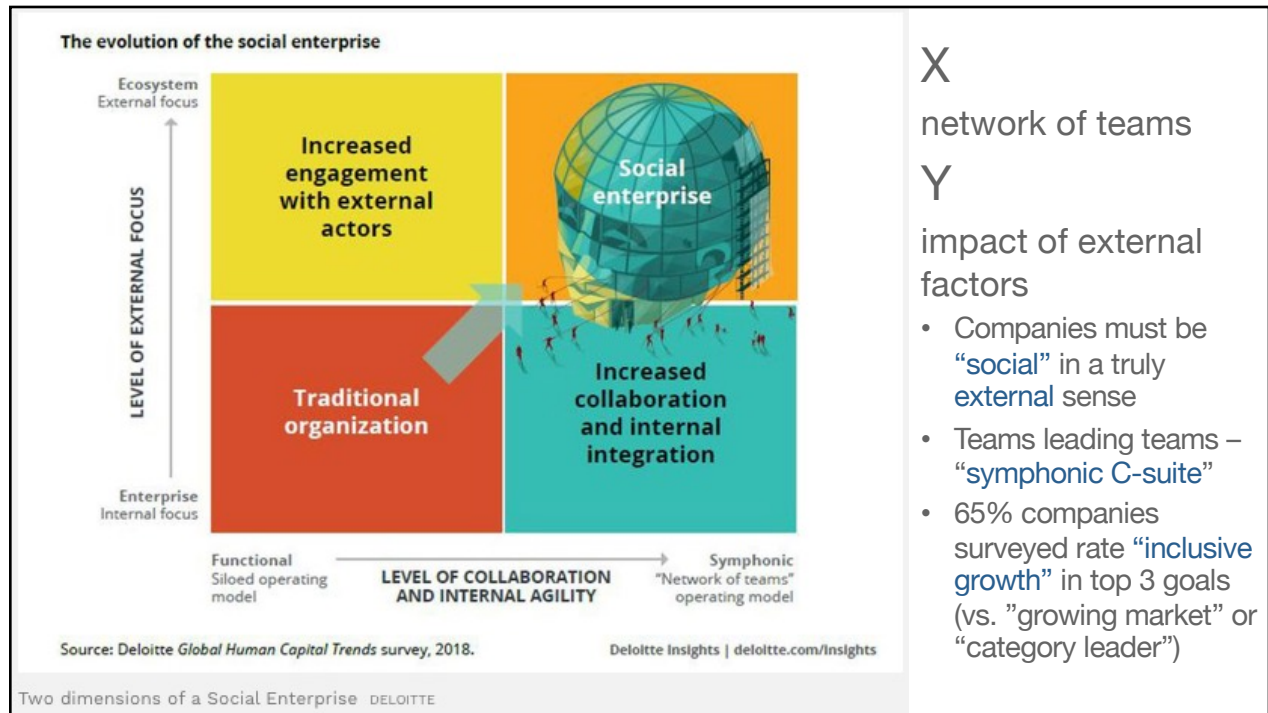
From careers to experiences: New pathways

[View Trend >](#)

hctrendsapp.deloitte.com

IN THE NEWS

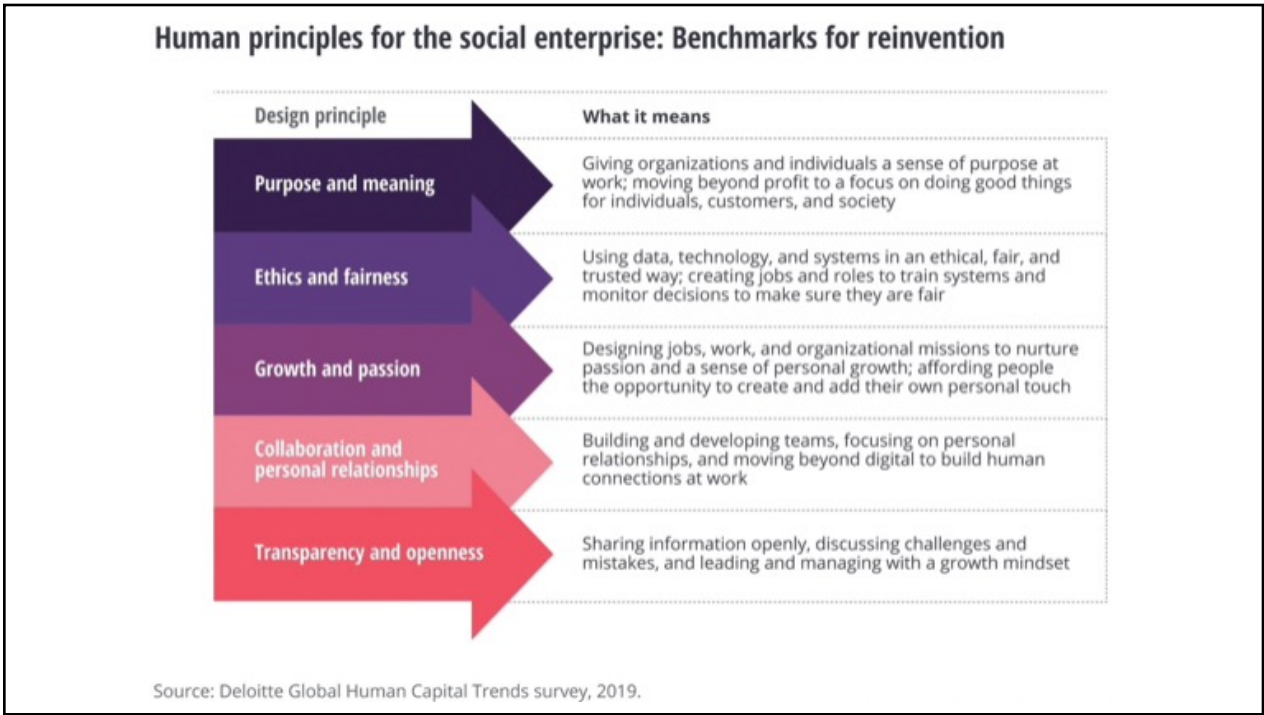
18



19



20



21

The Social Enterprise at Work ~ Paradox as a path forward

2020

Deloitte Human Capital Trends 2020

The social enterprise at work embodies a new set of attributes: purpose, potential + perspective

Paradox of fusing technology with human centred approach.

Attributes of a social enterprise

An organization that doesn't just talk about purpose, but embeds meaning into every aspect of work every day	An organization that is designed and organized to maximize what humans are capable of thinking, creating, and doing in a world of machines	An organization that encourages and embraces a future orientation, asking not just how to optimize for today, but how to create value tomorrow
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[hctrendsapp.deloitte.com](https://www2.deloitte.com/ca/en/pages/human-capital/articles/hctrends2020.html)
<https://www2.deloitte.com/ca/en/pages/human-capital/articles/hctrends2020.html>

IN THE NEWS

22

2023 Global Human Capital Trends

2023

2023 Global Human Capital Trends

The boundaries that were once assumed to be the natural order of things are falling away as disruption and discontinuity challenge traditional models and assumptions about work. Organizations and workers must traverse this new landscape together, calling on a new set of fundamentals to navigate the boundaryless world.

Explore the trends →

1 Framing the challenge: Think like a researcher

Organizations and workers should activate their curiosity, looking at each decision as an experiment that will expedite impact and generate new insights.

2 Charting a new path: Cocreate the relationship

Organizations and workers will need to learn to navigate this new world together—cocreating new rules, new boundaries, and a new relationship.

3 Designing for impact: Prioritize human outcomes

Organizations should create impact not only for their business, their workers, or their shareholders but for the broader society as well.

<https://www2.deloitte.com/us/en/insights/focus/human-capital-trends.html#new-fundamentals>



IN THE NEWS

23

Discover Monitor Create

WORLD ECONOMIC FORUM

Join us Sign in

← Discover History



Social Innovation: Systems Change

Curation: IMD Business School

In order to have the broadest possible impact, social entrepreneurs must focus on connections

Social entrepreneurs have posted a string of successes, whether it has been through VisionSpring's provision of eyeglasses to millions of poor people in developing countries, or the more than 160 million books and other essentials provided to educators of children in need by First Book. Yet, the social innovation sector is coming to terms with the limits of incremental growth, according to Beyond Organizational Scale: How Social Entrepreneurs Create Systems Change, a report published by the World Economic Forum in 2017. Society's needs are significant, and models for scaling up in size to meet them are still too narrow, or take too long to implement. While simply replicating private sector service delivery models is often ineffective, some forward-thinking social innovators are moving towards a model of systems change - meaning, transformation on a broad scale that even small organizations can help facilitate. True systems change requires an inclusive approach that focuses on the connections that link an ecosystem together, rather than focusing on delivering a predefined solution to intended beneficiaries. Social innovation has helped transform beneficiaries into actors who can help expand a business, as clients or employees.

Social innovators need to adapt to the local environment. A continuous flow of data and evidence is necessary in order to create feedback mechanisms in systems, according to the Forum's report; the monitoring

Hide Panel →

<https://intelligence.weforum.org/topics/a1Gb0000000pTDdEAM/kev-issues/a1Gb00000015QvXFAU>

24

12



Cannot make enough impact w current model (taxes, donations)

SCALE ~ we cannot scale with the scarcity of resources
WEALTH ~ created by business.
PROFIT ~ allows the solution to be infinitely SCALED,
the solution becomes self-sustaining

<https://www.youtube.com/watch?v=0ilh5YYDR2o>

25

“business solutions to achieve public good”

Source: Seonor and Meaton, Social Enterprise Journal 2008

26

Purpose:
Has your WHY evolved in any way?



27

UN Sustainable Development Goals



These problems have been solved,
or are close to it,
somewhere in the world.

– Yunus



28

Tamar Milne
Garth Yule
Sean Condon
Bruno Lam
Charlotte Lewthwaite
Lorcan O Cathain
Bavidra Mohan
Lauren Tjoe
and...

All of you!

ACKNOWLEDGEMENTS

29



**Thank you. Congrats.
Now go change the world.**

30

UBC SAUDER

SCHOOL OF BUSINESS

COMM 485 SOCIAL ENTREPRENEURSHIP

REFLECTION

Assignment 4: REFLECTION

Active learning is about reflecting on the concepts presented in the readings and discussed in class and reflecting on the knowledge gained through the assignments and the applied projects. This integrated, interdisciplinary environment encourages communication of various types: writing, speaking, presenting...

It is also about incremental learning – learning from each other and from your experiences. The Reflection Paper will be in the form of a written submission (with graphic material, if desired), and other media can also be included. This reflective process is an opportunity to ask questions, to take risks, to allow yourself to explore how your learning over the past months has influenced your perspective. Use the Reflection as a place for constructive critique and self-reflection.

DELIVERABLE

The typical length of the Reflection is approximately 600 -1000 words and we encourage the use of visual images and references (readings, guest speakers, videos, etc.) to support your ideas. This is not just a "free-write" – it is a considered response to your experiences and learning throughout the term.

NOTE: Linking your ideas, observations, analysis and experience to concepts learned (whether through readings, videos, guest presentations, in class discussions, etc.) demonstrates a deeper understanding of the ideas.

As always, it is important to communicate your ideas in writing clearly, concisely and articulately. Some guidelines for writing effectively include, but are not limited to the following:

- Use clear structure, effective communication and proper grammar.
- Be creative! Select page layout, font, line spacing, etc. to best support the Reflection.
- Please remember to proofread, include your name, number all pages and clearly label images and graphics, where appropriate.
- Cite all sources, either in-text or with footnotes.
- Include a "References" list or bibliography in an appendix.

DEADLINE

Individual Written Reflection ~ Due 11:55pm Friday December 8, via Canvas.

PLEASE NOTE: This is an individual assignment and represents 10% of the final grade.

ASSESSMENT RUBRIC

<div><div><div>+</div><div>-</div></div><div><div><input type="checkbox"/></div><div><input type="checkbox"/></div><div><input type="checkbox"/></div></div></div> <td>ENGAGEMENT: Reflections demonstrate engagement with key learnings and concepts discussed in class, raising insightful questions and considering issues, which emerge in class, from projects and from readings.</td>	ENGAGEMENT: Reflections demonstrate engagement with key learnings and concepts discussed in class, raising insightful questions and considering issues, which emerge in class, from projects and from readings.
<div><div><div>+</div><div>-</div></div><div><div><input type="checkbox"/></div><div><input type="checkbox"/></div><div><input type="checkbox"/></div></div></div> <td>INTROSPECTION / REFLECTION: Reflections show evidence of your personal learning evolution through the course, providing examples of how your experiences have been integrated into your thinking and behaviour.</td>	INTROSPECTION / REFLECTION: Reflections show evidence of your personal learning evolution through the course, providing examples of how your experiences have been integrated into your thinking and behaviour.
<div><div><div>+</div><div>-</div></div><div><div><input type="checkbox"/></div><div><input type="checkbox"/></div><div><input type="checkbox"/></div></div></div> <td>COMMUNICATION: Reflections are a written and graphic expression, which allow you to articulate insights and observations, clearly exhibiting an excellent command of English (with flair and originality), as well as making linkages to other information. To ensure the Reflection flows well, it is important that the piece is well organized and ideas are supported by compelling examples.</td>	COMMUNICATION: Reflections are a written and graphic expression, which allow you to articulate insights and observations, clearly exhibiting an excellent command of English (with flair and originality), as well as making linkages to other information. To ensure the Reflection flows well, it is important that the piece is well organized and ideas are supported by compelling examples.

Assignment 4

INDIVIDUAL REFLECTION PAPER

Due Friday December 8

Note:

Integrate concepts and ideas discussed/learned throughout the course.

ASSIGNMENT 4

31

		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

32

16

*Participation + Engagement ~
Participation “Portfolio”

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

PARTICIPATION



33

		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 22	oct 23 - nov 1
assignment 3:	Applied Social Enterprise Project	nov 28	nov 29* + dec 4*
assignment 4:	Reflection Paper	dec 8	

note* clients attend

DATES

34

01 email CleanStart

02 SEI teaching/course evaluation (December 10)

03 iPEER 2 evaluation

04 assignment 4 ~ *due December 8*
individual reflection

REMINDERS



Image source: imgarcade.com