

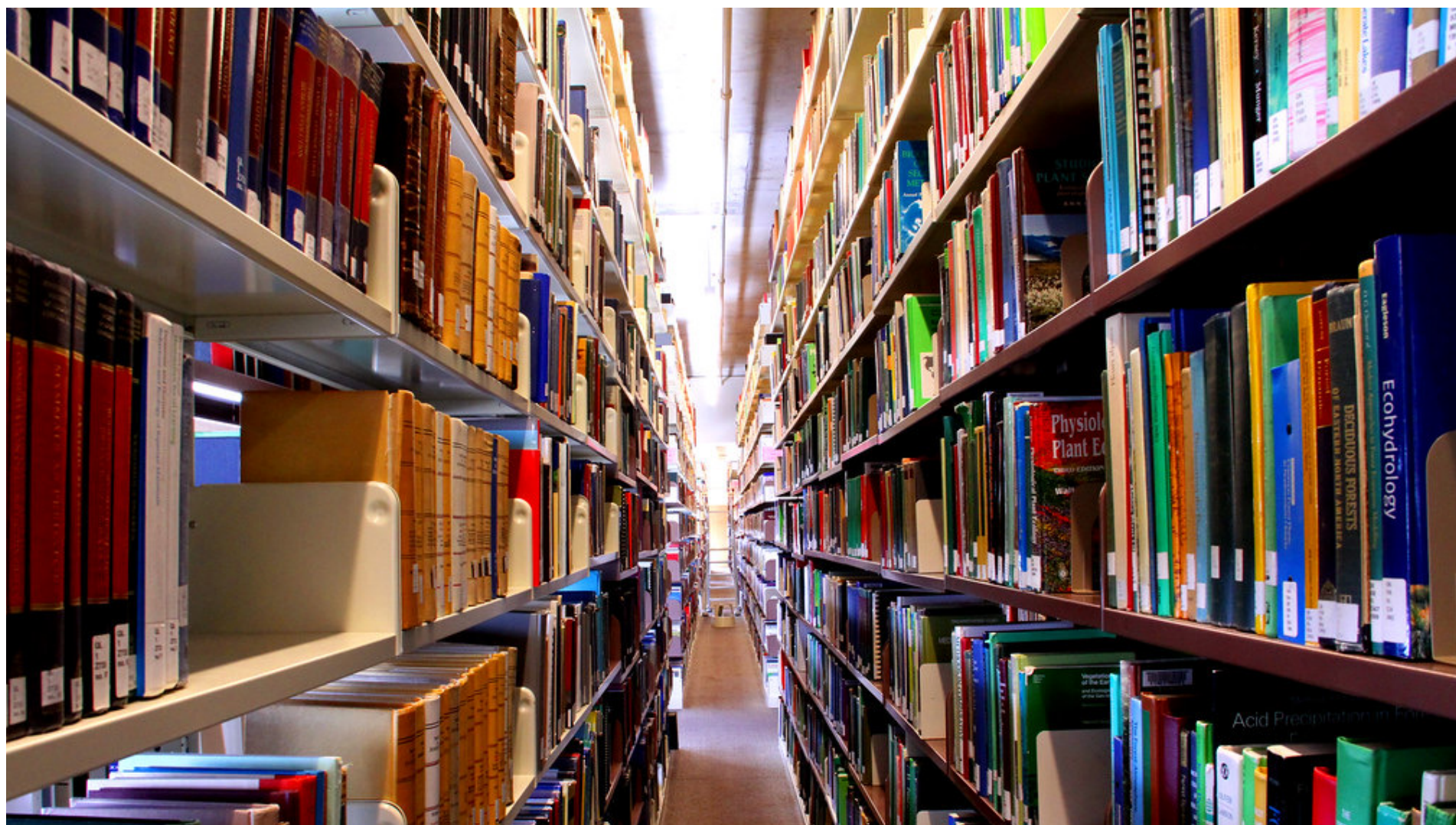


# Social Innovation and Entrepreneurship

**YOU ARE HERE**

September 12, 2021





01

in the news

02

entrepreneurship

03

social innovation + systems change

04

social entrepreneurship

05

example case studies

06

assignment 1

TODAY'S CLASS

## 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?



## 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.

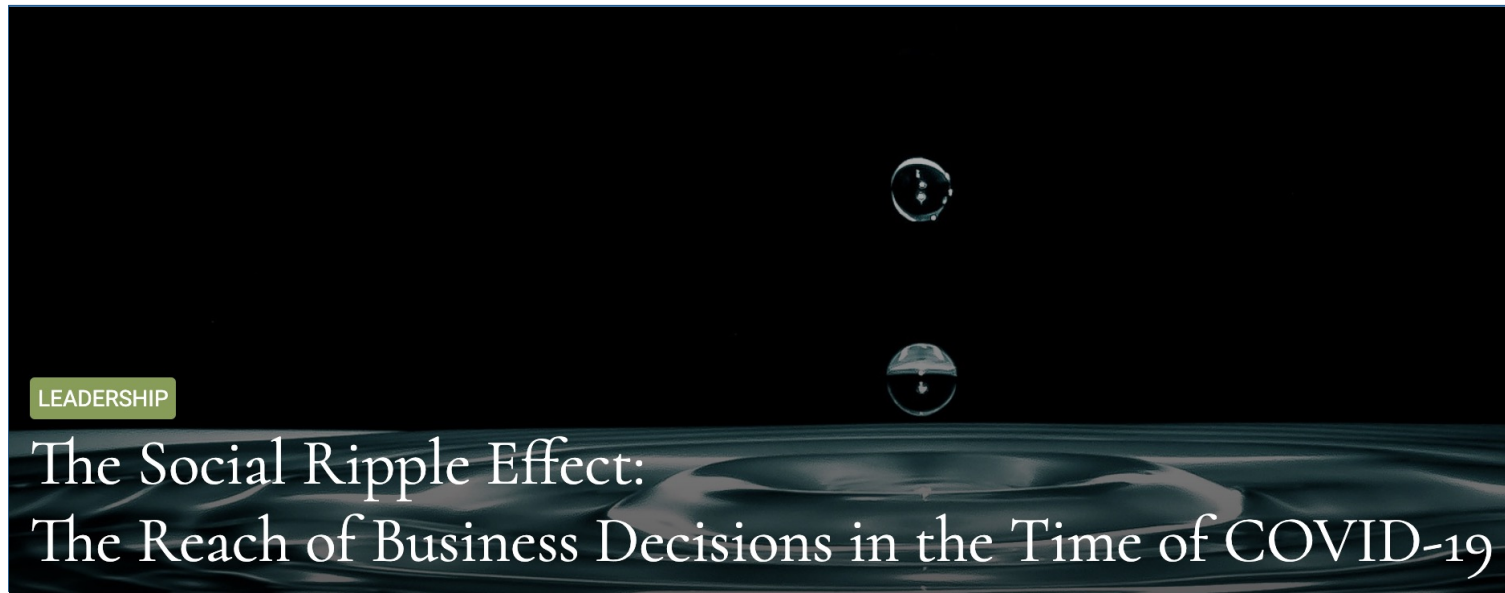
Household cling wrap and industrial-grade pallet wrap launched in Australia.

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

# IN THE NEWS

## COVID-19 Social Impact Decision-Making Tool

August 2020



*“Organizations will be defined by the decisions they make in the pandemic.”*

Coro Strandberg,  
Re-Code Social Purpose  
Advisor

[sustainablebrands.com](https://sustainablebrands.com)

# IN THE NEWS

# COVID-19 Decision-Making Tool: A Social Impact Tool for Social Purpose-driven Organizations

June 2020

## 1 • Ambition Level

Consider the level of ambition of your decision. How aspirational do you want to be? **Do you want to ...**



McConnell Re•Code 1/6 — COVID-19 Decision-Making: A Social Impact Tool for Social Purpose-driven Organizations (June 2020)

2. Strategic Thinking

3. Social Infrastructure  
Decision Lens

4. Using the Social Impact  
Decision Lens in your  
organization

5. Different ways you can use  
the Social Impact Decision  
Lens

<https://corostrandberg.com/wp-content/uploads/2020/07/covid19-decision-making-social-impact-tool.pdf>

# IN THE NEWS

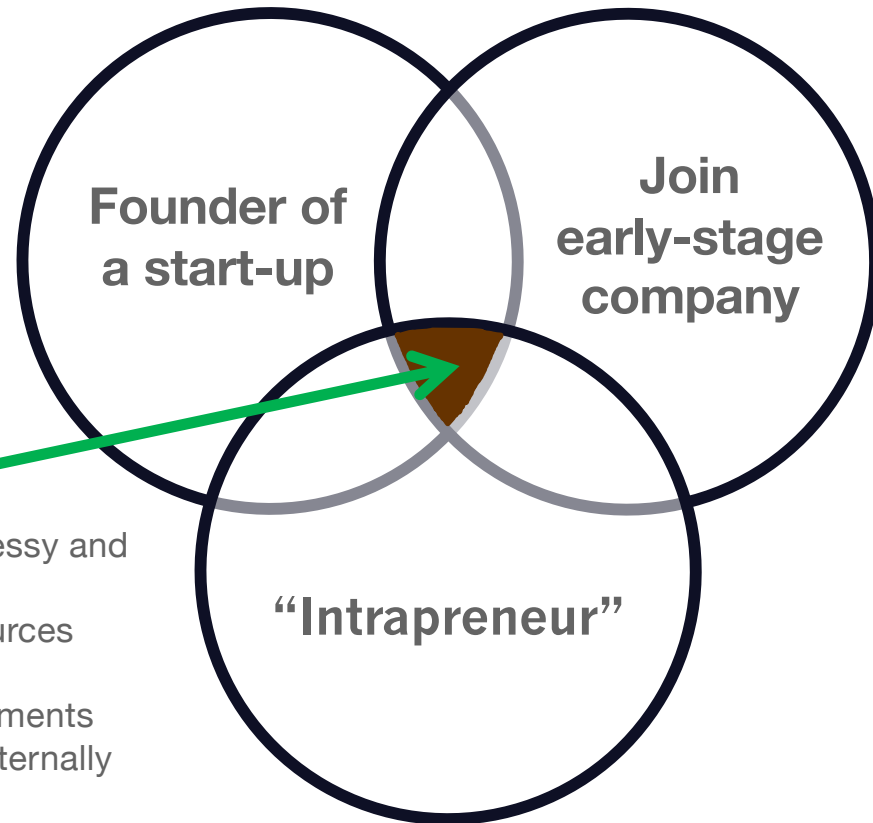
what does it mean to be an entrepreneur?



# Entrepreneurial Career Paths

## Skill set shared by all

- Comfortable with ambiguity and messy and incomplete data
- Work quickly with very limited resources
- Can multi-task and improvise
- Able to design and run rapid experiments
- Build partnerships internally and externally to build capability



Source: Cubbon, 2015

# 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?

what is social innovation?



## **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*

**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.



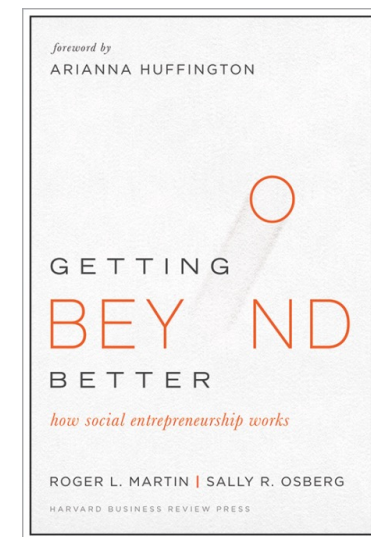
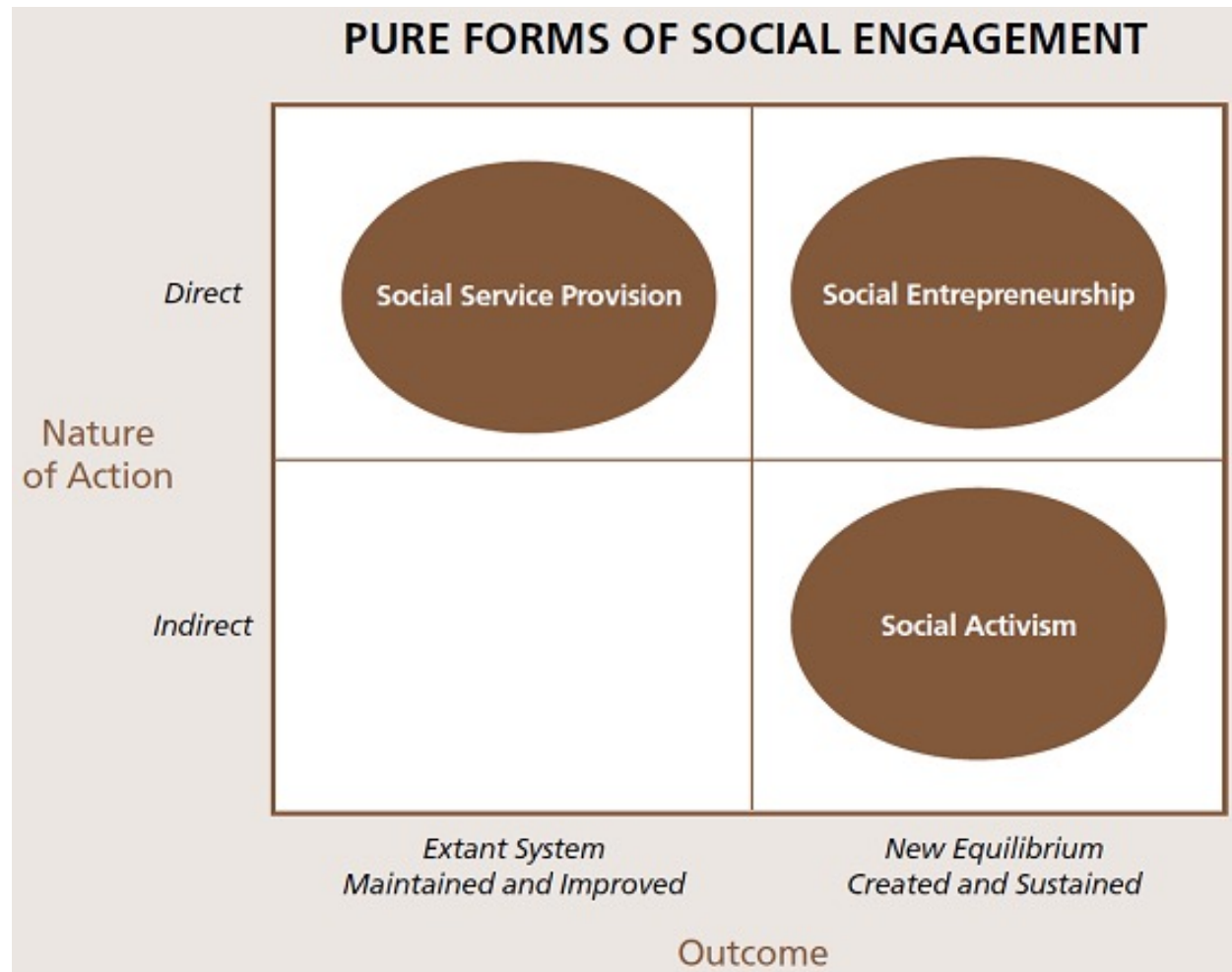
Illustration by BraveSpace

## *What is Social Innovation?*

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

<https://vimeo.com/60114688>





Source: Martin & Osberg, 2015

Figure IV: The Global Risks Interconnections Map 2020



image source: World Economic Forum Report 2020

## systems thinking

Helps us understand the structure and dynamics of the complex systems in which we live.

Structure of systems must be understood broadly.

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



# 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

# components of social entrepreneurship

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

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

John Gardner, 1965



example case studies



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





**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.



<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.





<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.



<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.



<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



<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

#### 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>	2022W1	<b>Class times:</b>	Mon/Wed 10am -11:30am
<b>Section:</b>	101	<b>Pre-requisites:</b>	n/a
<b>Course duration:</b>	September 7 – December 7	<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.

# COURSE OUTLINE





2022W1

Home

Announcements

Course Blog

Library Online  
Course Reserves

Discussions

Assignments

Grades

People

Quizzes

Syllabus

Modules

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## Recent Announcements



Welcome to COMM 485: Social Entrepreneurship

Welcome to COMM485: Social Entrepreneurship.I look forward to ...

Posted on:

## COMM 485 101 & COMR 485 101 2022W1 Social Entrepreneurship

Edit



Instructor Information

Course Information

**Name:** Dharini Thiruchittampalam

**Email:** Dharini.Thiruchittampalam@sauder.ubc.ca



**TA Name:** Lauren Tjoe

**TA Email:** ltjoe@student.ubc.ca

**Office Hours:** by appointment

**Day and Time:**

Mondays + Wednesdays

10:00 - 11:30am PST

**Classroom:**

Sauder Learning Labs DLAM 009

Student Resources

Course Time Clock

[CLC Online: Learning Skills Support](#)

[UBC Keep Learning](#)

[Technical Support Centre](#)

[Academic Integrity](#)

[Academic Concessions](#)

Pacific Standard Time  
(Vancouver, Canada)

Mon, 5. Sept 2022

**01:10** p.m.

Elder Welcome & Land Acknowledgement

# CANVAS



# COMM 485 Social Entrepreneurship

Instructor: Dharini Thiruchittampalam



[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.

\*\*\*\*\*

Welcome to COMM485/COMR485 ~ Social Entrepreneurship. Classes will take place on Mondays & Wednesdays from 10-11:30am PST in the Sauder Learning Labs DLAM 009.

[Edit](#)

# COURSE BLOG



		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

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

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

PARTICIPATION



		due	present
prep:	Pre-assessments	ongoing	
contribution:	In-class Participation + Engagement	ongoing	
assignment 1:	Social Problem Situational Analysis	Oct 2	
assignment 2:	Selected Case Study + Presentation	Oct 23	Oct 24 - Oct 31
assignment 3:	Applied Social Enterprise Project	Nov 29	Nov 30 + Dec 5*
assignment 4:	Reflection Paper	Dec 9	

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note\* clients attend

# DATES





Image source: [thengojourney.blogspot](http://thengojourney.blogspot)

respect

sensitivity

punctual attendance

lids down

phones away

engaged participation

# EXPECTATIONS

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

## Social Innovation and Social Finance Strategy for Canada



-  **Governance and Public Service Infrastructure**
-  **Capacity and Skills**
-  **Funding and Capital**
-  **Market Access**
-  **Policy and Regulatory Environment**
-  **Evidence and Knowledge Sharing**
-  **Awareness and Mobilization**

Released August 30 2018.

Only big picture thinking will open the space needed for social innovation.

Recommendations are designed to support ecosystems approach.

[sisfs.ca](http://sisfs.ca)

# IN THE NEWS