

# Social Problem Situational Analysis



Image source: edublogs.org

October 3, 2022

01

early feedback

02

what's happening + in the news

03

social problem situational analysis discussions ~  
small group + class

04

assignment 2 ~ selected case study + team presentation  
start forming teams

**TODAY'S CLASS**

# Hi I'm Lauren and I'll be your TA this term!

- I am a fourth year Finance student completing my concentration in Social Impact and Sustainability
- I am currently in Toronto completing a co-op term at Canada Pension Plan
- I am the co-founder of Common Thread - a chemical textile recycling start-up
- I am the co-president of the UBC Young Women in Business Club
- Outside of the classroom I am an avid baker, motorsport fan, and am learning to speak Swedish
- I look forward to working with you this term!



# Undergraduate Business Case Competition

October - November 2022

## Ted Rogers Ethical Leadership Case Competition

Application deadline: October 6, 2022 at midnight  
Competition dates: November 11-12, 2022  
Location: Toronto

To apply, email your resume and cover letter to [christie.stephenson@sauder.ubc.ca](mailto:christie.stephenson@sauder.ubc.ca); more information at [www.sauder.ubc.ca/dhilloncentre](http://www.sauder.ubc.ca/dhilloncentre)

**UBC SAUDER**  
SCHOOL OF BUSINESS



Represent UBC Sauder at Canada's largest undergraduate business ethics case competition

**Peter P. Dhillon**  
Centre for Business Ethics

Competition Dates: November 11-12 2022  
Location: Toronto\*

**Application Deadline: October 6 midnight**

To apply, please email your resume and a brief letter indicating your interest in participating, as well as any exposure you've had to ethics or responsible business concepts in your courses, work background, or school activities to [christie.stephenson@sauder.ubc.ca](mailto:christie.stephenson@sauder.ubc.ca). Both team and individual applications will be accepted.

*\* Partial funding for travel to Toronto will be covered by the Dhillon Centre*

## WHAT'S HAPPENING

# MARKETING OPTION NIGHT

## What's It Really Like to Work In Marketing

- **Hear from Sauder Marketing Professors:**
  - A fantastic opportunity to meet and network with Sauder's amazing marketing professors!
- **Professors come from:**
  - Marketing Research, Agencies, PR, and Communication, Sales and Business Development, Digital Marketing, Sustainability Marketing, and Non-profit Marketing, and Product and Brand Management
- **When: Tuesday, October 11<sup>th</sup> from 6:00pm to 7:30pm**
- **Where:** Bruce R. Birmingham Undergraduate Centre (in-person)
- **How:** Register at <https://bit.ly/3rjoyaa> Spots are limited!

Oct 11 @ 6:00pm

Presented by the Marketing Division and the UBCMA





## LOOP Expands into Brick and Mortar Stores Worldwide

September 2021

### A Global Reuse Ecosystem

In partnership with major brands and retailers, Loop is currently available in the United States, United Kingdom, Canada, Japan and France. In 2022, Loop's expansion will continue internationally, in Australia.

[Learn More](#)



Transition from successful ecommerce pilot to stores (5 countries/4 continents).

Carrefour (France), Tesco (UK), AEON (Japan), Kroger (US), Woolworth's (Australia).

Terracycle + LOOP + retail partner brands.

Refillable, reusable containers offered by partner brands in LOOP specific aisle + return to store.

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

<https://sustainablebrands.com/read/product-service-design-innovation/loop-expands-into-brick-and-mortar-stores-worldwide>

# IN THE NEWS



## Johnson & Johnson Consumer Health Brands Launch Reuse-andh-Refill Packaging

July 2022



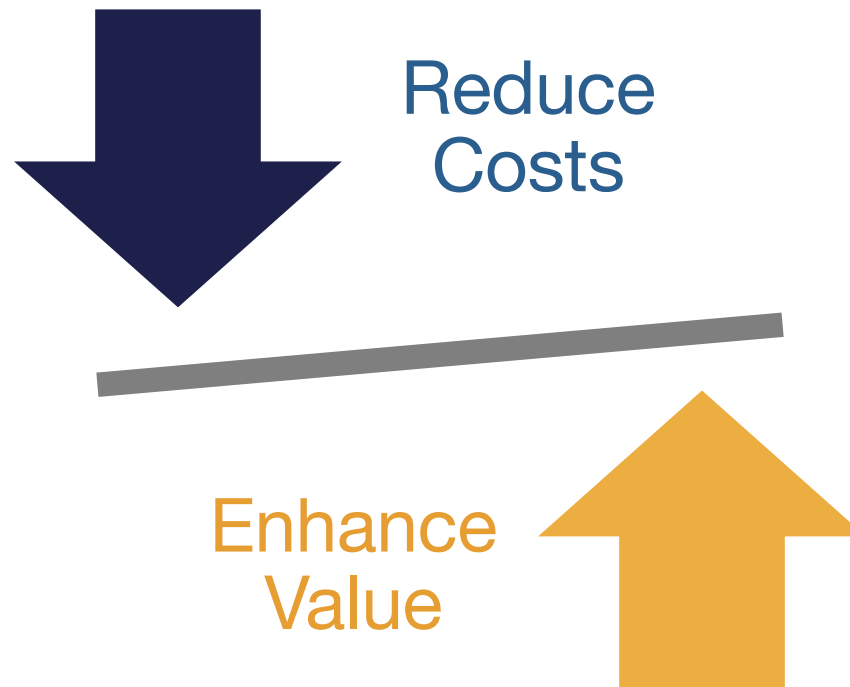
Reuse-and-refill is one of a suite of solutions that consumer goods companies are introducing to facilitate more responsible use of packaging.

Consumers expect companies to help make more sustainable consumption easier, while companies rely on consumers to embrace improvements to their products.

<https://sustainablebrands.com/read/our-healthy-lives-mission/johnson-johnson-consumer-health-brands-launch-reuse-and-refill-packaging>

# IN THE NEWS

# Change in Existing Systems



Source: Martin & Osberg, 2015



# Mechanisms of Change in Existing Systems

## Enhance value

1. Transparency standard (customer)
2. Measurement rubric (gov't)
3. Powerful methodology (asset)

## Reduce costs

1. Creatively repurpose capital assets (capital costs)
2. Invest in dramatically lower-cost platform (operating costs)
3. Substitute lower-cost labour (operating costs)
4. Low-cost product (operating costs)

# People and Technology

- Improve production and access to markets
- Provide employment
- Help consumers
- Enable entrepreneurship
- Provide stability
- Increase access to infrastructure
- Adapt technologies used by the wealthy to the needs of the poor
- Enhance sustainability and the environment through technological solutions

# Keys to Sustainable Social Enterprise

Changes two features of a socioeconomic system:

1. Adds new actor to an existing system
  - Customers: shift the power balance
  - Government: alters the economics
2. Improves the enabling technologies
  - Replaces a key technology with a lower-cost one
  - Creates a new enabling technology
  - Repurposes an existing enabling technology

*Not mutually exclusive: consider a blended approach*

# Recap: Special Considerations in Social Enterprise Business Models

- What is my social objective?
- What benefits will I provide? Can I add any more?  
Are they lasting?
- How will the intended beneficiaries participate?
- How will I measure the social impact?
- If successful, how can it be replicated or scaled up?
- How am I ensuring responsibility? (ethics, laws, no harm, minimizing negative impacts)
- Is the model sustainable for the long term?

early feedback



# social problems

Lack of access to education in India

Human Trafficking in Thailand

Socio-economic Problems in Tanzania

Displacement of Homeless Population in Vancouver

Treatment and Attitudes toward Blue-Collar Migrant Workers in Singapore

Vancouver Housing Crisis

Inequities in the Philippine Education System

Long Term Care in Canada

H&M + the Fast Fashion Industry's Contribution to Environmental Pollution + Unjust Labor Conditions

Waste Management in Cambodia: Landfills

Lack of Low-Barrier Income Generating Initiatives in Vancouver's Downtown Eastside

Equitable Access to Virtual Healthcare in Ontario

Rising Food Cost in Vancouver

Period Poverty in America

Zero-Covid Policy in China

Food Insecurity in Canada

Up In Smoke: Wildfire smoke impact on air quality and health in the North American West Coast

Homelessness & Affordable Housing (Focus: The Downtown East-Side)

Social & Economic Impacts of Overfishing in the Mediterranean Sea

Homelessness in Vancouver

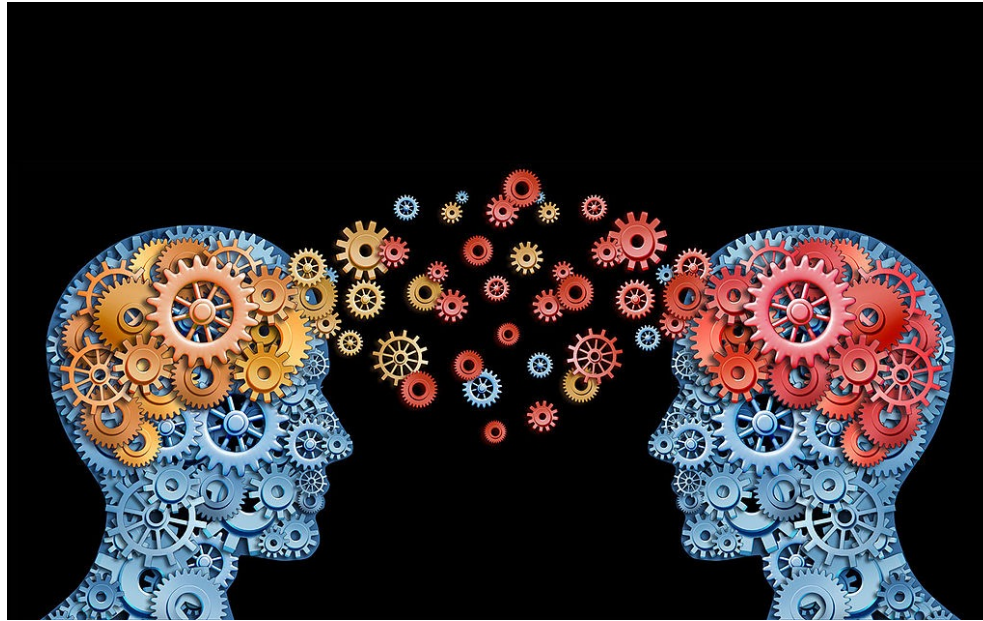


image source: kaspiro.com

## share in small groups

in groups of 3, discuss the social problem you analyzed  
take turns to share what you learned ~ 5 minutes each  
15 minutes total

# class discussion

driefly describe the problem?

what surprised you?

### 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 6pm Sunday October 23, via Canvas.
2. **Team Presentations** ~ Presented in class Mon Oct 24, Wed Oct 26, and Mon Oct 31 2022.

## Assignment 2

# Selected Case Study

## Due Sunday October 23

# start forming diverse teams

meet as many people as you can

7 teams of five + 1 team of six



# 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?

		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	

note\* clients attend

# DATES

**A2** SELECTED CASE STUDY  
8 teams ( 7 teams of five + 1 teams of six)

**ASSIGNMENTS**



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## Assignment 2

# Selected Case Study + Team Presentation

### Due Sunday October 24

# ASSIGNMENT 2



01

early feedback survey

02

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

03

sharing ~ new articles, resources, inspiration

04

assignment 2 ~ selected case study  
*due October 23*

## REMINDERS



Image source: imgarcade.com