

Social Impact Award

Push the button, change the world”
Idea Factory for Social Change



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Social Entrepreneurship – what can it be?



Social Entrepreneurship – who are the changemakers?



Sources:
theburied.life, ckaiserca, Road Fun, Oxfam
international, Poetographie, WolfSatmjul
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Social Entrepreneurship – challenges: be creative, free your mind!



Sources:
Hervé KERNEIS, last beats (Flickr, cc license)



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Social Entrepreneurship – ingredients?



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Status quo?

Situation in Europe

- Millions of students in institutions of higher education
- many innovative ideas to solve social issues
- few of them become reality due to lack of know how, role models and appropriate network

Social Entrepreneurship

- Development of innovative solutions for our society's most pressing needs
- Combination of social mission with new products, business models and growth orientation
- Goal: sustainable, positive social change

37 definitions in 1 cloud...



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Different definitions of Social Entrepreneurship



- 
1. **Extraordinary Personality**
 2. **Entrepreneur with a social mission**
 3. **Radical innovators**
 4. **New businessmodels**



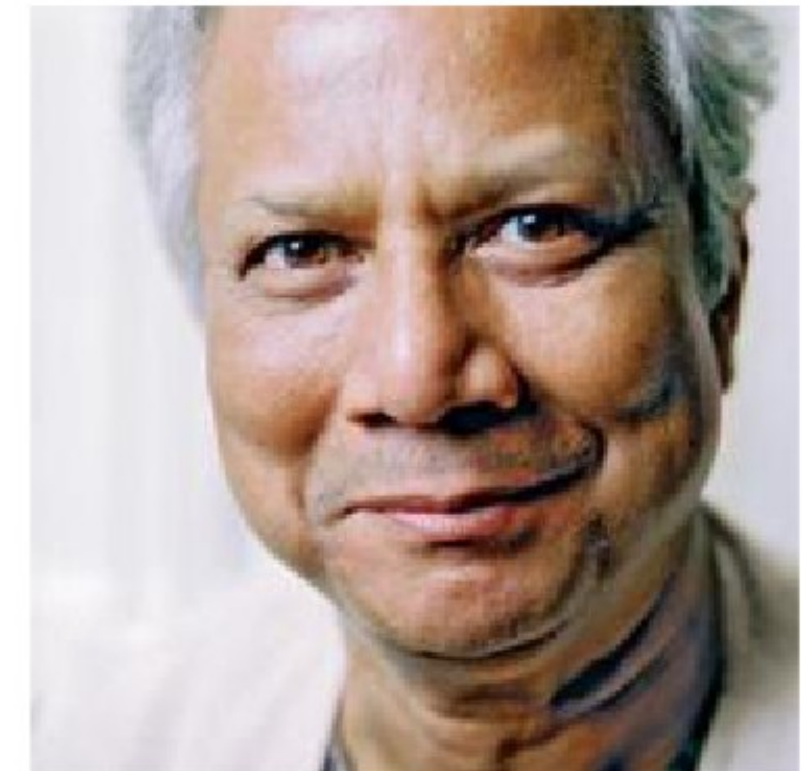
1. Extraordinary Personalities

People with extraordinary abilities

Endurability, ready to take risks and strongly determined

Often multilingual, multitasking and experienced in the business field,

Often transformative experiences in life



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2. Entrepreneur with social mission

Social Entrepreneurs (Dees, 1998, 2003):

- ...catch and realize opportunities,
- ...are in a process of constant innovation
- They do not let them stop by current obstacles or people!
- ...feel responsible for their performance and results
- ..AND: they still follow their social mission



3. Radikale Innovatoren

“Social entrepreneurs are not content just to give a fish, or teach how to fish. They will not rest until they have revolutionized the fishing industry”

- Bill Drayton -



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3. Radical Innovators

Examples: One Laptop per Child

- \$100 Laptop for kids in developing countries
- Program is successful
- New market for IT sector is growing



More examples:

SPECIALISTERNE
Sense & Details



PROJECT-E
Ethiopia-Education-English



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4. New Businessmodels

Social entrepreneurs earn money from the market

- „[Dees' definition of SE] is not only conceptionally flawed, but also psychologically crippling“ (Boschee, McClurg 2003, S.2)

Classic Non-profit sector sustains itself often by donations

- no direct relations between donator and receiver
- objectives and motivation of them is differing
- the receiver has no influence on the system

Market oriented approaches:

- target group is at the same time a paying customer, f.e. offers for poor people (Microcredits, Social markets)
- Integration of the target group as employees (f.e. Megaphon),



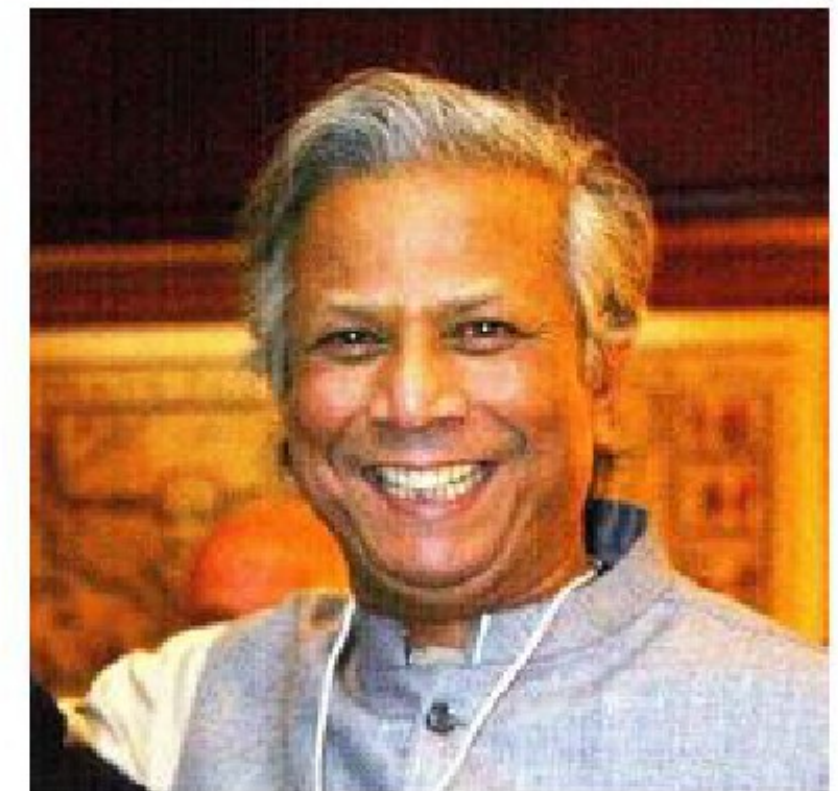
Social entrepreneurs- a Jobdefinition



Richard Branson



Mother Teresa



Muhammad Yunus

„Entrepreneurial and innovative added value that focuses on solving social problems.“



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NOW- be part of the idea factory!



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Which problem of today's society makes you really jump in the air and want to change everything?



For which group of people you want to make a change?



Idea Factory

Rules:

- 3 x 4 Minutes
- use flipcharts and creative graphics
- free your mind! Get out of the box!
- Let it all out...



No army can withstand the strength of an idea whose time has come.
Victor Hugo



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1 Telephone Joker

Who would you call???

What would your target group need in order to feel better?

What are the abilities and secret powers of your target group?

What could the target group contribute to your successful idea?



Ideas come from everything
Alfred Hitchcock



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2 Business Mutants

Choose a business branch you like:

How could you open a business, that helps your target group?



Ideas come from everything
Alfred Hitchcock



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3 Copy & Paste

Which similar projects do you already know? What do they do and how?

Tip: Wall of Fame!



Ideas come from everything
Alfred Hitchcock



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SOLUTION and CHANGE wanted

Now, considering all this: Design a business that will help your target group!

1 Flipchart per group, 4 answers, 4 sketches

- 1) What does your project do?
- 2) How does it help your target group?
- 3) How could you finance it?
- 4) What's its name?



If you have an apple and I have an apple and we exchange these apples then you and I will still each have one apple. But if you have an idea and I have an idea and we exchange these ideas, then each of us will have two ideas.
George Bernard Shaw



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Now present your idea to the world in 3 minutes...



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Submissions until **April 2014**,
submit@socialimpactaward.at

All Infos:

www.socialimpactaward.at/participation/submission
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