

UWE Bristol

Developing resources on social enterprise for early career researchers

Paul Spencer – UWE Researcher Development
Paul Toombs – Independent consultant
Jonathan Roberts - Vitae



University of the
West of England

bettertogether

What's this session about?

- Information sharing
- Collaborative project
- Developing resources for early career researchers
- Different take on 'enterprise' skills

Overview of the project

- Originally submitted to Vitae “innovate”
- A ‘gap in the market’ for enterprise resources
- Enterprise skills imp’t for researcher dev.
- Tapping into ‘making a difference’
- Generate resources for sharing
- Building up a ‘bank’ of resources

Some sort of definition?

Social enterprises may be summarised as a business with primarily social objectives, whose surpluses are principally reinvested for that purpose in the business or the community.

A social enterprise is different from a charity because it does not rely exclusively on grants, generates significant revenue from sales of goods and services and aims to mobilise diversified sources of capital financing.

Social enterprise in summary

- Trading for a social or environmental purpose
- “Double bottom line” re-investing
- Passionate people who envision change

What is Social enterprise?

A short video that gives an overview of what it is and how it can drive social change

Examples of UK social enterprises



The thing is....

- Not a lot of public awareness in UK
- Confusion between charity and SE
- Difficult to define – lots of diversity
- Attempts to raise awareness – SE Mark

please see:

<http://www.socialenterprisemark.org.uk/>

But the contribution is...

- Significant to the UK economy ... £24bn
- Fastest growing sector
- 62,000 social enterprises
- > 800,000 employees
- Much more equitable demographics
- More women and more BME than found in mainstream enterprises

SE helps Government!

- Social enterprises are filling the gaps in social provision that Government can't
- There is some support for SE in the Cabinet office
- 'Electioneering' around public services being run as co-operatives (they mean SEs)

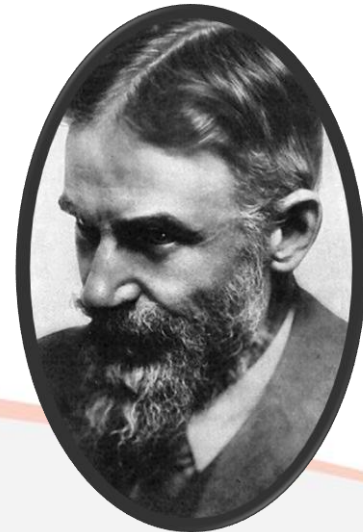
Attributes of social entrepreneurs?

It would be fantastic if there was some robust research on this topic! There is some rhetoric out there though...

Unreasonable people?

“The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Therefore all progress depends on the unreasonable man”

- George Bernard Shaw



John Elkington (Harvard Business School)

1. Try to shrug off the constraints of ideology or discipline.
2. Identify and apply practical solutions to problems, combining innovation, resourcefulness and opportunity.
3. Innovate by finding a new product, service or approach to a social problem.
4. Focus first and foremost on social value creation and, in that spirit, are willing to share their innovations and insights for others to replicate.
5. Jump in before ensuring that they are fully resourced.

6. Have an unwavering belief in everyone's innate capacity, often regardless of education, to contribute meaningfully to economic and social development.
7. Show a dogged determination that pushes them to take risks that others wouldn't dare.
8. Balance their passion for change with the zeal to measure and monitor impact.
9. Have a great deal to teach change-makers in other sectors.
10. Display a healthy impatience.

[Source for John Elkington's "Unreasonable People"](#)

If we were to ask...

What are the attributes of academic researchers that would be valuable to social enterprises and/or make them successful social entrepreneurs?

Why target researchers?

Mainly because at the heart of social enterprise, is a strong commitment to achieving a better society, a motivation that aligns well with that which typically drives the research agenda and researchers themselves..

Why should HEIs care?



[Social Enterprise funding opportunity - HEFCE/UnLtd](#)



Anglia Ruskin
University

Cambridge & Chelmsford

Creating Social Enterprises

A guide to social enterprise for university staff



So about this project?

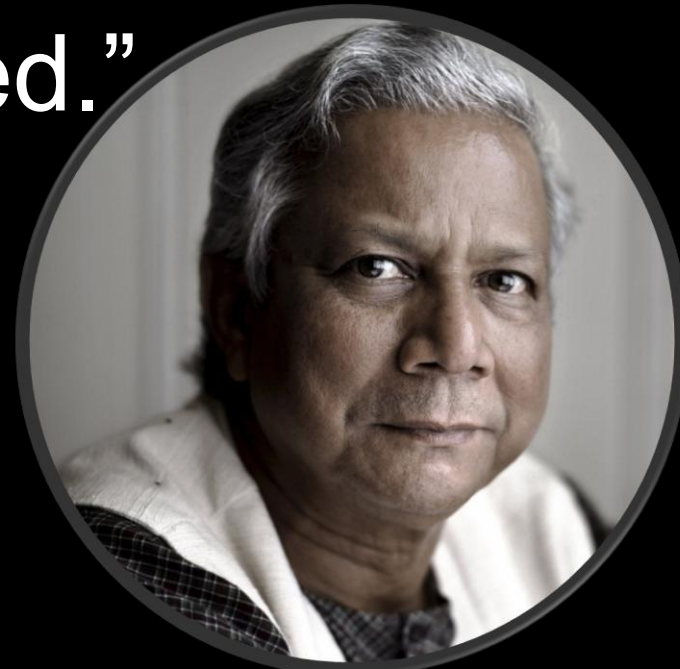
- Ideally have researchers to share their stories of social enterprise
- Create case study material around that
- Design the materials to be used flexibly
- Have some video vignettes on DVD & online to support the learning material

We could use some help!

- We've been asking around for contacts
- Tried (and failed?) to yield researcher stories
- More work to be done on attributes/characteristics of successful social entrepreneurs

“I made a list of people who needed just a little bit of money. And when the list was complete, there were 42 names. The total amount of money they needed was \$27. I was shocked.”

- Muhammad Yunus



Video time!

[Pioneering social change - an overview of what social enterprise is all about](#)