

Social meets Business

An Introduction to Social Entrepreneurship



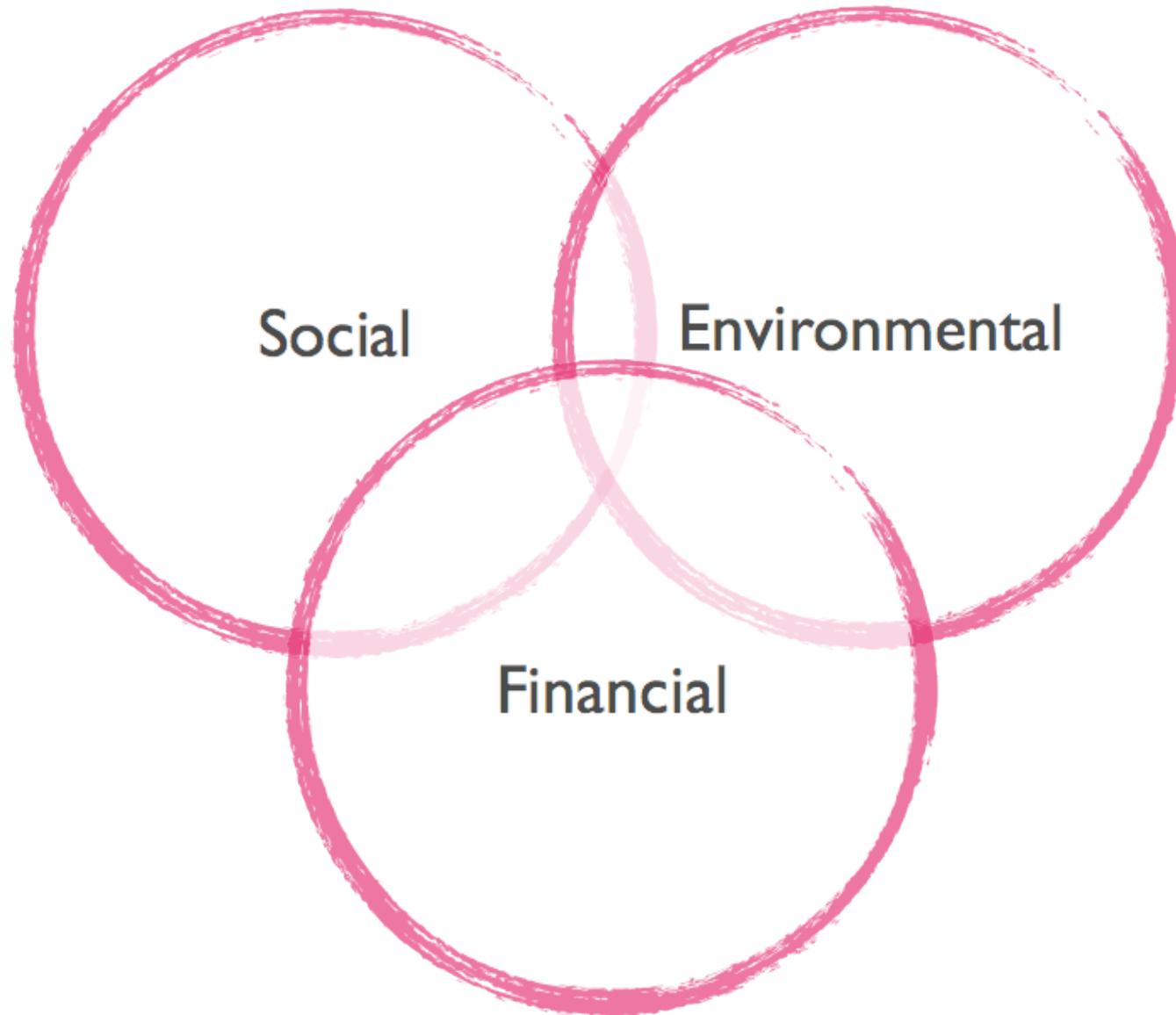
Michael Bauer-Leeb, The Good Tribe
Krems, October 11, 2012





**The Good Tribe's Vision:
A zero waste society!**

Three dimensions of social entrepreneurship



Social entrepreneurship is ambiguous

- Nascent & mature
- What is “social”?
- Pre-paradigmatic
 - Multitude of terms and definitions
 - No clear boundaries
 - Difficult to locate → legitimacy
 - Context dependent
 - Challenging prevalent narratives



Source: onphilanthropy.com



Source: Ashoka



Source: www.historyandwomen.com



Social entrepreneurs...

... conduct a wide range of activities:

- from activism to social business,
- and social enterprise to corporate social responsibility,
- in various industrial sectors;

... play an important role in the current change of economic paradigms by challenging/disrupting institutions and structures on different levels;

... are both driver and product of social innovation.



Examples of social entrepreneurial activities



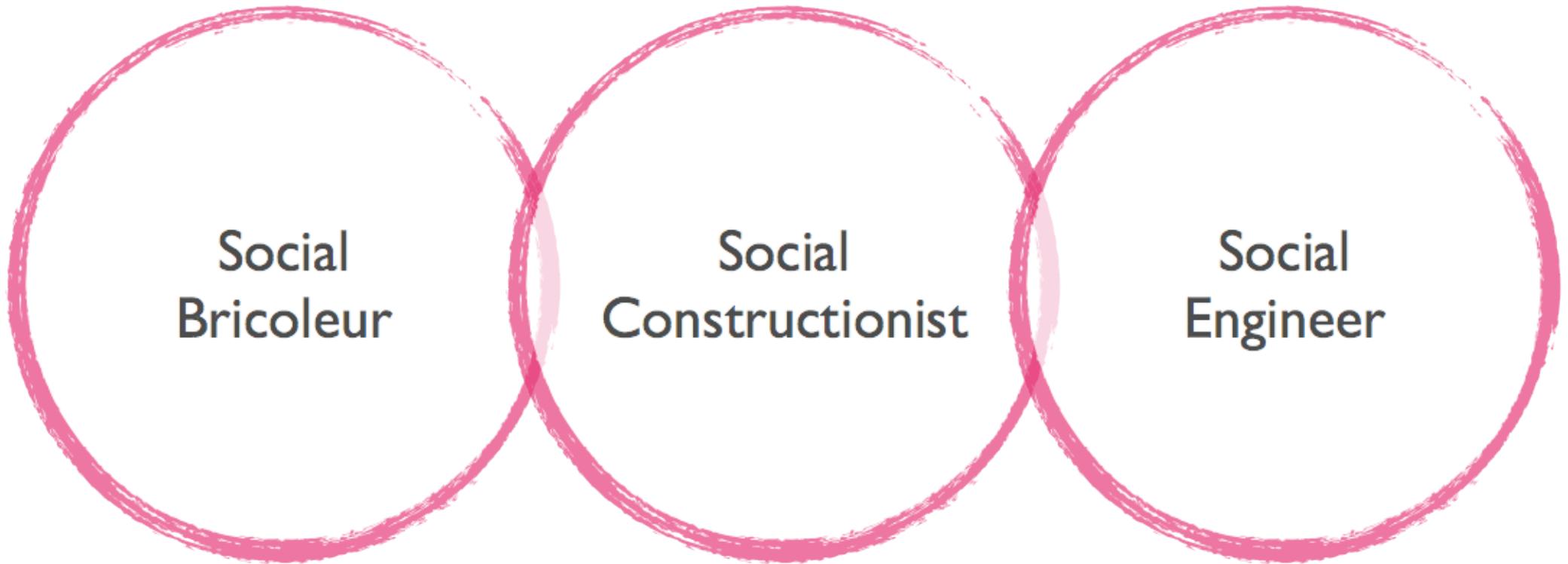
Johannes Lindner

Photos: Ashoka

Thorkil Sonne,
Specialisterne



Three types of social entrepreneurs*

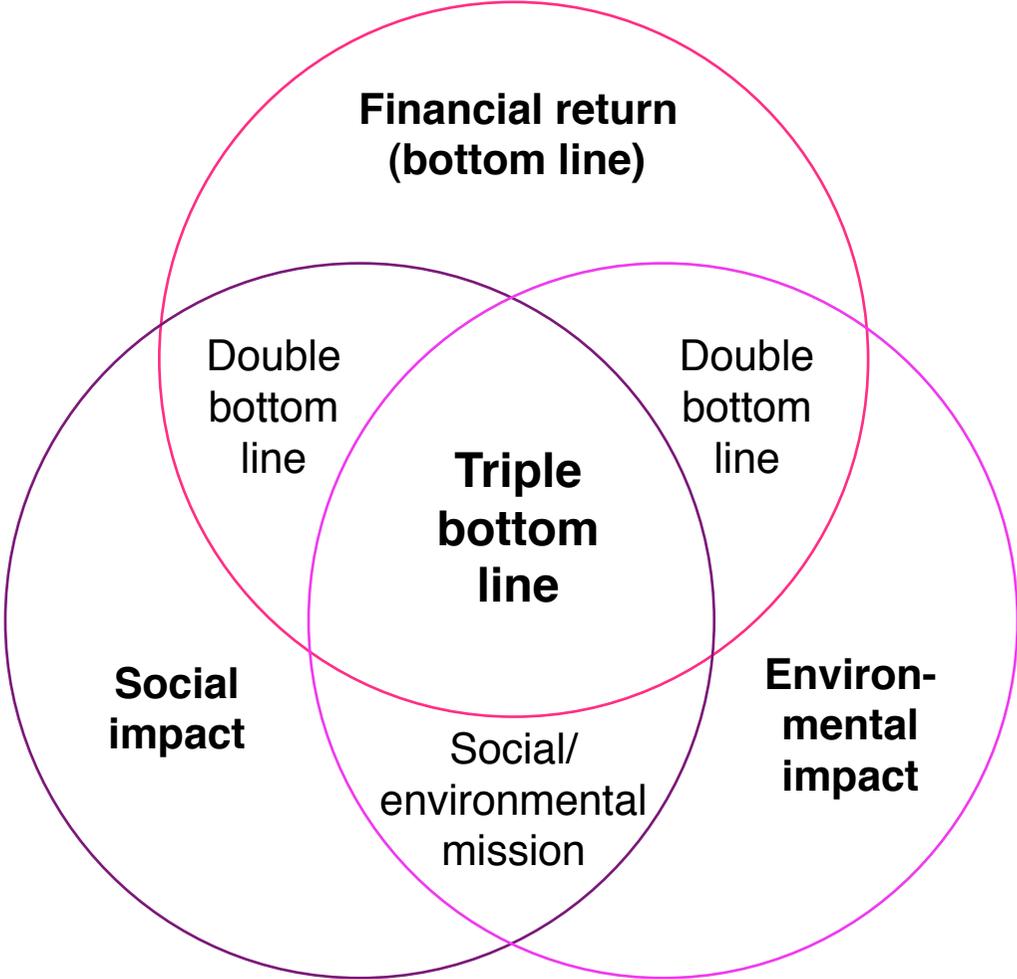


Driver and product of social innovation

- Money, the cooperative movement, legislation, tax, therapy, unions, kindergartens, management concepts, and social entrepreneurship...
- Emerges particularly in times of transition:
 - Response to significant changes and unfolding questions,
 - meeting specific needs in a particular period of history.
- “Passionate pioneers and grassroots activists”, rather than governments.
- Challenge to systemize ideas and find resources.



Triple Bottom Line



Business models

Generic Business Models

- Traditional non-profit
- Non-profit with earned income
- For-profit with a social mission
- Hybrid

Special Forms

- Social enterprise
- Social business
- B-Corporation
- Community interest company

Critique of social entrepreneurship

- Vagueness of the term opens up room for confusion
- Information asymmetries
- Positive impact on society?
- Harmful combination of opposing values
- Mission drift
- It's just entrepreneurship

Wrap-up

Social Entrepreneurship/Social Entrepreneurs...

... is difficult to grasp due to ambiguity of domain
& pre-paradigmatic state

... may be understood as a new sector or even paradigm

... challenge (actively or passively, directly or indirectly)
economic wisdom, assumptions, principles

... is more about the “how” than the “what”

... apply business methods to resolve social/environmental
problems

... want to be financially successful

... is a heavily discussed domain



A group of people, including women, are shown from the chest up, holding their hands together in a circle. In the center of their hands, a small, pink, ceramic elephant figurine is being held. The background is slightly blurred, focusing attention on the hands and the elephant. The overall mood is one of unity and support.

Thanks for your time!

Michael Bauer-Leeb

michael@thegoodtribe.com, +43 676 512 12 40