1st SEFORIS Conference
Social Enterprise as Force for more Inclusive and Innovative Societies
www.seforis.eu

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Aston University, Birmingham, 9 Dec 2016

This project has received funding from the European Union’s seventh Framework Programme for research, technological development and demonstration under grant agreement no 613500
• Public research-led University
• Known for pioneering research, innovative teaching and graduate employability success
• Inclusive: the UK university with the highest percentage of students who are the first in their family to obtain a university degree

• Five Schools
  – Aston Business School
  – Aston Medical School
  – Engineering & Applied Science
  – Languages & Social Sciences
  – Life & Health Sciences

• Top 100 globally for Business & Economics
Passionate about Entrepreneurship Research

Aston Centre for Growth

Goldman Sachs

10,000 small businesses

ERC
Enterprise Research Centre

ACRIEB

GEM
Global Entrepreneurship Monitor

SEFORIS
Social Entrepreneurship as a Force for more Innovative and Inclusive Societies

Research on social enterprises that is
• multi-disciplinary
• multi-method
• international in scope

SEFORIS generates
• robust evidence, and
• internationally leading research

Aims to understand
• the role that social enterprises play in the EU and beyond
• in the development of inclusive and innovative societies.
SEFORİS Research Consortium

12 organisations from 10 countries

Advisors

• Organization for Economic Co-operation and Development (France)
• Harvard Business School (USA)
• European Venture Philanthropy Association (Belgium)
SEFORIS members here today
SELUSI = SEFORİS Predecessor

- Ambitious pan-European research project on social enterprises and social innovation (2008 to 2013)
Further Triggers for SEFORİS: Rising Inequalities

Trends in real household incomes at the bottom, the middle and the top, OECD average, 1985 = 1
(disposable household income, corrected for household size), OECD, 2015 “In it together..”
Carney warns about popular disillusion with capitalism

5 December 2016 | Business

Bank of England Governor Mark Carney has warned that people will reject free and open markets unless something is done to help those left behind by the financial crisis and globalisation.
Further Triggers for SEFORİS

Pressures on welfare states

Rising inequalities, social divisions, discontent ...

Challenges to maintain innovation & growth

Where are the sources of sustainable and inclusive growth in the UK, in Europe and beyond?
SEFORIS research areas

- Governance & Organisation of social enterprises
- Social Innovation
- Financing of social enterprises
- Impact of social enterprises
- Cultural and Institutional Context
Key methods

Robust, Representative, Large-scale Panel Data on Social Enterprises

In-depth Comparative Case Studies

In numbers:
- 27 social enterprises
- 9 countries
- 236 interviews
- +300 hours of recordings
- 230 stakeholders
- 5 main topics

Community Innovation Survey:
Innovations in Social Enterprises vs. Social Innovations by For-Profit Firms

Behavioral Experiments

Randomized Control Trials

Analysis of other representative data on Social Enterprises
Insights from the SEFORİS Survey Across 9 European countries, Russia and China

Market-Oriented and Mission-Focused: Social Enterprises Around the Globe

Social enterprises contribute significantly to the economy, and simultaneously are fiercely social mission-driven.

By Maneke Huysentruyt, Johanna Mair, & Ute Stephan | Oct. 19, 2016

Many people think of social enterprises as small organizations that rely mostly on charitable gifts to operate. In fact, social enterprises are often much larger and more market-driven than thought, while still maintaining a social mission. They also play a significant role in the economies of many of the countries they operate in, according to one of the most comprehensive surveys of social enterprises ever undertaken.

Stanford SOCIAL INNOVATION REVIEW
Informing and inspiring leaders of social change

www.seforis.eu/reports/
The 1,030 social enterprises we surveyed …

- In 2014, they generated 6.06 billion EUR in revenues...
- employed just over 500,000 people
- served 871 million beneficiaries
- and facilitated access to a job for roughly 5.5 million people
- making labour markets more equal!
The 1,030 social enterprises we surveyed …

- Driven by social goals in mission

- Social impact and revenue-generating activities are aligned in day-to-day operations

- Systematic assessment of whether social goals are met
  - 65% of social enterprises track their social performance
  - Main measure: numbers of beneficiaries/clients served
Social Enterprises Don’t Compete With Government

- No social enterprise director saw their government as a dominant player in their market.
- They offer services **complementary** to those provided by government **OR fill ‘voids’** (created by 2008 crisis and austerity)

- Many see no ‘competitors’ (20%)
The 1,030 social enterprises we surveyed are also Prolific Innovators

Social enterprises that introduced an innovation in the past year

Share of ‘radical innovations’ (new to market) in total innovation
The Gender Gap Is Alive and Well in Social Enterprises?

- Male-led social Enterprise in China, Germany, Romania, Spain, and the United Kingdom (55, 55, 59, 70, and 55 percent).

- Female-led in Hungary, Sweden, and Russia (61, 65, and 62.5 percent)

- Commercial enterprises: 67 male : 37 female-led percent

- Strong gender inclusion in social enterprise governance:
  - 86 percent of surveyed social enterprises that boards
  - Of these only 10 percent had an all-male board.
One of the key insights so far:

**Social Enterprises as an important Source of Inclusive Growth**

- They contribute significantly to the economy...
- ...and are fiercely mission-driven!
There is more from SEFORIS
In the individual country-reports and the cross-country report

www.seforis.eu/reports/
Examples of other Insights (Project Publications)

- ‘Managing for Resilience’ in Social Enterprises
- ‘Inside the Social Enterprise’: Employee Incentives & Prosocial Motivation
- Social Enterprise Strategies for Creating Social Change
- Governance & Organizing of Social enterprises
- The national context: welfare state education, and social capital
- Gender differences and the pay gap in social enterprises

www.seforis.eu/publications/
SEFORIS MOOC

Massive Open Online Course that shares key insights through 15 min short inputs

- Social enterprises and social change: Strategies for social impact
- The challenge of social finance
- Organizational governance: Between responsibility and opportunity
- Scaling your social impact: Innovation and other strategies
- How experimentation can help social entrepreneurs to increase their social impact?

Starting from 1\textsuperscript{st} February 2017
Go to: \url{www.seforis.eu}
Today: 1st SEFORIS Conference

Insights from & for social entrepreneurs: global patterns, local realities.
Morning session

9:15-9:40  Welcome
9:40-10:40 Keynote by Prof. Johanna Mair

10 min coffee break

10:50-12:00 International social entrepreneur panel:
‘Key Challenges for Social Enterprises’ - Social entrepreneurs from China, Hungary, Portugal, Sweden, Germany and UK.

1h lunch

Afternoon session

13:00-14:30 Challenges Part 1: Governance and Finance

15 min coffee break

14:45-16:15 Challenges Part 2: Innovating and Scaling Impact

15 min coffee break

16:30-17:30 Cross-country Reflections from SEFORIS, the European Commission & Closing Panel

17:30-18.15 Drinks & Networking
Keynote

Professor Johanna Mair
Hertie School of Governance, Germany
Stanford University, USA

"Innovation and Scaling - How effective Social Entrepreneurs create Impact"
International social entrepreneur panel: "Key Challenges for Social Enterprises"

Panellists:
- Mr Robin Lu, First Respond 第一反应® (China)
- Mr Miguel Neiva, ColorADD (Portugal)
- Ms Natassia Fry, Kompis Sverige (Sweden)
- Mr Ramazan Salman, Ethno-Medical Centre (Germany)
- Ms Noémi Ambrus Kiry, Blue Bird Foundation (Hungary)
- Ms. Céline Gagnon, The Funding Network (UK)

Moderator: Dr. Tomislav Rimac, LUISS, Italy
### Afternoon session – Part 1

#### Challenges Part 1: Governance and Finance

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<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker</th>
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<tr>
<td>13:00-13:15</td>
<td>Governance in Social Enterprises. Insights from SEFORÏS</td>
<td>Miriam</td>
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<td>13:15-13:25</td>
<td>Social Entrepreneur Reflection: Dr. Simon Slater, Sustainability West Midlands, UK</td>
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<td>13:30-13:35</td>
<td>Brief Q&amp;A</td>
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<td>13:30-13:45</td>
<td>Financing Social Enterprises. Insights from SEFORÏS</td>
<td>Chloe</td>
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<td>14:00-14:10</td>
<td>Brief Q&amp;A</td>
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<td>14:00-14:30</td>
<td>Moderated roundtables Sharing Best Practices on Governance and Finance</td>
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<td>• 15 min discussion on tables with SEFORIS timekeeper and moderator</td>
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## Afternoon session – Part 2

### Challenges Part 2: **Innovating and Scaling Impact**

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<td><strong>Innovation in Social Enterprises. Insights from SEFORİS</strong></td>
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<td><strong>Alain</strong></td>
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<td>15:00-15:10</td>
<td><strong>Social Entrepreneur Reflection, Mr. Indi Deol, Aidem Digital, UK</strong></td>
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<td>Brief Q&amp;A</td>
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<td>15:15-15:30</td>
<td><strong>Scaling impact in Social Enterprises. Insights from SEFORİS</strong></td>
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<td><strong>Marieke</strong></td>
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<td>15:30-15:40</td>
<td><strong>Social Entrepreneur Reflection</strong></td>
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<td>Mr. Richard Nichol, The ReGroup, UK</td>
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Cross-country Reflections
16:30-17:30

16:30–16:45 “Social Enterprise in Context” Insights from SEFORİS by Dr. Emma Folmer, Aston University


16:55–17:00 Time for Q&A

17:00–17:30 Closing panel “Insight & Learnings Across Countries”
Closing Panel “Insight and Learnings Across Countries”

Panellists:

- Ms. Ann Branch, European Commission, DG for Employment, Social Affairs and Inclusion (Belgium)
- Dr. Miriam Wolf, Hertie School of Governance (Germany)
- Austin Dempwolf, NPI (China)
- Dr. Alain Daou, KU Leuven (Belgium)
- Prof. Ute Stephan, Aston University (UK)

Moderator Dr. Marieke Huysentruyt, HEC Paris, France & Stockholm School of Economics, Sweden
Thank you!

17:30 – 18:15 Drinks and networking