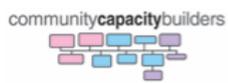


Introduction

Unit 1: Understanding Social Entrepreneurship



Welcome to Unit 1 of the Community Capacity Builders program for social entrepreneurs. The focus of Unit 1 is on understanding what is social entrepreneurship.

Learning Objectives

- Participants:
 - Explore six different social entrepreneurship perspectives
 - Appreciate how concepts, tools and techniques from the six social entrepreneurship approaches can be recombined to increase social impact.

There are two learning objectives in this unit. These are for

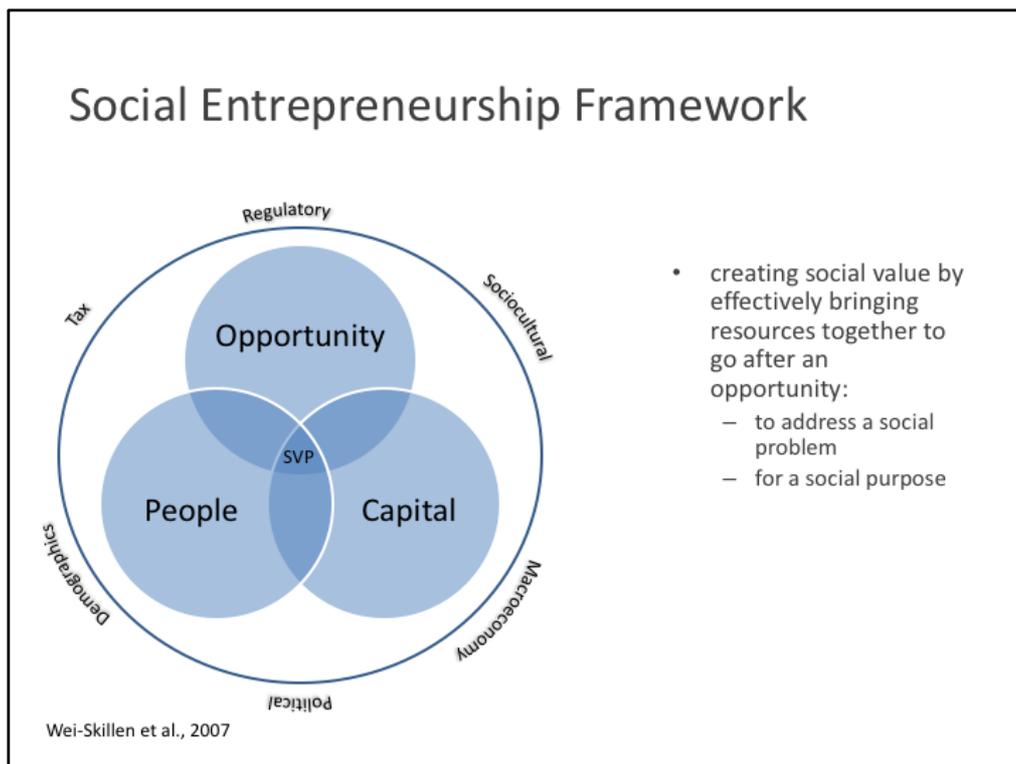
- Participants to explore six different social entrepreneurship perspectives, and
- To appreciate how concepts, tools and techniques from the six social entrepreneurship approaches can be recombined to increase social impact.

Social Entrepreneurship?

- What social entrepreneurs do when they are being social entrepreneurs

Peredo and McLean, 2006, p. 57

So what is social entrepreneurship? Put simply, social entrepreneurship is what social entrepreneurs do when they are being social entrepreneurs (Peredo and McLean, 2006, p. 57).



This social entrepreneurship framework focuses on the ‘how’ of social entrepreneurship: the social entrepreneurship process. The framework highlights the following interrelated components that the social entrepreneur must manage and adapt as new circumstances and situations arise:

- The opportunity
- The people involved
- The capital – the funds, and
- The context in which the social entrepreneur is operating

In order to deliver effectively on their social value proposition, the social entrepreneur needs to achieve alignment between the opportunity, people, capital and context components of the Social Entrepreneurship Framework, and adapt continuously to new circumstances over time.

So social entrepreneurs create social value by effectively bringing resources together to go after an opportunity. That opportunity could be to address a social problem or for some kind of social purpose.



Maria Montessori (1870-1952)

Montessori approach to early childhood education

Now, the phenomenon of social entrepreneurship is not new. Historical examples of leading social entrepreneurs include:
Maria Montessori who developed the Montessori approach to early childhood education.



Florence Nightingale (1820-1910)

Founder of modern nursing

Florence Nightingale, the founder of modern nursing, she established the first school for nurses and fought to improve hospital conditions.



Caroline Chisholm (1808-1877)

Formed a society to send families from the UK to Australia

An historical example of an Australian social entrepreneur is: Caroline Chisholm who formed a society to send families from the U.K. to Australia, achieved better conditions on vessels carrying emigrants and established a Family Colonization Loan Society (Gillin, 2006, p. 41).

Different Social Entrepreneurship Meanings

- Different origins to establishing a social enterprise
- Different social entrepreneurship approaches

Whilst the phenomenon of social entrepreneurship is not new, the term social entrepreneurship is relatively new and still evolving.

The term social entrepreneurship has a variety of meanings. Contributing to this diversity is the different origins to establishing a social enterprise and the different approaches taken to the practice of social entrepreneurship.

Different Origins

- Established
 - by an individual founder or co-founders
 - within an existing not for profit organisations
 - collectively by communities

The different origins of social enterprises include:

- Social enterprises being founded by an individual or a couple of founders
- An existing not for profit organisation establishing a social enterprise, and
- Social enterprises being established collectively by citizens coming together in communities

Social Entrepreneurship Approaches

- Social innovation school
- Social enterprise school
- Participatory governance approach
- Communitarian approach
- Marketisation approach
- Complexity approach

During this unit we are going to look at 6 approaches to social entrepreneurship practice.

We are going to look at
The social innovation school
The social enterprise school
A participatory governance approach
A communitarian approach
A marketisation approach, and
A complexity approach



Now while the six different social entrepreneurship approaches discussed in the Unit each have a different focus for creating social change, this Program sees the six social entrepreneurship approaches, not as competing with each other, but instead as providing a smorgasbord of concepts, tools and techniques.

Unit 1: Sections

1. Social Innovation School
2. Social Enterprise School
3. Social Enterprise vs Social Innovation Schools
4. Participatory Governance Approach
5. Communitarian and Marketisation Approaches
6. Complexity Approach
7. Recombining Concepts, Tools and Techniques

This unit, Unit 1 of Community Capacity Builders Program for Social Entrepreneurs, consists of 7 sections.

Section 1 of the program focuses on the Social Innovation School and Section 2 focuses on the Social Enterprise School of Social Entrepreneurship.

In section 3 we look at the tension between the Social Enterprise and Social Innovation Schools of social entrepreneurship

Section 4 focuses on the Participatory Governance Approach

In Section 5 we look at the Communitarian and Marketisation social entrepreneurship approaches

Section 6 focuses on the Complexity approach, and

In Section 7, the final section of Unit 1, we will look at how we can recombine concepts, tools and techniques from the six social entrepreneurship approaches that we cover in this program to achieve desired social impacts.

References:

- Peredo, A.M. and McLean, M. (2006) 'Social entrepreneurship: A Critical review of the concept'. *Journal of World Business*, 41 (2006) pp. 56-65
- Wei-Skillen, J., Austin, J., Leonard, H. and Stevenson, H. (2007), *Entrepreneurship in the Social Sector*, London: Sage