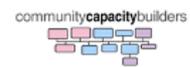
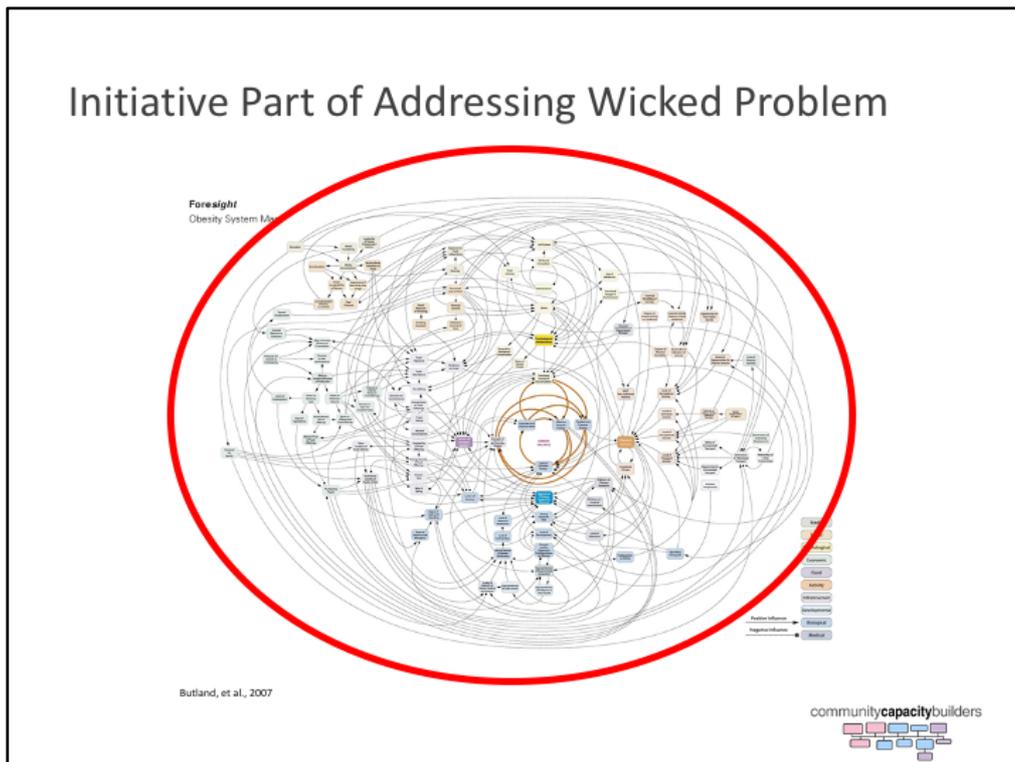


Match social entrepreneurship approaches to problem types



In this lecture we are going to look at what are the most appropriate social entrepreneurship approaches for different problem types.

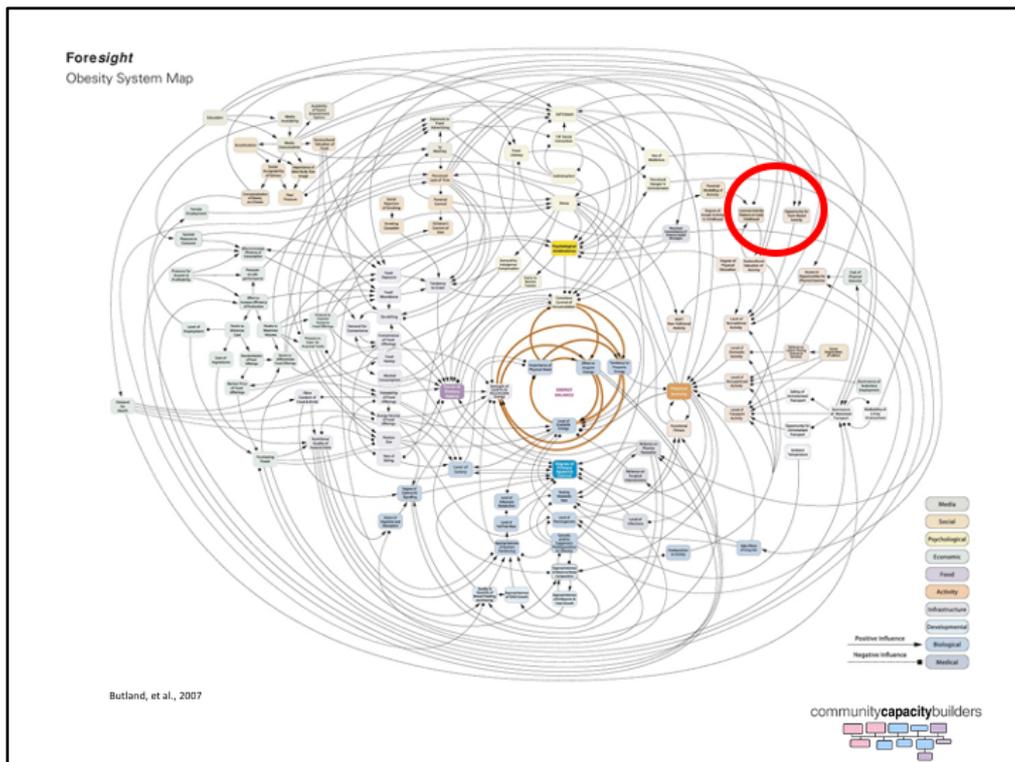
Initiative Part of Addressing Wicked Problem



For addressing complex and wicked problems the most appropriate approach is the Social Entrepreneurship Complexity Perspective which focuses on transitioning a system. The reason why the complexity approach to social entrepreneurship does not select and address just the underpinning causal factors of the problem that they consider will produce the greatest impact, is that the complexity approach recognises the interdependencies between the underpinning causal factors of the problem. It considers that if you address just some of the underpinning causal factors there can be unforeseen circumstances for other parts of the wicked problem due to the positive and negative feedback loops between the underpinning causal factors.

During this program participants will be developing an individual initiative, so the Complexity perspective is not appropriate. Participants should keep in mind though, that the initiative they are developing can be part of a problem ecosystem that is addressing a larger wicked problem and that their initiative could be one initiative amongst many others in a system transition that can take a Social Entrepreneurship Complexity Perspective.

So that participants can see how their initiative can be part of a system transition, underneath this lecture there is a video which shows a software tool – Wicked Lab’s Tool for Systemic Change - that can be used for the Social Entrepreneurship Complexity approach. It is used for transitioning whole systems of initiatives to a new state for the system.



Another social entrepreneurship approach that focuses on addressing complex and wicked problems is the Social Entrepreneurships Social Innovation School approach.

Given that participants are only developing a single initiative during this program and not transitioning a system of initiatives, the Social Innovation School approach to social entrepreneurship is the most appropriate approach to take if participants want to contribute towards addressing a complex or wicked problem by developing an initiative.

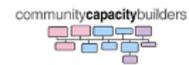
To take a Social Innovation School approach, participants would develop an initiative that addresses some of the underpinning causal factors of the complex or wicked problem – the ones that participants consider will produce the greatest impact.

To take a Social Innovation School approach, participants need to understand the broader problem situation that their initiative is a part of – the problem ecosystem.

Initiatives

- 'a new attempt to achieve a goal or solve a problem, or a new method for doing this'

Cambridge Dictionary, n.d.



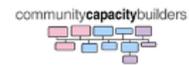
The initiative that each participant will develop during this program will be able to address a simple or complicated problem of their choice.

The Cambridge dictionary defines an initiative as 'a new attempt to achieve a goal or solve a problem, or a new method for doing this'

Initiatives

- ‘an initiative is defined as a coherent set of actions, activities or interventions that are linked to an ultimate goal and one or more policy or programme objectives and have certain resources (human, financial, material) to meet the objectives and contribute to the achievement of the goal’

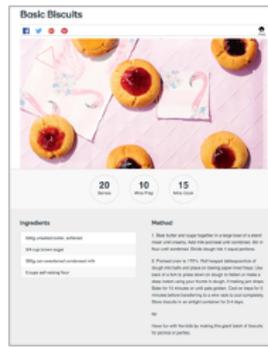
Dal Poz et al., 2015, p. 4



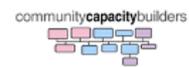
While initiatives can be new, like the ones that participants will develop during this program, this definition highlights that not all initiatives are new.

This definition also goes into a bit more detail. It defines an initiative as: ‘a coherent set of actions, activities or interventions that are linked to an ultimate goal and one or more policy or programme objectives and have certain resources (human, financial, material) to meet the objectives and contribute to the achievement of the goal’

Addressing Simple Problems

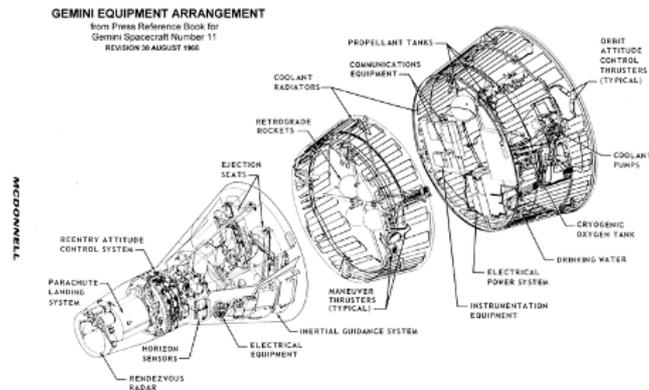


- Like following a recipe
- Initiatives which address simple problems are capable of replication in other contexts: by following the recipe

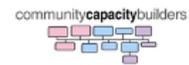


If the initiative that participants develop during this program addresses a simple problem, as we noted in a previous lecture, procedures and best practice manuals, which are like recipes are written for initiatives that address simple problems.

Addressing Complicated Problems



- Follow the blueprint
- Initiatives which address complicated problems are capable of replication in other contexts: by following the blueprint

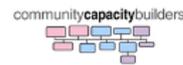


If the initiative participants develop during the program addresses a complicated problem, as we highlighted in a previous lecture, blueprints or theories of change can be drawn up for these initiatives.

We will look at how to create theories of change in Unit 3 of this program.

Incorporating Other Approaches

- Social Enterprise School
- Participatory Governance Approach
- Communitarian Approach
- Marketisation Approach



In addition to the initiatives that participants develop during this program being able to address some of the underpinning causal factors of a complex or wicked problem – which aligns with the Social Innovation School approach - the initiative that participants develop can contain characteristics from the social enterprise, participatory governance, communitarian and /or marketisation social entrepreneurship approaches.

For example: from the Social Enterprise School the initiative that participants develop can have a focus on trading with the aim of job creation.

From the Participatory Governance Approach the initiative that participants develop could focus on community participation.

From the Communitarian approach the initiative that participants develop could focus on creating a community enterprise, be practitioner led and place importance on values such as fairness, equality and cooperation.

Finally, from the Marketisation approach the initiative that participants develop could focus on earned income strategies, delivering public services, accessing private and social investor finance and creating social enterprise spin-outs.

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