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Social Entrepreneurship in the GCC - Empowering the younger generation

An introduction to a new way of thinking

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Topics to be covered

What is UNESCO?

Social Entrepreneurship, what's in a name?

Social Entrepreneurship, is it new?

Examples

Benefit of social enterprises

Bringing Change

Final thoughts

Further Reading

How we can help

Cooperation options.



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What is UNESCO...

Intergovernmental

- Impartial: 193 Member states, UN CHARTER
- Legitimate: National Commissions
- Audited: BOC, BFC, BSP
- Public: Transparent reporting, 34 C/5
- Collaborative: NGO's, private sector, Governments

In a nut-shell:

UNESCO is an ambassadorial, inter-governmental organisation with exceptional outsourcing and networking capabilities.



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Social Entrepreneurship, what's in a name?

The Cambridge Dictionary says:

Social- relating to society and living together in an organized way

Entrepreneur- someone who starts their own business, especially when this involves seeing a new opportunity



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Social Entrepreneurship, is it new?

The work is not new:

NGO's- sponsorships/grants, Government- taxes, Foundations- trusts, Socially responsible companies- profits.

What is:

Recognition, using market forces, value added problem solving approach, multi-sectoral, efficiency and comparative advantages.

What's so different from normal entrepreneurship?

Profit is not the only/main motive, it serves a purpose and as an indicator.



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Examples

Emirates Environmental Group: www.eeg-uae.org

Very successful recycling programmes (23,000kg between 09/09 and 05/10) as well as outreach, awareness, UN Global Compact, CSR promotion, etc..



Hannoversche Werkstätten: <http://www.hw-hannover.de/>

Helping disabled people since 1969.





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Examples

The following examples were taken from the Social Enterprise Alliance..



Visit them at www.se-alliance.org

co-produced by Kevin Hong & the Social Enterprise Alliance

Did You Know?

In U.S., 20.9 million women
lived below the federal
poverty threshold in 2007





The **Women's Bean Project** in Denver CO employs women from backgrounds of chronic unemployment and poverty to manufacture gourmet foods.



The Women's Bean Project does not
hire women to make and sell bean
products.

They make and sell bean products
to hire women.



Did You Know?

There are approximately one billion illiterate adults (persons 15 years old and above) in the world today.





Better World Books
collects and sells
books online to fund
literacy initiatives
worldwide.





The company has converted more than 22 million donated books into \$6 million in funding for literacy and education and in the process, diverted more than 13,000 tons of books from landfills.

They have also donated 2.3 million books to literacy partners.

All this since 2002.



Did You Know?

136 million tons of building-related waste is generated in the U.S. annually, nearly 60% of all non-industrial waste in the U.S.



But only 20 to 30 percent
of this building-related
waste is estimated to be
recovered for processing
and recycling.





Materials Matter diverts construction waste and materials from landfills and sells the products at discounts through a Home Improvement Outlet to nonprofits working in housing and community development.





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Examples..and then some.....

Shaffi Mather, India

- 1298 for Ambulance
- Battling Corruption

Abouleish Ibrahim, SEKEM group, Egypt

- biodynamic farming methods

Rabee Zureikat, Jordan

- Zikra Initiative- Exchange Tourism and Development Through Arts & Culture,



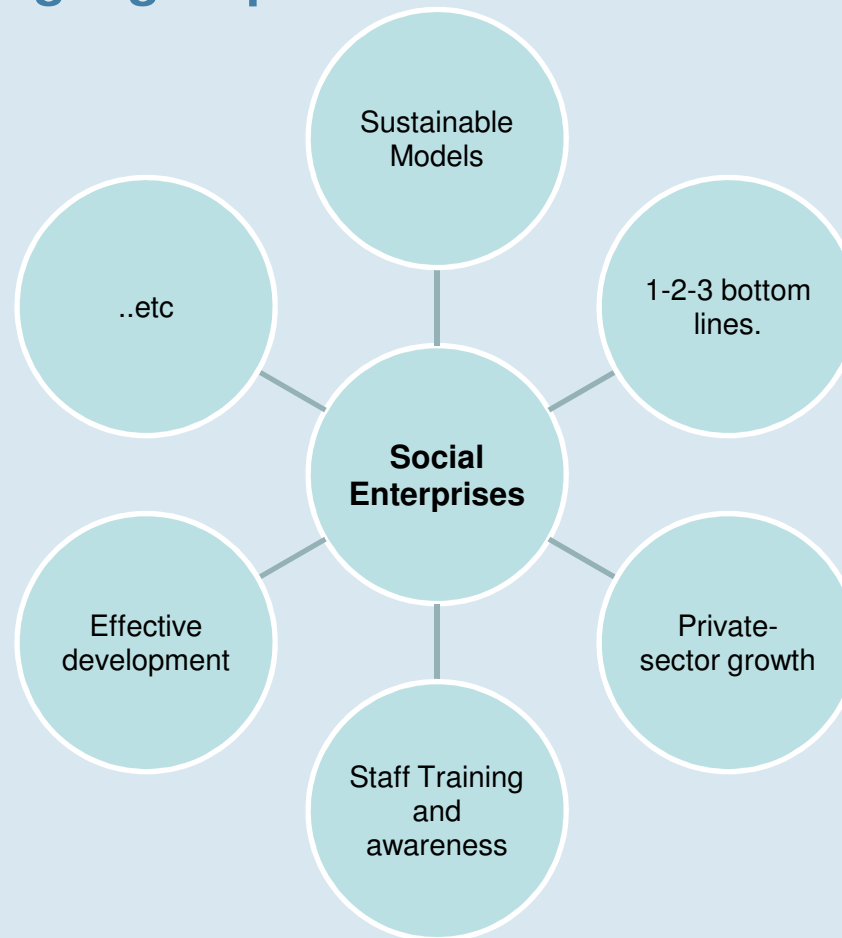
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Benefits of Social Enterprises...

...for their target groups and the rest of us





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Bringing change...

How are they achieving this change?

Maturing 'business plans' of traditional NGO operations through fusion and innovation of methods.

The internet.

Cooperation and social buy-in.

How can/should they be helped?

Government support with legislation, recognition and flexibility.

Social Forums

Private Sector participation



What kind of people are these entrepreneurs?

According to Silatech's report in the Middle East they have 7 common characteristics:

1. On average, they are highly educated
2. As children or youth, most were active in extracurricular activities.
3. More than a third studied lived or worked outside the region, others reference external inspirations.
4. Have an intimate understanding of the problems they were tackling
5. Most pursue systemic change, and reach out to the government.
6. Pioneering firsts
7. Most are from only 5 countries . Egypt (43), West Bank and Gaza (12), Jordan (8), Lebanon (6), Morocco (4). The rest (4 of which are young women) are Kuwait (3), Saudi Arabia (1), and Bahrain (1)



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Final thoughts.....

some caveats which apply to CSR and social enterprises

The Sin of the Hidden Tradeoff – highlighting a single social attribute.

The Sin of No Proof – making claims that have no evidence to back them up.

The Sin of Vagueness - feel-good language that's so vague as to be meaningless.

The Sin of Irrelevance – Making a claim that's truthful but unimportant or unhelpful.

The Sin of Lesser of Two Evils – Can tobacco companies that train and employ marginalized people be considered social enterprises?

The Sin of Fibbing - This really doesn't require much of an explanation

Extracted from, The Six Sins of Social Enterprise in Name Only

www.socialfinance.ca , Dionne Chingkoe's blog



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Further Reading

Google search - social enterprises, social entrepreneurs....

*Download Silatech's report **SOCIAL ENTREPRENEURSHIP IN THE MIDDLE EAST** www.silatech.com*

Social entrepreneurship is becoming established as a vocation and mainstream area of inquiry, not only in the United States, Canada, and Europe, but increasingly, in Asia, Africa, and Latin America.

—David Bornstein, *How to Change the World: Social Entrepreneurs and the Power of New Ideas* (New York: Oxford University Press, 2007), 3. ,cited in **SOCIAL ENTREPRENEURSHIP IN THE MIDDLE EAST** by Silatech



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How we can help....

.... businesses and the youth

As partners we can:

- Create an advisory board;
- Provide training to employees and customers;
- Develop guidelines and master plans;
- Host competitions;
- Hold conferences;
- Sponsor events and students;
- Develop model buildings;
- Establish Initiatives;
- Create Institutes;

Etc...



Thank you for your kind attention

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