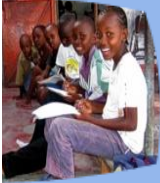




▶ SUSAN DAVIS WINS WOMAN
ENTREPRENEUR OF THE YEAR



▶ PROFILE OF A SOCIAL
ENTERPRISE: WORLD OF
GOOD BOOKS



▶ STUDENTS CREATE SOCIAL
CHANGE IN AFRICA

○ ISSUE 1 | ○ VOLUME 2 | ○ 2010

Social Entrepreneurship Education *in the news*

FOR FACULTY INTERESTED IN TEACHING, RESEARCHING AND LEARNING IN THE FIELD OF SOCIAL ENTREPRENEURSHIP

Engineering Change

The Theory of Change Model

In our research on social entrepreneurship, one model has stood out from the others as a key strategy to develop a social entrepreneurial venture. Instead of starting at the beginning, the theory of change model developed by Carol Weiss (1972), has the entrepreneur start with the social impact the organization wants to achieve.

The theory of change begins with the end goal—to end poverty, to alleviate homelessness, to educate youth, to empower women and then work your way backwards to accomplish the theory of change. The model looks at the creation of social value to develop outcomes that will achieve the stated social impact. Looking at individual activities and the resources necessary to accomplish the project is the final step in the theory of change that integrates systems thinking showing connections between one element and how it affects another element.

Ultimately, all social ventures want to achieve as much social value as possible. The theory of change allows organizations to sharpen their focus on the social impact. The more social value that is created, the greater the social impact achieved. To learn more about the theory of change, go to www.theoryofchange.org

Weiss, C. H. (1972). *Evaluation Research: Methods of Assessing Program Effectiveness*. Englewood Cliffs, NJ: Prentice-Hall.



Michael Hennessy (left) presents Steve Mariotti with Award.



Susan Davis (left) accepts the award from Debbi Brock.

A New Revolution

Social Entrepreneurs take the Stage

When Susan Davis took center stage as the keynote speaker for the US Association of Small Business and Entrepreneurship (USASBE), she challenged faculty to consider the role we play in changing lives. Davis led us through stories of Grameen Bank and BRAC and their work to help people get out of poverty – one person at a time.

The John Hughes/USASBE Award for Entrepreneurial Advocacy was presented to Steve Mariotti, founder of the National Foundation for Teaching Entrepreneurship (NFTE). NFTE has graduated scores of young people who learn about the benefits of entrepreneurial activity in the hopes of keeping these high risk young people engaged in the classroom.

From graduating social innovators to changing students lives and ultimately to change the lives of others; these social entrepreneurs are paving the way for the next generation of change agents.

In the pedagogy pillar session on entrepreneurship at USASBE, Dr. Heidi Neck and Dr. Patty Green from Babson University addressed the audience about entrepreneurship as a vehicle to solve the world's problems.

Mark Pomerantz from Seattle University coordinated a panel of six faculty to address how social entrepreneurship has become an important academic concept as more universities of higher education offer courses and programs. A panel discussion on spirituality and social entrepreneurship brought together faculty interested in understanding the role faith plays in social entrepreneurial endeavors. And a case on innovation and entrepreneurial thinking in public education was presented by faculty at Louisiana State University highlighting the need for systemic change in education.

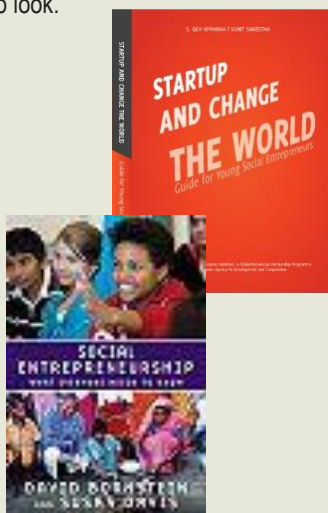
Students are driven by a passion to create a better world. What better way to do this, than through social entrepreneurship. As instructors, we want students to embrace the concepts of social entrepreneurship. But where does entrepreneurship end and humanity begin? How do we encourage students to address extreme poverty in their own country or in developing economies? If entrepreneurs are relentlessly focused on the bottom line, social entrepreneurs are relentlessly focused on maximizing social value. As we enter 2010, let us recommit ourselves to social change and making a difference – one life at a time.

What Everyone Needs to Know

In development circles, there is now widespread consensus that social entrepreneurs represent a far better mechanism to respond to needs than we have ever had before—a decentralized and emergent force that remains our best hope for solutions that can keep pace with our problems and create a more peaceful world.

In this new book, *Social Entrepreneurship: What Everyone Needs to Know*, Susan Davis and David Bornstein map out social entrepreneurship in its broadest terms as well as in its particulars. Bornstein and Davis explain what social entrepreneurs are, how their organizations function, and what challenges they face. The book will give readers an understanding of what differentiates social entrepreneurship from standard business ventures and how it differs from traditional grant-based non-profit work. Unlike the typical top-down, model-based approach to solving problems employed by the World Bank and other large institutions, social entrepreneurs work through a process of iterative learning—learning by doing—working with communities to find unique, local solutions to unique, local problems. Most importantly, the book shows readers exactly how they can get involved.

Anyone inspired by Barack Obama's call to service and who wants to learn more about the essential features and enormous promise of this new method of social change, *Social Entrepreneurship* is the ideal first place to look.



Students Creates Social Change in Africa

Edun Live U takes students beyond the conventional student extracurricular activity.

Edun Live U is a socially conscious, student-run apparel business with the mission to break the cycle of poverty by creating opportunities in Africa. Designed and marketed by college students, "U" is a fresh approach to school spirit wear, including licensed collegiate and other apparel. The program has two fundamental missions: to provide sustainable employment in Africa, and provide hands-on experiential learning of social entrepreneurship to students. Now you can be a part of creating social change in Africa!

Founder of Miami's Center for Social Entrepreneurship, Dr. Brett Smith recognized Bono's socially conscious clothing line as the ideal attraction to gain awareness on campus. The organization provides hands-on learning, leadership opportunities, and enhances sales, marketing, and entrepreneurship skills. It gives

faculty the ability to fund entrepreneurship programs and do research, while contributing to sustainable economic development in Africa. Participating students have held internships at U2's headquarters in Ireland and have served as panelists at conferences such as the Clinton Global Initiative and M.I.T. Poverty Initiative.

After a successful pilot at Miami, "U" has grown to eight chapters, with a goal of expanding to 40 within the next year. Future Edun Live U partnerships include a safe drinking water initiative through P&G's PuR brand. The program continues to grow under a steadfast expansion effort and wants your school to be our next campus team. To become a campus team and establish and operate an Edun Live U business on campus, go to go to www.fsb.muohio.edu/centers/social-entrepreneurship.

Start-up and Change the World

Guide for Young Social Entrepreneurs

Young people are generally known for their sense of idealism, willingness to take risks and their act first, think later attitudes. While these characteristics are essential for creative thinking and idea generation, practical tools and guides are also necessary for idea execution. The process of turning an idea into a venture is no easy task. This is precisely the reason why the Youth Social Enterprise Initiative, run by Change Fusion, developed this practical guidebook on how one becomes a successful social entrepreneur.

In this visually stimulating and information packed guidebook, the authors successfully break down what

social entrepreneurship means, who are the leaders in the field, and how someone with an idea can get started to evolve that idea into a viable venture. The guide explains social capital markets, future global trends in social entrepreneurship, profiles success stories, and provides tips and tools for building a career in the fast emerging social enterprise sector.

This book serves as a guide for young innovators who are full of ideas and need dynamic guidance choosing a path, developing a plan and creating maximum impact. For more information or to download a free copy of the book, go to www.ysei.org by Brooke Estin, Change Fusion.

Spotlight on a Social Enterprise BOOKSTORE WITH A SOUL



IMPROVE LITERACY RATES IN AFRICA

Founded and started in 2002 by three friends from the University of Notre Dame who began to sell books online to earn extra money, Better World Books (BWB) soon after became a social enterprise with a mission to fund literacy. The core business continues to be books and the company's executives are earnest about remaining competitive in terms of selection, service and price.

The original model involved the acquisition and sales of textbooks, specifically used textbooks. BWB launched college book drives around the country, encouraging students to donate their books as a means to promoting literacy among the disenfranchised, developing relationships with literacy partners, domestically and internationally. When the text is re-sold, a percentage of the purchase price is directed to the college or literacy partners. BWB also acquires unwanted library books through their library division, adding to the diversity and saving these books from landfills. More recently, BWB has begun appealing to the college student on the other side of the book transaction through their Buyback program. When BWB noticed that textbook acquisitions were slowing and that they were no longer able to offer the hottest textbooks online, they initiated the Buyback program to remain competitive. To learn more, go to www.betterworldbooks.com

Social Entrepreneurship in the News

DEBBI D. BROCK, EDITOR

MARK POMERANTZ, EDITOR

Social Entrepreneurship Education in the News is published quarterly. Please send submissions to the publication, ddbrock@anderson.edu.

Journal of Social Entrepreneurship

The *Journal of Social Entrepreneurship* is a high quality, multi-disciplinary publication that embraces and encourages work on social entrepreneurship from a range of scholarly perspectives beyond, but including, business and management and which accepts that social entrepreneurship has much to offer in its own right to business and public sectors. Primary amongst these disciplines will be: social policy and political science; anthropology; sociology; not-for-profit management; social geography; (development) economics; finance; organizational theory; strategy; ethics and moral philosophy; and social psychology. However, the journal will be open to work in any scholarly tradition with the caveat that the work is squarely focused on social entrepreneurship. To learn more, go to www.tandf.co.uk/journals/rjse

International Council on Small Business Cincinnati, Ohio (USA)

The 2010 ICSB World Conference on Entrepreneurship: Bridging Global Boundaries will be held in Cincinnati, Ohio, 24-27 June. The social entrepreneurship/ social enterprise track will include workshops and papers on topics ranging from scaling social impact, pedagogy in social entrepreneurship, research trends and cross campus initiative and entrepreneurship in emerging economies ICSB brings over 400 of the leading researchers, educators, policy makers, and practitioners from around the world. To learn more, go to www.icsb.org

INSTEAD: A Thriving and Dynamic Global Network

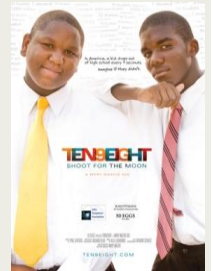
Some of the most innovative social entrepreneurs from over 30 countries gathered to participate in the 2009 INSEADs Social Entrepreneurship Programme (ISEP). This executive education programme experienced its strongest demand to date and resulted in an extraordinary pool of talent and diversity of social ventures seldom assembled in an intensive and intimate setting. The 2010 dates include Fontainebleau, France 15-19 November and Singapore 29 Nov. to 3 December. The ISEP Network now spans more than 200 leading social entrepreneurs on five continents and 36 countries. ISEP graduates come from a range of innovative social enterprises addressing youth at risk. To register, go to the INSTEAD website at www.insead.edu

The Social Impact Exchange

The Social Impact Exchange ("The Exchange"), a cross-sector, member-driven group that will act as a focal point for studying, funding and implementing large expansions of proven social purpose organizations – will hold a yearly competition to identify programs with the highest impact and readiness to grow, and support them with financial and consulting awards, the strategic partners said. There is a growing sense of urgency in the social sector around the need to make progress on scale. The Exchange will serve as a gathering place for knowledge-building and a platform for deal-making for those interested in scaling effective social solutions. The collaborative effort begins with more than 160 members who work across the spectrum of philanthropic activity. "Duke's partnership with Growth Philanthropy Network to develop The Exchange is timely and significant," said Joel L. Fleishman, professor of law and public policy and a leading expert in philanthropy and social policy. "By developing and disseminating knowledge on scaling-up and social enterprise we will fulfill our traditional role as an academic institution. To join The Exchange, go to www.socialimpactexchange.org

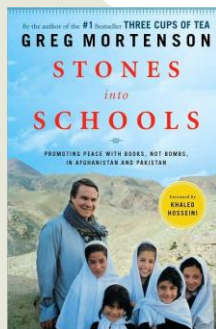
Ten9Eight: Shoot for the Moon

The National Foundation for Teaching Entrepreneurship (NFTE) produced the documentary movie "Ten9Eight" with stories of young people striving to get out of poverty through entrepreneurship. As these inner city teens from across the US come together to compete at the annual business plan competition, we are introduced to the obstacles these young people have overcome to get where they are. With a \$10,000 prize and over 24,000 students competing, the winner achieves more than just the grand prize, but the opportunity to network with entrepreneurs. Thomas Friedman, author of *The World is Flat* commented that "Obama should arrange for this movie to be shown in every classroom in America. It is the most inspirational, heartwarming film you will ever see." We think so too. Check out Ten9Eight <http://ten9eight.com/> and watch these young people shoot for the moon.



Stones into Schools:

In this dramatic first-person narrative, Greg Mortenson picks up where *Three Cups of Tea* left off in 2003, recounting his relentless, ongoing efforts to establish schools for girls in Afghanistan; his extensive work in Azad Kashmir and Pakistan after a massive earthquake hit the region in 2005; and the unique ways he has built relationships with Islamic clerics, militia commanders, and tribal leaders even as he was dodging shootouts with feuding Afghan warlords and surviving an eight-day armed abduction by the Taliban. He shares for the first time his broader vision to promote peace through education and literacy, as well as touching on military matters, Islam, and women—all woven together with the many rich personal stories of the people who have been involved in this remarkable two-decade humanitarian effort. Mortenson has traveled across the world to share his vision with thousands of people and has met with heads of state, top military officials, and leading politicians who all seek his advice and insight.



Youth Entrenet Launches for Global Entrepreneurs

Youth Entrenet is a global knowledge sharing and resource platform created by the International Labour Organization (ILO) through a partnership with the Swiss Development Cooperation (SDC) under the project "Creating Youth Employment through improved Youth Entrepreneurship". The goal of this project is to create an improved understanding of how youth entrepreneurship education and entrepreneurship start-up programmes contribute to creating more and better employment for youth. This understanding will then contribute to the design of more efficient and effective youth entrepreneurship strategies by making the findings available to national policy makers and youth entrepreneurship promoters. The project is carrying out action research of the impact of entrepreneurship education and enterprise start up programmes for youth in selected countries. The purpose of this site is to share the findings with youth entrepreneurship policy makers, promoters and practitioners, and create a global network of entrepreneurship education to enable this community to share best practices. To share resources with the community, go to www.knowaboutbusiness.org