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Social Entrepreneurship Education *in the news*

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

Collaboration:

An Opportunity for Lasting Change

By Paul C. Light, New York University

This year's Skoll World Forum on Social Entrepreneurship at Oxford University's Said School of Business comes at a moment of both great celebration and great disquiet.

On the one hand, the United States has finally taken a significant step forward on health care reform, the war in Iraq seems to be ending, and there seems to be a hint of progress on global climate change.

On the other hand, the world is still struggling with a long list of seemingly intractable problems, the number of failed states appears to be growing, and corruption remains rife in many nations.

I went to last year's Skoll World Forum ready to be converted to social entrepreneurship as my religion of change. I went to all the panels, the dinners, and the breakouts. I listened and learned and even gave a short talk. I was on fire—great friends, stories, films, music, and food.

But even with my share of bangers and mash from the "Big Bang" (my favorite pub) I was troubled. It was not because I somehow



KaBOOM! Creates Safe Play spaces to Scale



lost hope in social entrepreneurship. I still think it is an important, sometimes wondrous path to achieving social impact. And I can't help smiling every time I think of my friend Darell Hammond and KaBoom!, the group he cofounded to bring play back into the lives of children. But I came away worried about our ability to reach scale fast enough to address the issues that threaten our world and the dangers that are hurtling toward us at near light speed.

Jeff Skoll was the one who sobered me up. He started the forum with a tough-as-nails speech about global warming, hunger, illiteracy, land mines, nuclear weapons, pandemics, poverty, red tides, toxic waste, and war. The more Skoll talked, the more I wanted to be anywhere but in the historic Sheldonian Theatre where he spoke. So many wonderful start-ups—but so many "wicked problems" and such deep uncertainty about the future. I kept thinking about what one of my mentors told me back in 1975: "It's what you don't know you don't even know that can hurt you."

There was a nugget of hope that evening, however. It came in the form of a flier describing the 2010 forum that is taking place in Oxford this week (April 14-16) under Pamela Hartigan's direction. "Social

entrepreneurs with innovative solutions to the critical issues of climate change, water scarcity, poverty, education and public health, cannot achieve impact at scale without forging cross-sector partnerships and alliances. With shifts in policy and funding environments and a critical mass of social entrepreneurs working globally, the imperative to collaborate is now."

Jeff Skoll and his partners at the Skoll Foundation did not suddenly stumble on what they are calling "catalytic collaboration." They've been thinking about it for several years. The foundation's CEO, Sally Osberg, mentioned it in her remarks at the 2008 forum and Larry Brilliant, the leader of Skoll's Urgent Threats Fund, can't stop talking about it.

The collaboration has to bring together more than the usual social-entrepreneur suspects, however. It must involve all of the players working toward social impact—the entrepreneurs who create new combinations of ideas, the social explorers who monitor the trends and opportunities, the social advocates who twist arms and count votes, and the social conservators, as I call them, who protect, repair, and retool the great breakthroughs we have already created and implement change. *Continued next page.*

Call for Papers

Journal of Social Entrepreneurship

www.tandf.co.uk/journals/rjse

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. The first issue of the journal was published in March 2010. Go to the website for more information, table of contents alerts, information on how to submit your article or to download a free sample copy of this issue.

7TH Annual Satter Conference of Social Entrepreneurs

New York, New York

The aim of the conference is to bring together scholars in the field to discuss emerging concepts and themes in social entrepreneurship research. Along with input and dialogue with practitioners on the third day, we also hope to develop a formal perceptual mapping that encapsulates how NGOs, non-profits, entrepreneurial firms, governments, and public agencies view social entrepreneurship and its role in catalyzing innovation and change for individuals, communities, and our global society. The Satter Best Paper award is granted to the best paper at the conference \$5,000. Authors who wish to present papers at the conference should submit a three-page abstract (double-spaced, times new roman font) by August 16th 2010 abstract by August 16 to, jkickul@stern.nyu.edu.

Collaboration, *continued*

We're talking about social-impact networks here—the big, audacious collections of change agents that challenge conventional wisdom. The focus is less on where the ideas come from, but how they advance—form follows function, not vice versa. That is the focus of McKinsey's new Learning for Social Impact Web site, Duke University's Social Impact Exchange, and my hope in launching the New York University/Abu Dhabi Center for Global Public Service and Social Impact.

Social entrepreneurs cannot wait for what Osberg and her colleague Roger Martin call “legions of imitators and replicators” to coalesce around a breakthrough, though it is always nice to have legions of anything behind an idea. They have to learn instead how to

“swarm” a target, play hardball, set the agenda, exploit leverage points, create coalitions, and fight back. Social entrepreneurs surely know how to take a

punch—that's part of challenging the status quo. Now they need to learn how to give one too.

Unlike business like entrepreneurship, which often relies on the simple power of a good idea and scaling up a single organization, social-impact networks rely on a set of tactics for aggregating energy toward confrontation with the old guard. Yes, both involve inspiration, risk taking, perseverance, indelible optimism, and a dose of plain old hubris. And yes, both create waves of creative destruction. But the waves of creative destruction do not have the same disruptive effects in the business and social sectors. When the waves crash ashore in business, whole industries are washed away for good.

When the waves crash ashore in the social sector, however, the old advocates and interest groups rarely disappear. They just lurk out there waiting for a rematch in the next election

The nullification of national statutes is back on the agenda in the United States, for example, even though the US Supreme Court ruled against it in the early 1800s. Budget cuts are back, too, mostly targeted against the discretionary spending that has supported so many of our past breakthroughs in health research, job training, environmental protection, and school lunch programs.

Perhaps it is just because I have seen so many majorities come and go, policies wax and wane, and crises appear and then disappear with the magic of false data, but I believe that past

breakthroughs are always fragile, always in peril to some degree. Our job is not just to expand them; even as we introduce new

ideas for achieving the basic goals, we must stop the natural erosion that comes with time and complacency.

At least to date, we have mostly ignored the erosion of past achievements as an urgent threat. But safe drinking water is in jeopardy as heavy metals and every pharmaceutical known to human kind leaches into the ground water, civil rights are at risk because of the continued resistance to change (the state of Virginia just celebrated “Confederate History” month sans any mention of slavery) are just two examples of great achievements which remain under fire as Congress, the president, and the states scurry to make increasingly vast budget cuts. Unless we act soon to protect what we've already achieved, we will create even more disquiet in the Sheldonian.

Unlike business entrepreneurship, social-impact networks rely on a set of tactics for aggregating energy toward confrontation with the old guard.

– Paul Light

Spotlight on a Social Enterprise **HUSKPOWER SYSTEMS**



Gyanesh Pandey, left his job in the states to find a solution to providing energy in rural villages in India where he grew up. Partnering with his colleagues, Manoj Sinha, from graduate school in the states, they developed a proprietary technology that converts rice husks (the renewable waste product of rice milling) into sustainable and clean energy. Using the technology, HPS provides off the grid power via 47 small power plants in rural areas, serving 130 villages and impacting the lives of 130,000 people. The business model includes providing energy to each household and business enterprise at a reasonable price. In addition, the company purchases rice husks from local villagers. The growth strategy of HPS is aggressive with plans to install over 2,000 plants in multiple countries. As each new power plant is installed, these young entrepreneurs are elated to know that they have changed the lives of the people by providing electricity to the village. To learn more about HuskPower Systems, go to www.huskpowersystems.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

USASBE 2010

January 13-16, 2011, Hilton Head, SC

The annual USASBE conference is one of the premier gatherings of entrepreneurship scholars and educators in the world. It is also a great place to learn of best practices in entrepreneurship education and program development, with recognition given annually to the model academic programs, pedagogy, and outreach efforts in the United States. The social entrepreneurship special interest group is seeking paper and workshop submissions, deadline for submission are August 27. For more information about the division, contact the Social Entrepreneurship group chair, Bob D'Intino Dintino@rowan.edu or for conference, information go to www.usasbe.org

Conferences

World Entrepreneurship Summit

9 and 10 September 2010, London
WES 2010 is focused on the entrepreneurial challenges in rebuilding the world's economy post-crisis, finding solutions to impending environmental catastrophe, assessing opportunities for Green Tech and Clean Tech and addressing the ever-present problems of under-development and exclusion across the world. Under the title, "The Future of Finance and Sustainability" We will be presenting major new research on how entrepreneurs have been affected by the downturn and providing action-oriented platforms for the entrepreneurial community to seize opportunities to build sustainable enterprises globally.

Kellogg Innovating Social Change

6 October, 2010, Evanston, IL
The Innovating Social Change conference brings together leaders from across sectors to discuss strategies by which all organizations can implement innovative social practices that transform their organizations and the world. In particular, leaders from the public, private, and nonprofit sectors discuss the process of developing strategic plans, determining goals for growth, measuring impact, and expanding programs in a broad spectrum of focus areas. The Kellogg Innovating Social Change Conference provides an opportunity break to down traditional silos and discusses innovation across sectors as a catalyst for social change. Go to, <https://kellogg.campusgroups.com/isc/h/>

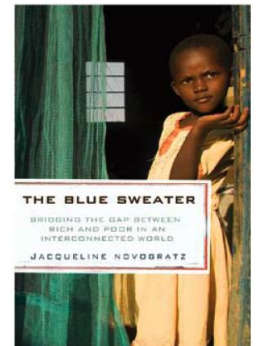


The New Pioneers

In the forward of this new book, Professor Klaus Schwab, Founder of the World Economic Forum and Founder of the Schwab Foundation said about the New Pioneers; "It comprises exciting opportunities of engaging new actors and forging new partnerships to improve the state of the world." *The New Pioneers* is a practical guide for capitalists and idealists on how to navigate in the new economic world order. It is about the social megatrends that are shaping our lives in new ways and creating a new face of capitalism. And it is about the pioneers that are paving the way for the new business revolution: this century's generation of visionary leaders, social entrepreneurs and social intrapreneurs. With a wide array of cases from all over the world Tania Ellis explains the key principles of sustainable business success. In this book, you will learn about social entrepreneurs who paved the road and pioneered new territory.

The Optimism to Create Real Change

The Blue Sweater is at once a deeply personal coming-of-age story of a young idealist and a call to action to all those concerned with growing inequality around the globe. Jacqueline Novogratz, founder and CEO of Acumen Fund, relates her experiences over two decades, first in Africa and later in India and Pakistan. Her story is a testament to the indomitable human spirit and the power of hope and optimism to create change. Like so many young people today, Jacqueline gave up a career on Wall Street for a chance to change the world and pursue a life of adventure. Trained in international banking and development, she founded Acumen Fund in 2001 to pioneer a "third way" – called "patient capital" – between venture capitalism and traditional charity, one that seeks to effect real change in countries where the average citizen lives on less than \$4 a day. Acumen Fund will release a teaching note for *The Blue Sweater* in early September to provide graduate and undergraduate instructors with valuable insights and instructional guidance to maximize the learning potential of Jacqueline's journey. If you are interested in obtaining a copy of *The Blue Sweater* teaching note, please contact Wei Wei Hsing at whsing@acumenfund.org.



Social Entrepreneurship Focused on Sustainable Development and a "Conservation Economy"

Martha Isabel (Pati) Ruiz Corzo is General Director of the Sierra Gorda Ecological Group and Ashoka fellow (www.ashoka.org/fellow/3107). For 23 years, she has implemented a symphony of sustainable activities in the Sierra Gorda Biosphere Reserve in Querétaro, Mexico. These activities have built the conditions for social participation; the development of new skills, products, and services; and the restoration of forests, woodlands, and wildlife species housed there—thus increasing the resilience of ecosystems. Each year, 35,000 people of the Sierra Gorda have participated in organizing and executing activities in a model of co-administration without precedent in Mexico. Classified as a World Biosphere Reserve by the Man and Biosphere Programme of UNESCO, the Grupo Ecológico Sierra Gorda I.A.P. promotes participatory social management, active citizenship, and a sense of belonging.



Syllabi Development

As the new academic year approaches and a number of innovative social entrepreneurship courses are being offered, we are sharing some of our favorite syllabi on the USASBE Social Entrepreneurship Syllabi Exchange. Look for updates in late August. If you want your syllabus included, go online to <http://usasbe.org/knowledge/syllabus> for sharing instructions and email the syllabus to Becky Gann becky.gann@belmont.edu. Let's all collaborate to share our best practices and teaching innovation ideas to move the field forward.