

# Social Entrepreneurship

Where we start

## What we will cover

- Introduction
  - My background
  - Perceptions of the US and Europe
- Social Entrepreneurship and What It Means to be Human
- Breaking the Cycle
- Conservatoire Model and what a new Social Entrepreneurship Program could look like
- Summary
- Q&A

## My Background

- UK
- USA
- Performing Arts
- Higher Education
- Experience
- Perspectives

## Perceptions

- And Comparisons





## Nordic Countries

- More perceptions...



## United States





## Entrepreneurship vs Social Entrepreneurship



- Entrepreneurship
- Social Entrepreneurship
- Motivated by the need for social justice and social change.
- Can be for profit or not for profit.
- Tackles some of the most difficult and complex social issues of our world.
- Extraordinary Leadership creating sustainable models.
- Breaks the cycle of poverty.

## Social Entrepreneurship

- Classification and the unspoken cultural norms
- Formal and Informal classification systems
- Cultural rules to create groups or silos
- Dealing with complexity
- Boxes



## Social Entrepreneurship

- Interact
- Behave
- Think
- Use space
- Culture
- Organize institutions
- Define social networks and interactions
- Classification > ideas/beliefs/practices of society

## Social Entrepreneurship



## Social Entrepreneurship

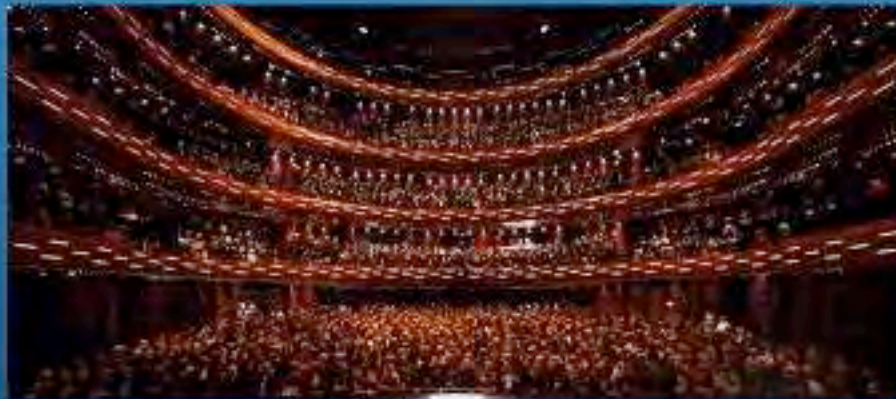




## Classifications in Music



## Classifications in Music





How do you understand the world?  
What is your mental map?

- What does it mean to be human?
- The unspoken cultural patterns that shape our existence
- What would be the mental maps of these leaders?





## The Donald

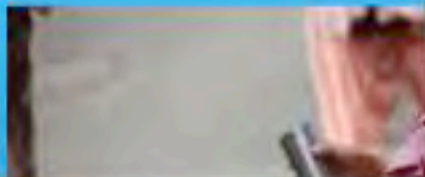


Or these





And these...





- Our world



And.....  
More





## Breaking the cycle





## Breaking the Cycle

- The World



## Breaking the cycle



## So what is a Social Entrepreneur?

- How can this help?
- What do they do?
- What are their characteristics?
- What are the areas of work?
- How are they organized?
- How are they sustained?



## Some Examples

- A Global Advocate for Girls' Education
- 2013 Establishing the Malala Fund
- Malala and her father became global advocates for the millions of girls being denied a formal education.
- Awareness of the social and economic impact of girls' education
- Empowering girls to raise their voices, to unlock their potential and to demand change.



## Other Famous Examples of Social Entrepreneurs

- Muhammad Yunus. One of the greatest names in Social Entrepreneurship. Founder of the Grameen Bank in Bangladesh in 1983.
- Developed microloans helping to create financial self-sufficiency for those in poverty.





## Other examples

- Blake Mycoskie - Founder of TOMS
- Scott Harrison - Founder of WATER





## What is the role of a musician?

- Role
- Career Opportunities
- Fame
- Earning a living
- Social obligations?
- Engagement
- Impact
- Relevancy vs legitimacy
- Responsibility
- Redefining the role of the artist in the contemporary world
- Remodel the relationship with the community
- Redefining the training model

## Conservatoire Training What is being taught?

- Studio Teaching
- Large Ensemble
- Orchestra
- Chamber Music
- Opera/Jazz/Pop
- Contemporary Music
- History/Theory
- Outreach?
- Entrepreneurship/new programs/research
- Community Partnerships?
- The Changing World?



## Social Entrepreneurship

### The State of Music Today

- Where is the music industry now?
- Expanding?  
Shrinking?  
What are the pressures?  
How is it viewed in the world?
- What are the job opportunities?
- What are they being trained for?
- How is the world changing?



## Social Entrepreneurship Music as a Social Conscience

- Music in Prisons
- Rehabilitation Centers
- Musicians Without Borders
- Working with refugees and asylum seekers
- Streetwise Opera working with the homeless



## Becoming a Social Entrepreneur: a New Program

- Skills
- Leadership
- Creativity
- Collaborations
- Actions
- Fundraising
- Negotiating
- Managing complexity
- Communicating

## New Program Elements

- Transversal Cultural Approach
- Elective over the academic year
- Launched through interactive seminar/marketing/PR
- Experiential
- Case Studies/Philosophy/Modelling/Investment/Implementation
- Social Partnerships
- Students create their own Project



## Social Entrepreneur as a Start up

- Identifying need
- Community
- Value Proposition
- Feasibility
- Design Thinking
- Board Recruitment
- Process
- Alignment
- Investment
- KPIs

## Corporate Social Responsibility

- Understanding the eco-system
- Assessing the risk
- Expanding the network and developing the eco-system
- Socio-economic development
- Business development combining profits with a contribution to poverty alleviation







## A Poem to Finish

To laugh often and love much;

To win the respect of intelligent people and the affection of children;

To earn the approval of honest critics and endure the betrayal of false friends;

To appreciate beauty;

To find the best in others;

To give of one's self;

To leave the world a bit better, whether by a healthy child, a garden patch, or a redeemed social condition;

To have played and laughed with enthusiasm and sung with exultation;

To know even one life has breathed easier because you have lived...

This is to have succeeded.

## Bibliography

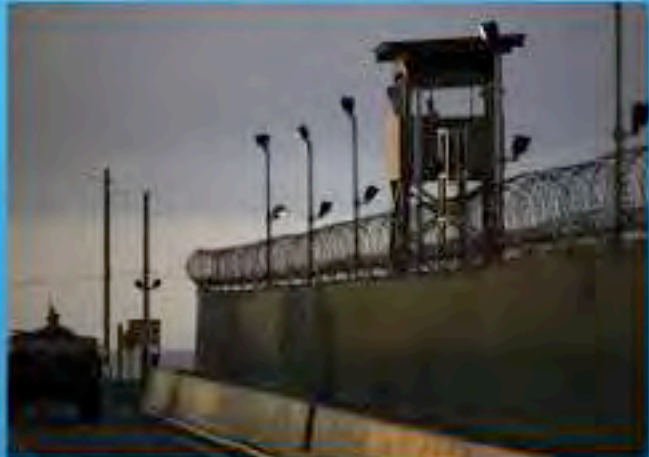
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- The Social Entrepreneurship Handbook: How to Start, Build and Run a Business that Improves the World - Rupert Scofield
- Ill Fares the Land - Tony Judt

## My Contact Information

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- LinkedIn
- Facebook
- Huffington Post Blogs



## United States



## Social Entrepreneurship

- You start with
- Creativity
- Intellectual Curiosity
- Highest Standards
- Leadership\Problem Solving
- Complexity
- Work Ethic
- Listening
- Collaborative



## Social Entrepreneurship

- Q&As



## Breaking the cycle



## How is Profit Defined?

- It is different to the priorities of commercial business where the prime motivation is financial performance, although Social Entrepreneurship's business methods share all the same characteristics of discipline and fiscal responsibility. The outcomes, whilst not driven by economic gain, have established criteria for assessing success such as: how has the program met society's needs and how transformative has it been; can the program be sustainable and can it be replicated.
- Social Entrepreneurs have successfully tackled some of the most difficult and complex problems of our world; poverty, abuse, women's rights, corruption, environmental change, educational needs, the role of the arts, at risk children, housing, economic development, food deprivation. They have done this by harnessing the power of change to redefine the term profit to mean **social impact** and in that way have made a major contribution to the progress of our world.

## What is a Social Entrepreneur?

- They are extraordinary individuals whose level of social awareness provides them with a deep motivation to be the agents of change in finding solutions to society's most pressing problems. They are able to change systems and promulgate solutions through successful and sustainable models. They are able to juxtapose and balance the seemingly impossible conflict of being a visionary whilst at the same time being a realist.
- They are **The Apostles of Society** often bringing truth to power in order to create programs that contribute to social change and improvement.
- *What are the characteristics of the social entrepreneur?*
- They are knowledgeable, politically and socially aware, energized, ambitious, empowering, disinterested, selfless, impatient, courageous, humble, creative, persuasive, skillful, and determined **visionaries** with a practical gene that allows them to understand complex problems and find solutions that embrace societal needs as well as the need to fundraise, create budgets, produce a marketing strategy or recruit an important Board member.
- They are **innovators** who enjoy and embrace change, the need for change, and their place as the primary agents for change
- Social Entrepreneurs are **Leaders**



## Breaking the cycle



Khan Academy/  
Johan Wendt Mattecentrum

- Education
- On line platforms
- Tutoring
- Subjects
- Users



Every dollar you pitch  
in provides 2 hours of  
free education.

 KHANACADEMY





Modern Day Slavery

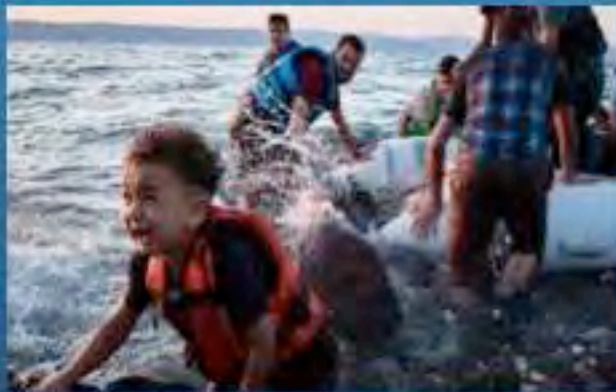
Stop Traffik



**30 MILLION PEOPLE.  
\$150 BILLION INDUSTRY.**



## Classification



## Under 30s

- Co-founder Mohamed Ali Niang  
Malô  
24

In Mali, 81% of children under 5 are anemic and half of deaths are attributable to malnutrition. Niang and co-founder Salif Romano Niang, 28, are confronting the problem with an innovative rice mill in Ségou—in the heart of one of Africa’s biggest rice growing regions--that provides fortified rice at a cheaper price than non-fortified rice.





## El Sistema

- Teaching model and philosophy
- For under served children
- Large ensembles
- Virtuous circle of support
- Changing lives





## Other music examples

- RPM
- Music2Life



revolutions  
per minute

MUSIC **2** LIFE SOUNDTRACK FOR SOCIAL CHANGE

LISTEN 

Or him.....



# Under 30s Social Entrepreneurs

- Juan David Aristizábal Ospina
- **23**
- Founder
- Buena Nota

- Aristizábal is the founder and president of Buena Nota
- An organization that informs, engages and connects Colombians around social problems and their solutions.
- Today Buena Nota has at least 1 million individuals actively involved with the platform
- Aristizabal is working to develop a strong, integrated relationship with academia, and a Social Entrepreneurship Bank that will connect ventures with potential investors.



## Under 30s

- Taylor Downs, Zak Kaufman, Karti Subramanian
- **26, 26, 27**
- Co-founders
- Vera Solutions

Downs was working at a nonprofit combating HIV/AIDS in South Africa, and found piles of paperwork with life-saving information in them that simply weren't being used—"mountains of dead data," he called it. This sparked he and co-founders to launch a social enterprise, Vera Solutions, which manages and organizes critical data to help nonprofits get to key information that was once buried in paper and spreadsheets. Vera has worked with more than 50 social-impact organizations across more than 30 countries.



## Under 30s

- Kerstin Forsberg
- **28**
- Founder
- Planeta Oceano



Kerstin Forsberg's Planeta Oceano works to preserve coastal environments, particularly in Peru. She piloted this work in Tumbes, a community in Peru considered an ecological hotspot due to the 545 marine and coastal species present there. Forsberg has been helping the local community in Tumbes address unsustainable fishing practices, inadequate waste management and pollution that are causing potentially negative health consequences to over 200,000 people.

## Under 30s

- Anand Kulkarni, Philipp Gutheim, Prayag Narula  
**28, 26, 28**
- Cofounders
- MobileWorks

Together with cofounder David Rolnitzky (35), the three under-30s founded MobileWorks. The firm links thousands of workers from underemployed and bottom-of-the-pyramid communities with short-duration jobs sourced from Fortune 500 companies and small businesses in the United States.





## Under 30s

- Greg Spencer, co-founder
- 27
- The Paradigm Project
- Pneumonia from lower respiratory disease is the number one killer of children under five years old globally—and it's often related to indoor cooking smoke. The rural poor generate 25% of CO<sub>2</sub> emissions.

