



Høgskolen i Telemark

Telemark University College

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Social entrepreneurship and social innovation

– implications for the development
of social work in Europe

The questions to be addressed

1. Are the terms *Social entrepreneurship* and *Social innovation* just new words for old practices, or do they pose new possibilities for development in social work?
2. Both on Nordic and European level, policy makers include social entrepreneurship and social innovation as important strategies to maintain and develop welfare services
3. Challenges to the development of social work and the different actors involved in welfare service provision

4 arguments in the lecture

1. The perspectives are new; social entrepreneurship and social innovation as disciplines are not
2. Social entrepreneurship is a crucial element in the innovation of welfare and social work
3. No general model of social entrepreneurship. Models of SE must be based on 'local knowledge' and traditions
4. Social entrepreneurship caters to social work and management. None of these disciplines can be reduced in SE

I. Are the terms *Social entrepreneurship* and *Social innovation* just new words for old practices, or do they pose new possibilities for development in social work?

❖ What it is / definition

Definition of social entrepreneurship

- ❖ The underlying drive for social entrepreneurship is to create **social value**, rather than personal and shareholder wealth,

James Austin and Jane Wei-Skillern

- ❖ Social entrepreneurship is not about starting a business or becoming more commercial. It is about finding **new** and **better ways to create social value**,

Dees, Emerson and Economy

Definition of SE

- *The creation of social value*
 - Present in all definitions / acces to ressources / work / social services / empowerment
- *through innovations*
 - New approach to social challenge / problem
- *produced in collaborative and participatory arenas*
 - 'Produced with people not for people', process as important as outcome
- *that often implies an economic component*
 - Entrepreneur / stakeholders

Definition of social innovation

- Social value by providing new solutions to unsolved social challenges through participatory and empowering processes (BEPA, 2010)
- As much about innovations in the social relations as it is about satisfaction of unsatisfied human needs (Frank Moulaert, 2003)
- Innovation: “new combinations of new or existing knowledge and resources” (Joseph Schumpeter, 1934)

3 Examples of SE

SPECIALISTERNE
Passion for details



The Specialist People Foundation works to enable one million jobs for people with autism and similar challenges through social entrepreneurship, corporate sector engagement and a global change in mind-set

...The US market is ripe for Specialisterne. According to the US Census Bureau, the population of the USA is 310 million. Research suggests that approximately 1% (3.1 million people) have ASD, 90% of whom are unemployed

Community library in Kalyan (NE Mumbai)



Examples

EcoPeace



The "Good Water Neighbors":

raise awareness of the shared water problems of Palestinians, Jordanians, and Israelis.

identifying cross border communities and utilizing their mutual dependence on shared water resources as a basis for developing dialogue and cooperation on sustainable water management.

3 EXAMPLES

- Different in size, scope and target
- Clear social mission
- From small to large scale innovations
- Degree of participation varies
- A variety of organizational forms:
 - Commercial social enterprises on the market
 - NGO
 - Social Movement

2.

Both on Nordic and European level policy makers include social entrepreneurship and social innovation as important strategies to maintain and develop welfare services

❖ social enterprise and the welfare state

**Social entrepreneurship is crucial
when facing the urgency to
innovate welfare and social
services**

Europe's challenge / national challenges

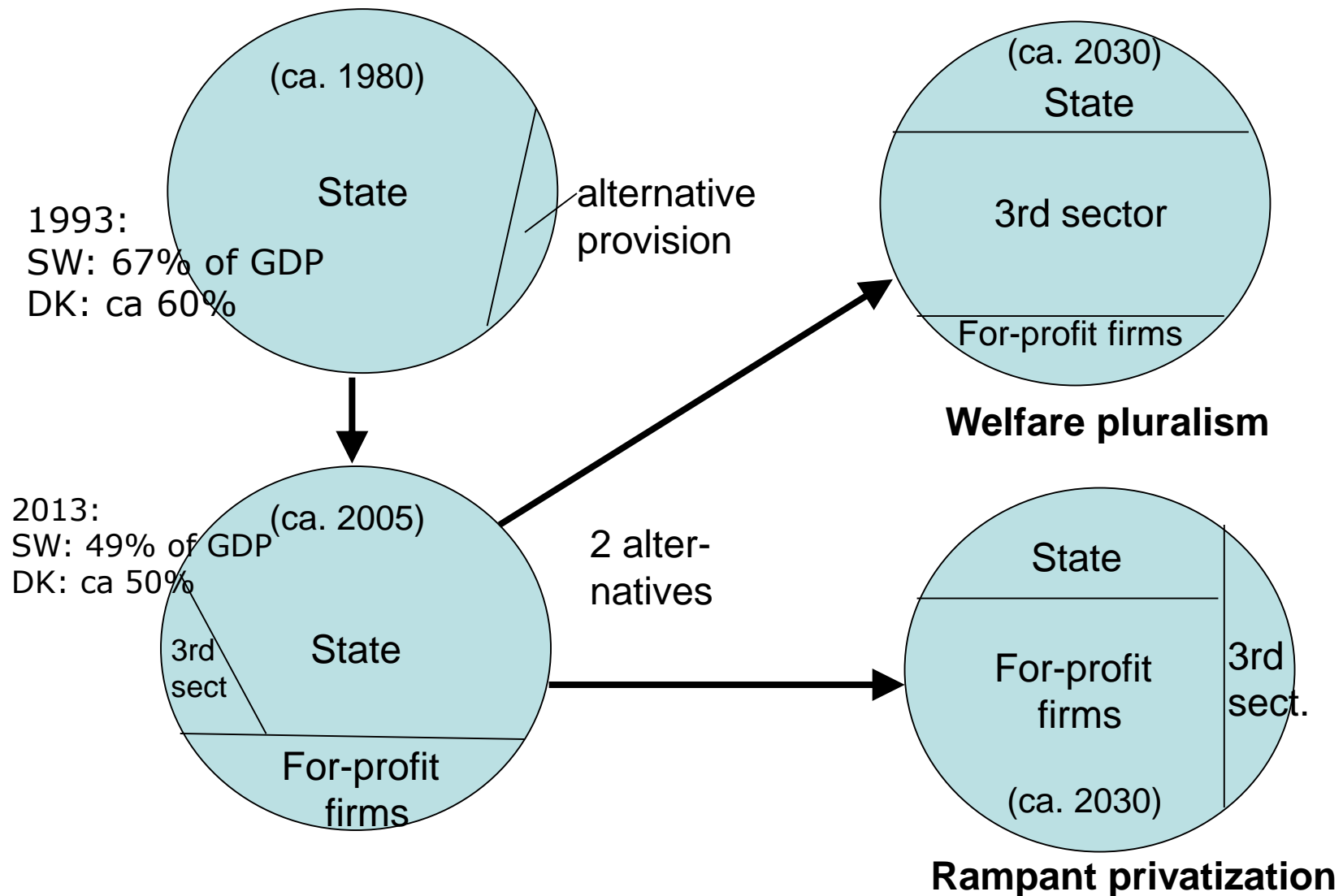
- European population is getting older
- Increased expectations for better social service
- Limited public budgets to social service: (education, health, welfare)
- Increased diversity
- Fragmentation of decision-making (governance, citizens)

Three scenarios for the Scandinavian welfare state

1. Massive cuts in public budgets for social service
2. Rampant privatization of social service (Individualization and private companies)
3. Increased role to the third sector and social economy

Victor Pestoff (2009) *A Democratic Architecture for the Welfare State* & EMES European Research Network

Figure 4. Development of the Swedish Welfare State, ca. 1980 - 2030



Two megatrends behind the interest in social entrepreneurship

➤ Trend 1:

- Privatization of the Responsibility for Social Welfare
- A Silent Surrender of Public Responsibility?

➤ Trend 2:

- Civil society, community and social capital has entered politics globally, regionally and locally

SE and SI policies in Europe and Scandinavia

- ❖ From emergence to institutionalization
- ❖ Policies;
- ❖ Legal frameworks;
- ❖ Interest organizations
- ❖ Markets

3. Challenges to the development of social work and the different actors involved in welfare service provision

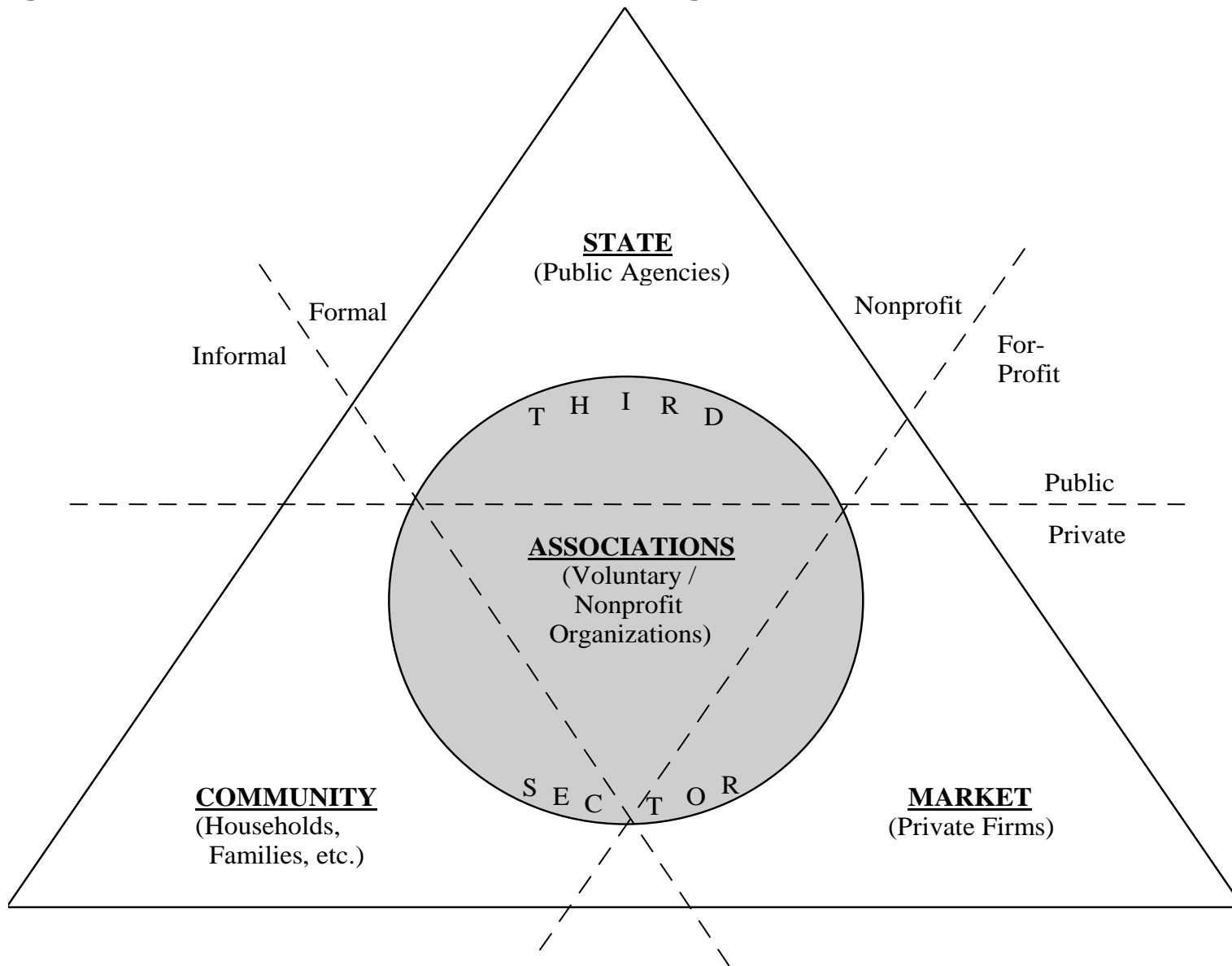
Challenges for social work

- Social work has been dominated by a clinical paradigm, and social work research has suffered from scientism brought in by professionalization (Desai and Naryan, 1998: 531; Yuen, 2010: 14).
 - Consequences: social workers do not have a solid tradition of collaborative approaches to welfare provision including all stakeholders
 - Quest for a participatory approach to social work (Yen, 2010)

How could such a paradigm look like?

- People centred
 - Co-production of solutions
 - Following the procedures of social innovation / open innovation
 - Epistemic diversity / local knowledge(s)
- Co-production
 - Long term commitment of professionals, citizens and public sector agencies
 - Learning SW students to work in all parts of the welfare triangle – esp. the third sector

Figure 1. The Third Sector in the Welfare Triangle



Mixed Organizations/
Institutions:



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Source: Pestoff, 1998 & 2005.

Social work in social entrepreneurship

Challenges for social work

- to recognize citizens and the third sector as co-producers
- to learn, to appreciate and to facilitate co-production
- to practice innovation and management skills

Social entrepreneurship caters to social work and management. None of these disciplines can be reduced.

Social workers need to learn about management. Managers can not treat “social” as a residual

Social change and SE

1. Changes in the corporate world: today supposed also to be corporate citizens and not only producing profits for the shareholders or owners
2. Changes in the global welfare systems: a more experimental and open approach to the generation of welfare and social service
3. Changes in the third sector: a move from advocacy and awareness raising to become professional service providers on a market

Hope for the Future

Italian survey, 2007

- 3970 employees in social cooperatives
- Motivations in the choice of social cooperative in 2007:
 - ”helping people is the principal interest, followed by sharing ideals and values with the organization, developing social relationships, and sharing common projects with colleagues” (Borzaga & Zantuari).

British case study 2007-08

- Qualitative interview with informants from 17 “financial services social enterprises”
- Why did you leave a conventional bank to go working in “social enterprise”:
 - Two explanations dominated eight informant responses: that they were financially secure and therefore **did not need to maximise** their income; and, that they were **not motivated by financial rewards**.
 - ‘It gave me personal satisfaction that we were helping to improve people’s lives...I took the conscious decision that I didn’t necessarily want to work for shareholders any more, I wanted to work for a charity.’

Thank you for your attention

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