



Fostering an Entrepreneurial Mindset towards Social and Economic Development.

Dr. Antonio G. M. La Viña

Dean, Ateneo School of Government

CODE-NGO, 7 July 2010



St. Francis of Assisi



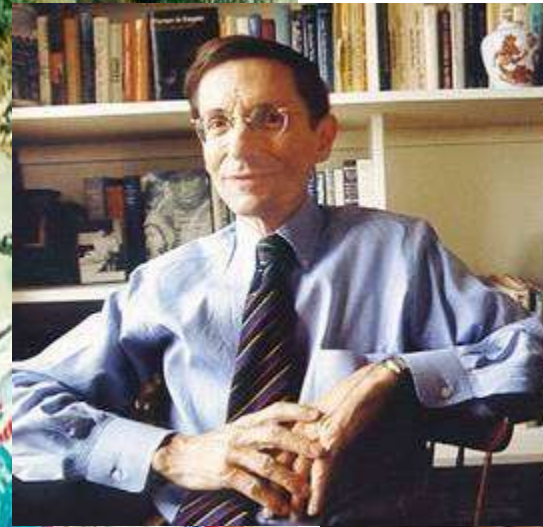
St. Ignatius of Loyola



Maria Montessori



Muhammad Yunus



Bill Drayton



"Wonderfully hopeful and enlightening... The stories of these social entrepreneurs will inspire and encourage many people who seek to build a better world."
—NELSON MANDELA

How to **CHANGE** *the* **WORLD**

Social Entrepreneurs
and the Power of New Ideas



DAVID BORNSTEIN

In the Philippines



New Generation





Questions

- **What is common among all of them?**
- **What made/makes them stand out in their generation?**

David Bornstein

How To Change the World



Social entrepreneurs

- **are creative individuals with fixed determination and indomitable will to propel the innovation that society needs to tackle its toughest problems;**
- **obsessive individuals who sees a problem and envisions a new solution, takes the initiative to act on that vision, gathers resources and builds organizations to protect and market that vision, provides the energy and sustained focus to overcome the inevitable resistance, and who, through time, keeps improving, strengthening and broadening the vision until what was once a marginal idea has become a new norm.**

Revolutionizing Fishing

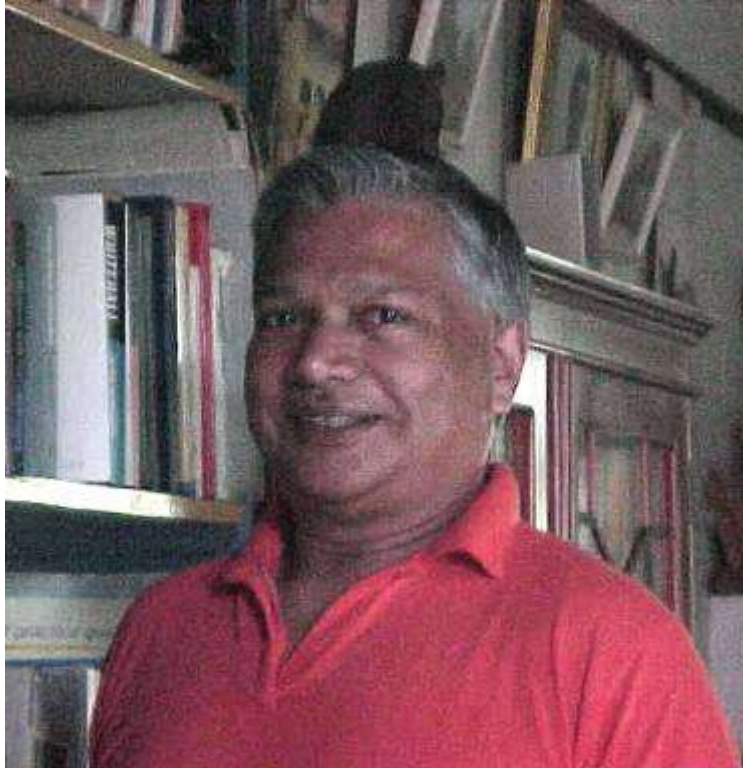


“A social entrepreneur finds what is not working and solves the problem by changing the system, spreading the solution and persuading entire societies to take new leaps. He or she is not content just to give a fish or teach how to fish. They will not rest until they have revolutionized the entire fishing industry.”

Bill Drayton, Founder, Ashoka

Darin Gunesekera

Sri Lanka: Stock Market Housing Exchange



Tri Mumpini

Indonesia: Community-based hydro electrification



Jeroo Billimoria

ASHOKA



*Jeroo Billimoria - India
Ashoka Fellow 1998*



Free telephone hotline for street children in India, staffed by street children

- Service in 58 cities and spreading
- Over 3 million calls processed
- Service agencies better coordinated
- Founded Childline International which has expanded to over 62 countries

Questions



What distinguishes a social entrepreneur from

- *a social activist?*
- *a social engineer?*
- *a social bureaucrat?*



Similarities and Distinctions

- **From activist: Visionary, good social analysis**
 - But not an ideological approach; instead, problem-solving, consensus building
- **From engineer: Technology and innovation sensitive**
 - But not for its own sake; focus is on fair and effective outcomes
- **From bureaucrat: Efficient and outcome oriented**
 - But not bureaucratic; instead enabling and empowering



What is a Social Entrepreneur?

- Has the **same qualities** as a **business entrepreneur**: vision, creativity, pragmatism, innovation, determination
- Creates **systemic solutions** for complex social problems, **scalable ideas** that revolutionize a whole sector
- Social innovator, agent of change; impact on society
- Ethical fiber is critical; Consistency of values a priority (Dilemmas – market, corporate opportunities)

Examples of Entrepreneurial Skills




- Marketing
- Market analysis
- Product development
- Use of technology (ex. IBOP)
- Reliance on specialists, managers
- Appreciates outsourcing



Tony Meloto





FROM POVERTY TO PROGRESS,
FROM HANDICRAFT TO DESIGN,

FROM rag^s2riches

Rags2Riches is an enterprise creating social statement in style. It is a company of talent, passion, and commitment. It is a community of skill, dedication, and hope. It is a stylish product line that pleases the eye and touches the heart Rags2Riches is *elegance with a conscience.*



*alleviating poverty
one sari-sari store at a time*





Social Sector Comparative Advantage

- **Process sensitive, e.g. stakeholder participation**
- **Social analysis**
- **Team approach**
- **Sense of mission**

Examples



Selection Process For Ashoka Fellows Has Rigorous Criteria



New Idea

How is the idea different from what is already out there? Is it truly a transformational innovation for social change?

Creativity

Is the person really creative, both in outlook and in problem solving? How creatively does the person approach opportunities and obstacles?

Entrepreneurial quality

Is the person so passionate about her/his vision that she/he will not rest until the vision becomes a new pattern in society?

Social impact

Does the project have the potential to make changes at the national level and for small countries, on a continental scale? How many people will be affected by this project?

Ethical Fiber

Is the entrepreneur trustworthy as a person and a social role model? Is her/his motivation deeply rooted in a commitment to serve others?

Personal Experiences of Innovation



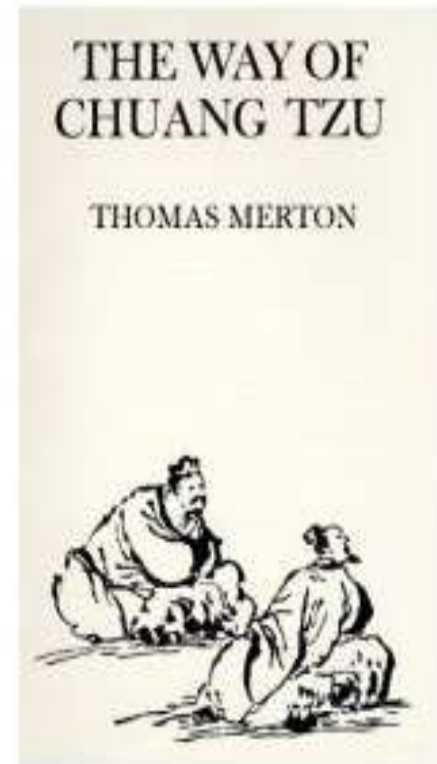
- ***Simplicity:*** “Knocking down the walls of the DENR Legal Office”; Collective recitation
- ***Flexibility:*** Onsite ASoG Programs
- ***Post-modern:*** Redesigning ASoG space; Our world is flat - Network Governance (Subsidiaries)



Chuang Tzu 1: Three in the Morning:

**It is about a monkey trainer who went to his monkeys and said:
“As regards your chestnuts, you are going to have three measures in the morning and four in the afternoon.**

**On hearing this all the monkeys became angry. So the keeper told them:
“I will change it to four measures in the morning and three in the afternoon.”
The animals were satisfied with this arrangement.**



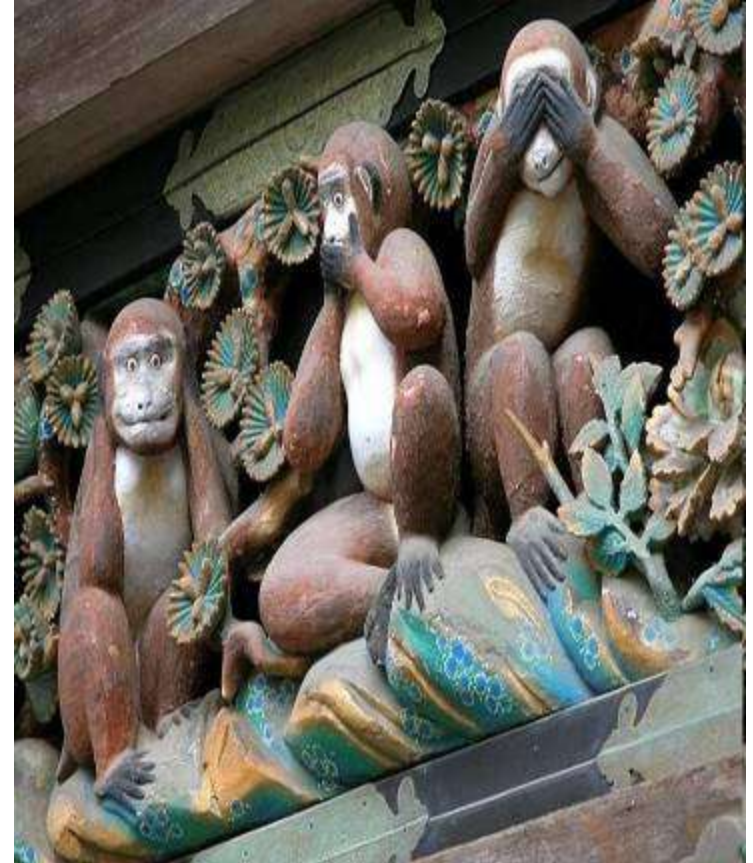
Chuang Tzu:



The two arrangements were the same – The number of chestnuts did not change, But in one case the monkeys were displeased, and in the other case they were satisfied.

The keeper was willing to change his personal arrangement in order to meet objective conditions.

He lost nothing by it.





Public Institutions
National Governments
Local Governments
International Agencies

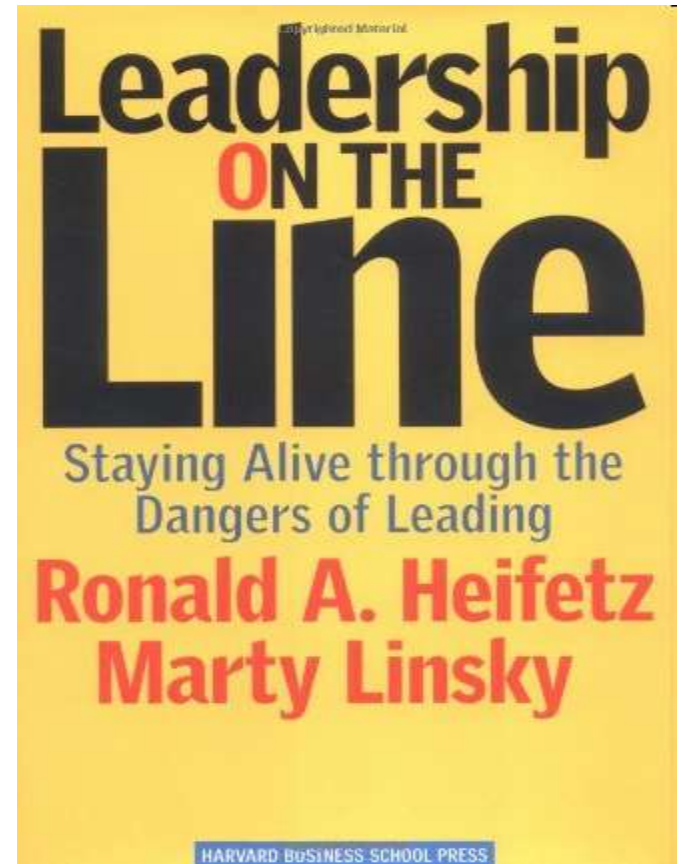
Business
International Markets
Global Finance

Citizen Organizations
Communities
Cooperatives/Social Enterprises
Academic Institutions

The idea of taking responsibility and risk-taking.

Innovation in:

- **Product line**
- **Systems**
- **Physical space/location**



New Generation



Chuang Tzu 2: Flight from the Shadow

There was a man who was so disturbed by the sight of his own shadow and so displeased with his own footsteps, that he determined to get rid of them.

The method he hit upon was to run away from them. So he got up and ran. But everytime he put his foot there was another step, while his shadow kept up with him without the slightest difficulty.





Chuang Tzu:

He attributed his failure to the fact that he was not running fast enough. So he ran faster and faster, without stopping, until he finally dropped dead.

He failed to realize that if he merely stepped into the shade, his shadow would vanish, and if he sat down and stayed still, there would be no more footsteps.



In other words, it is all up to us: we can repeat our history





or we can march forward as a people united by and to the future.
But for that, we citizens must put ourselves on the line.

