Social Entrepreneurship

FCT - UNL
WHAT WAS YOUR BEST LIFE EXPERIENCE AND YOUR GREATEST DREAM

<table>
<thead>
<tr>
<th>Best Experience 1</th>
<th>Best Experience 2</th>
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<table>
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<tr>
<th>Greatest Dream 1</th>
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My Social and Environmental Entrepreneurship Projects
History
FCT Rugby team started its activities at the beginning of the academic year 1996/97. He was born from a group of a rugby players from the national league division. We were all students from the Faculty of Science and Technology of Universidade Nova e Lisboa but there were only 3 were experienced players.

Delivery Model
- Playing in the University Championship and training new players maintaining a spirit of great fun and joy (of the non professional rugby)

Some Results
- 13 years of universitary championships presence (6 wins)
- 7 years of national league division (we scaled two divisions and had a presence in a semi-final for the national cup)
- 2 internacionals representation for european university championships
- more than 260 players were trained and played games for the team

My first professional challenge starting a team from zero and coaching and playing with my colleagues from the faculty. The enthusiasm and fellowship lead to great results early on the beginning.

16h12
History
GASNova started its activities at the beginning of the academic year 1999/00. It was founded because of good experiences in other movements of humanitarian action with some friends from the Faculty of Science and Technology who felt the need to share with colleagues, teachers and employees, the central objective: HELP WHO NEEDS MORE HELP

Delivery Model
- It works on a voluntary basis in social action in Portugal, Cape Verde and Mozambique
- The areas of work are education, health, environment supporting children, elderly people, people with disabilities, homeless women, prostitutes, drug addicts, providing support hospital and organizing summer missions

Some Results
- 9 years with missions in Portugal, Cape Verde and Mozambique
- more than 100 volunteers trained and that participated in projects

My whole life changed with the support of the faculty director in this common dream. When you act without the fear of receiving a no, you create unique opportunities
History
It started activity in 2001 after the results of the mission to Cape Verde and Mozambique with GASNOVA. The director from Faculty of Science and Technology of Universidade Nova de Lisboa challenge us for the creation of a NGO in the engineering sector. It was founded in 2002 with the mission of the world partnership for development.

Delivery Model
- It started with one project unit: Engineers Without Border, in 2002 and then two more were created: Create a Future (Health and Education sectors) in 2005 and Social Innovation in 2008.
- In 2004 we started to make services as a way to improve the quality of our interventions, hiring excellent resources and to ensure higher income.
- In 2007, the units became independent and TESE became to work has a holding institution with centralized services for the units.

Some Results
- 2002 to 2008 – from 3 to 20 persons working
- Value of approved proposals for development projects between 2004-2008: +/-10.000.000,00 for TESE, Clients and Partners
- Value of contract services from 2004 and 2008: more than 700.000,00€ (other NGOs, Universities, Companies and Governments)

My favorite out put result were helping the creation of other universitary volunteers groups that after become new NGOs.
3 persons group as teams

1.1 | Social Innovation and Entrepreneurship Concepts (10’)

1.2 | Social Innovation and Entrepreneurship Concepts and Criteria’s (10’)

2 | Social Innovation and Entrepreneurship challenges in Portugal (15’)

3 | PhD’s vs Social Innovation and Entrepreneurship challenge research (10’)

4 | Hybrid Models Study Case (15’)

TODAY WORKFLOW PROCESS

16h20
AGENDA

1 | IES Social Innovation and Entrepreneurship Concepts and Criteria’s
2 | Social Innovation and Entrepreneurship challenges in Portugal (Social needs and players performance)
3 | PhD’s vs Social Innovation and Entrepreneurship challenge research (MIES data base study case)
4 | Hybrid Models study case
TEAM ORGANIZATION

Choose a name for the organization

Members

________________________

________________________

________________________

________________________
ZERO DESPERDICIO – STUDY CASE
Global Framework for Innovation and Social Entrepreneurship

World Framework

"We moved very slowly in order to achieve the objectives ...
Nothing is more important than the viability of our planet and the future of our humanity, which is at risk.
It's urgent that our governments and all stakeholders analyze the results and the message of this report."
Banki Moon, UN

European Context and World Outlook

"... The social business are the key to a more sustainable, responsible and inclusive European future."
Durão Barroso, President of European Comission in the conference “The Role of Social Entrepreneurs and Social Innovation” Brussels, Nov. 2011

16h32
“Social Entrepreneurship is the process of developing innovative and sustainable solutions to neglected problems of society. It translates into Social Innovation whenever it leads to more effective responses for the societal problems (relative to alternatives in place)”

Filipe Santos,
INSEAD 2012 Journal of Business Ethics
Social Entrepreneurship of the working population by region and enterprise maturity

<table>
<thead>
<tr>
<th>Western Europe</th>
<th>Nascent Social Entrepreneurship</th>
<th>New Social Entrepreneurship</th>
<th>Early-stage Social Entrepreneurship</th>
<th>Established Social Entrepreneurship</th>
<th>Total Social Entrepreneurship</th>
</tr>
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<tr>
<td>Social Entrepreneurship prevalence rates as percentage of the working population in 2009 (average) ¹</td>
<td>1,1%</td>
<td>0,9%</td>
<td>1,9%</td>
<td>1,2%</td>
<td>3,1%</td>
</tr>
</tbody>
</table>

³,1% of the Western Europe working population that represents, approximately ~7 million Social Entrepreneurs

¹ Total Social Entrepreneurship: Spain (0,9%), Germany (1,6%), Netherlands (1,5%), Italy (2,5%), Norway (2,2%), Belgium (3,0%), Greece (2,9%), United Kingdom (4,2%), France (2,6%), Finland (5,1%), Switzerland (4,3%) and Iceland (6,1%) - Global Entrepreneurship Monitor. 2011. Report on Social Entrepreneurship - Executive Summary
What is your personal Social Innovation and Entrepreneurship Criteria’s?

Team Conclusion?
ES + Chain Value and History

IES METHODOLOGY FOR MAPPING

Pedagogic, Engage and Inclusive methodology

1. Phase I: In loco interviews to the privileged observers (PO)
   - Research
   - PO Interviews

2. Phase II: Screening calls to the referenced initiatives
   - Screening Calls

3. Phase III: Deep survey to the selected initiatives and internal analysis
   - Initiatives Survey
   - Treatment of the data and internal analysis

4. Phase V: Research, training tutoring ES+ initiatives
   - Academic Council Evaluation
   - ES+
   - Dissemination

* This methodology is not exhaustive and is not representative of the whole universe.
RESULTS TO THIS QUESTION

Knowledge (46%)
- Sharing of knowledge/experiences (20%)
- Knowledge database (6%)
- Creation of Partnerships and Network (5%)
- Need Analysis (3%)
- Reduce Risks (3%)

Communication (15%)
- Publicising and promotion of initiatives (12%)
- Involvement and awareness-raising of Society (2%)

Performance (29%)
- Scalability and Replicability (10%)
- Innovation, inspiration and sustainability (5%)
- Prepare and Implement Quality initiatives (2%)
- Assessment and Measurement of Impact (2%)
- Existing Resources (2%)

Importance of MIES in the Alentejo

- Very important
- Important
- No response

- Mentioned by >100 POs
- Mentioned by 50-100 POs
- Mentioned by 24-50 POs

Knowledge (46%)

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<th>&gt;100 POs</th>
<th>50-100 POs</th>
<th>24-50 POs</th>
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Importance of MIES in the Alentejo

- Very important: 31%
- Important: 62%
- No response: 7%
### Social Mission (16%)
- Social Mission
  - Values, Solidarity and Humanization

### Social and/or Environmental Impact (24%)
- Measurement and Social Impact
- Proven Results and change effected in the community
- Diagnosis, problem well identified
- Solution for a Neglect Problem
- Monitoring and Assessment of HR and Activities on Initiatives
- Transparency and Accountability

### Scalability/ Replicability (4%)
- Scalability
- Replicability

### Empowerment and Local Inclusion (26%)
- Empowerment and Social Inclusion
- Active involvement of the community
- Local and cross-sector partnerships to sectors
- Local Training
- Preservation of Local Culture

### Innovation, Inspiration and Sustainability (30%)
- Sustainability, Feasibility and Longevity
- Well-structured Project with a Strategy and Planning
- Innovation and Inspiration
- Training and Qualified Human Resources
- Model of Simple Functioning and being *low cost*
- Generation of Endogenous Revenue

### Key
- Mentioned by >100 POs
- Mentioned by 25-99 POs
- Mentioned by 5-25 POs
**ES+ Criteria**

In constant calibration between academic knowledge and the local concepts and insight's

<table>
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<tr>
<th>M</th>
<th><strong>Mission Social and/or Environmental</strong>: The mission of the initiative or project reveals the purpose of its existence and purpose of its action. This means create social change and improvements that cannot be reduced solely to creating private benefits</th>
</tr>
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<td>I</td>
<td><strong>Social and/or Environmental Impact</strong>: The root causes of the problems are attacked, not just its symptoms, through actions that have the potential to stimulate global improvements, regardless of the specific area of action</td>
</tr>
<tr>
<td>E/LI</td>
<td><strong>Empowerment and Local Inclusion</strong>: The initiative involves various stakeholders in the value chain: i) funders, implementers and beneficiaries and stakeholders from various sectors (public, private, civil society); ii) The initiative was co-created, generating empowerment and inclusion with local beneficiaries; iii) The initiative enables to generate local assets and/or capabilities; iv) As distinguished as a potentiator of local culture what are the habits and customs of the place differentiating on the initiative; and v) Demonstration project and generator tools inclusive.</td>
</tr>
<tr>
<td>I/I/S</td>
<td><strong>Inovation, Inspiration and Sustainability</strong>: It is possible to distinguish five types of innovation and three additional criteria: i) introduction of new products or improved existing products; ii) new production methods; iii) opening new markets; iv) using new sources of raw materials; v) emergence of new forms of organization of an industry; vi) can optimize and/or better share resources; vii) The initiative is multidisciplinary, and responds to various areas and segments; and viii) The initiative is generating motivation, enthusiasm and inspiration capable of generating empowering communication sector;</td>
</tr>
<tr>
<td>R/S</td>
<td><strong>Replicability/Scalability</strong>: Scalability is related to the potential for organizational growth. Replicability is related to the ability of doubling the initiative in another location or social context and includes also several dimensions: the transfer of practices and methodology to the &quot;cloning&quot; of the culture of an organization.</td>
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SOCIAL PROBLEMS/NEEDS

Main General Problems Identified

- Desemprego
- Velhice
- Pobreza e nova pobreza (novas formas)
- Falta de dinamismo económico
- Faltas de inclusão e empreendedorismo
- Incapacidade de memória
cio dos jovens
- Comunidades minoritárias
- Exclusão
- E/ou
- Desertificação
cionalidade
e externa
cífico
- Falta de acesso à saúde
- Pobreza e valor esgrima social
- Falta de respostas sociais para a...
SOLUTIONS FOR THE SOCIAL PROBLEMS

Main Solutions Identified

- Trabalho em rede, parceria: 17%
- Mudança de mentalidade: 8%
- Equipamentos / Infraestruturas: 7%
- Estímulo à fixação do capital: 6%
- Outros

Cited by:
- >100 POs
- 50-100 POs
- 24-50 POs

17h10
Relationship between the need/solutions identified by the 432 POs in the Alentejo

Social Problems/Needs

- Comunidades minoritárias, Exclusão e Discriminação Social (3%)
- Fixação dos jovens (4%)
- Desafio da Fixação dos jovens (7%)
- 15% de problemas
- Transversal Partnerships (8%)
- Familias de risco, Vítimas de violência, Crianças em risco (15%)
- Pobreza e nova pobreza (novas realidades) (16%)

Solutions

- Entrepreneurship Culture (0%)
- 12% de soluções
- 5% de soluções
- 17% de soluções
- 25% de soluções
- 5% de soluções

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Problem to solve?

Value and Solution?
CRITICAL QUESTIONS TO BE TO TACKLE

**MISSION**
Which diagnosed problem(s) does your initiative resolve??

**IMPACT**
How does your initiative solve the problem identified? (efficacy of transformation)

**INNOVATION**
Do you know of any other similar initiative to yours? What is the difference/advantage of your initiative in relation to other similar ones??

**EMPOWERMENT**
Was your initiative created with local beneficiaries? Does it empower them?

**REPLICA/SCALE**
Could grow your solution by a factor of 10 if need be or would there be some impediment or constriction? And 100 times?
PROJECT CYCLE FOR A SOLUTION

Pilot?

Impact?
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COLOR ADD – STUDY CASE
**COLORBLIND**

350 MILLIONS

10% of the masculine population in the world’s

Colorblindness is attributed to a congenital alteration constituting a visual insufficiency that disables the capacity of distinguishing several colors. Anyone with a normal vision can see approximately 30,000 colors.

As result of hereditary transmission, colorblindness drifts from a genetic deficiency associated with the X chromosome.

The first symptoms are detected at school age.

Some interesting data relating to the Colorblind:
SOLUTION SERVICES AND AREAS

UNIVERSAL & TRANSVERSAL

- EDUCATION
- TRANSPORTS
- HEALTH AND HOSPITALS
- ACCESSIBILITIES
- MORE APPLICATIONS

Please select a ColerADD application, sector within your interest.
1. Diagnosis and Survey Opportunities with partners

2. Implementation of the study together with partners so that they realize what content to develop objectives to ensure effective communication

3. Technical validation of the proposed

4. Content production by the partner with ColorADD accompanying for validation

5. Dissemination through joint communication between the partner and ColorADD
The relationship between business activities and social programs are comprehensive:
- Financial and social benefits are achieved simultaneously
- These benefits are often centred on impact and its business activities are linked to the organization's mission.

The relationship between business activities and social programs are synergistic:
- Add financial and social value to one another
- Integrated social services are often related to the impact and its business activities are linked to the organization's mission.

The relationship between business activities and social programs are through grant funding for other nonprofits:
- Companies are often not related to impact.
- Its business activities are not required to move to another assignment in addition to donations of funding for social projects.

Fonte: Adaptado de Kim Arter, Virtue Venture
CRITICAL QUESTIONS TO BE TO TACKLE

MISSION
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REPLICA/SCALE
Could grow your solution by a factor of 10 if need be or would there be some impediment or constriction? And 100 times?
What are the main personal characteristics of the entrepreneur?

What are the main sources for generating income (services)?

Pitch (45’’)
LABORATORY AND SMAL MEDICINS FACTORY
Systers from the Catholic Church good quality bad design
48 HOURS, GOOD QUALITY AND BETTER DESIGN
How can you contribute, help and support the Humanity?
LEADERSHIP LESSONS
Ideas

- About similar models
- Other solutions ready to use
- Compatibility with other methodologies/technologies
- Roll-out and scalability models
- ...

Resources

- Capabilities and competencies along the solution value chain
- Local knowledge about communities, social architectures and needs
- New people to engage
- Praying, financing
- .....

Contact

- With other institutions potentially interested
- With key people (global and local)
- .....

Word Spreading

- Through your own initiatives and media (web, reports, etc)
- In other forums
- .....

THANKS