

MODULE

12

SocEnt x CORE

"We're no strangers to love."

- Rick Astley

Agenda

1. Intro to SocEnt
 - a. Forms of social engagement
 - b. Muhammad Yunus - Grameen Bank
 - i. Transformational Leadership
2. Research and Ideation
 - a. *Pseudo-transformational Leadership*
3. Pitching Activity
4. Closing Remarks

Student Objectives:

1. Students will be able to identify the characteristics of social entrepreneurship based on the Forms of Social Engagement model.
2. Students will be able to understand the effects of Muhammad Yunus's microfinancing project on the formation of social entrepreneurship.
3. Students will be able to compare the impact of TOMS and Soulrebels to understand the meaning of dead aid.
4. Students will be able to develop public speaking skills for a successful business pitch.

Facilitation Notes

- Add any notes that would help with facilitation. This can be what order to facilitate, details on how activities would work best, etc

Concepts

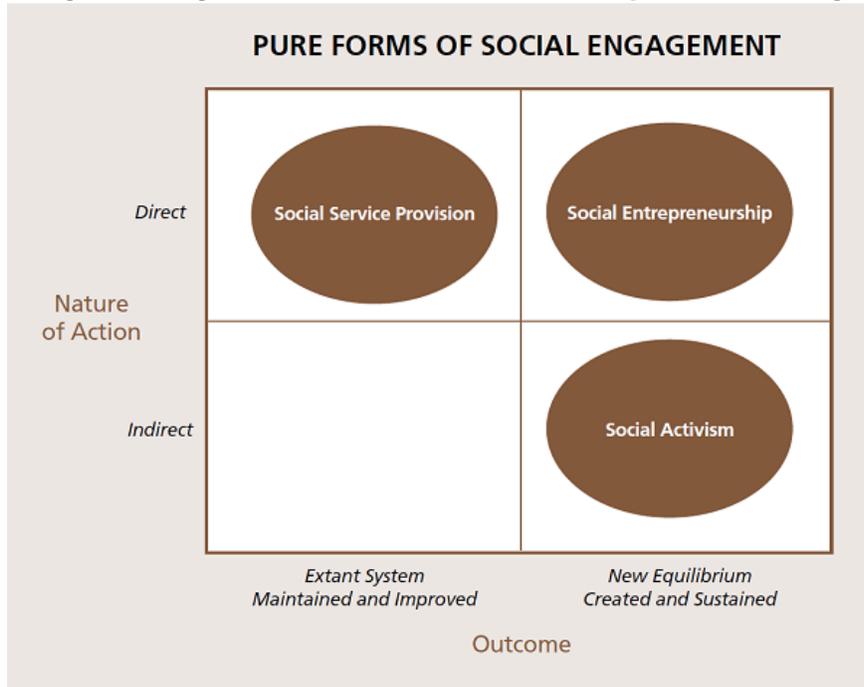
1. Social Entrepreneurship
2. Yunus

Intro to SocEnt

Defining Social Entrepreneurship - Social entrepreneurs play the role of change agents in the social sector, by:

- Adopting a mission to create and sustain social value (not just private value),
- Recognizing and relentlessly pursuing new opportunities to serve that mission,
- Engaging in a process of continuous innovation, adaptation, and learning,
- Acting boldly without being limited by resources currently in hand, and
- Exhibiting heightened accountability to the constituencies served and for the outcomes created.

Dees, Gregory J. *The Meaning of "Social Entrepreneurship" / Duke I&E.*
entrepreneurship.duke.edu/news-item/the-meaning-of-social-entrepreneurship/.



Forms of Social Engagement - The forms of social engagement are social service provision, social entrepreneurship, and social activism. Social service provisions create a direct impact on people, yet do nothing to change the world around the people they affect. For example, food stamps can directly help person A get groceries, yet it doesn't change the fact that they're paid minimum wage. Social activism works to change the world around the people affected, yet does nothing to directly help those people. For example, one could organize a protest to raise the minimum wage. Maybe that will eventually make it happen, but it did nothing to feed person A. Social entrepreneurial ventures work to directly help people and change the world around them. Through a business, person A can get fed and paid more. SocEnt is short for Social Entrepreneurship- the real way problems in communities are solved. Social entrepreneurial ventures, or SEVs, use entrepreneurial values to sustain a social cause.

Mohammad Yunus - Yunus is a Bangladeshi social entrepreneur and economist who was awarded the Nobel Peace Prize for founding the Grameen Bank. Through his venture, he pioneered the concept of microfinance, which led to the birth of social entrepreneurship. He was fueled by the belief that credit is a fundamental human right. By successfully melding capitalism with social responsibility, he created a microcredit institution committed to providing small amounts of capital to the poor for self-employment. To pursue this goal, Yunus secured a loan from Janata Bank, in December 1976, to lend to the poor. On October 1, 1983, his pilot project began operations as a full-fledged bank for poor Bangladeshis and it was

named Grameen Bank.

Video - Yunus, Muhammad. "Grameen Bank at a Glance." YouTube, 6 Sept. 2011, www.youtube.com/watch?v=MgYes4bA7oM. Accessed 15 Aug. 2019.

Transformational Leadership Review and Connection

Transformational Leadership is leadership as a process that transforms and changes people. In this type of leadership, a heavy focus is placed on the connection between the leader and the follower. The leader inspires followers to make changes within themselves and reach their highest potential. In the process, the leader themselves is also changed.

This is emulated through Mohammad Yunus as through his venture with Grameen Bank he was able to change the lives of many with just 27 dollars. He also improved as he continually thought about the improvement of others.

Research and Ideation

Resources:

SoleRebels vs. Toms

Reed, Russell. One-for-None: Aid Dependency and the "TOMS Model" | Harvard Political Review. 22 Mar. 2017, harvardpolitics.com/world/one-for-none/.

Kelsey. "The Problem with TOMS Shoes and Its Critics." Kelsey Timmerman, 31 Oct. 2013, whereamiwearing.com/2011/04/toms-shoes. Accessed 15 Aug. 2019.

Mycoskie, Blake. "How I Did It: The TOMS Story." Entrepreneur, 2011, www.entrepreneur.com/article/220350. Accessed 15 Aug. 2019.

Argentina

"Children of Argentina - Humanium." Humanium, 2011, www.humanium.org/en/argentina/. Accessed 15 Aug. 2019.

Crash Course:

Game Setup

The instructions for the game are below. Here is some background information to help facilitators answer students' questions.

You are in Argentina. 19% of children in Argentina do not go to school.

Many students in the local area lack shoes. Due to the hazardous terrain, some students avoided attending school. Students are highly dependent upon a local organization that supplies free donations of shoes. However, these shoes frequently do not come in the correct sizes, even when they arrive in sufficient quantities.

Students' lack of shoes originates from financial struggles. When the Argentinian economy

collapsed in the late 1990s, funding for public education was greatly reduced and working adults lost their jobs. Children from poor families were first to be affected and were forced to sacrifice their education (“Children of Argentina”).

TOMS and SoleRebels Comparison

TOMS is a for-profit company that employs the buy-one-give-one model for selling shoes. When one purchase is made, TOMS donates one shoe to a person in a developing country, such as Argentina or Kenya. The founder, Blake Mycoskie, was inspired by the hardships he witnessed among Argentinian children who lacked shoes and therefore, were not able to attend school (Mycoskie). Although his organization provides a seemingly logical solution to improving the well-being of impoverished children, it fails to address the root causes of poverty. When TOMS collaborated with an outside research group to evaluate the effectiveness of their donations, they found that it did not improve their “overall shoelessness, shoe ownership (older shoes were presumably thrown away), general health, foot health, or self esteem.” Furthermore, the massive flow of goods into the area harmed local businesses over an extended period of time (Reed).

Although TOMS’s model is focused on giveaways, Solerebels is focused on creating jobs. Solerebels sells shoes created by Ethiopian workers who are paid 4x the wages of other garment workers. Solerebels is a sustainable business as instead of just giving the children shoes, they are giving their parents the means to a secure job that will enable them to purchase shoes for a lifetime (Timmerman).

TOMS may have not been able to truly tackle the pain point as they thought the problem was shoelessness. However, poverty that prevents children from going to school and gaining an education. TOMS is in no way a malicious company, but it focused on the wrong pain point with good intentions..

Directions:

1. Introduce the problem: 19% of children in Argentina do not go to school. (See crash course for more information about the problem)
2. Have each group go to the board to devise solutions.
3. Walk around and check on each groups’ progress. Ask for their solution and evaluate the effectiveness. Encourage questions.
4. Once one group proposes an adequate solution or time runs out, end the activity.
5. Compare TOMs and SoleRebels and relate their approaches to the original problem. Bring up the concepts of dead aid and sustainability.

Discussion Questions:

1. What types of questions assisted you in understanding the problem?
2. What made some solutions “better” than others?
3. Now knowing the differences between TOMs and SoleRebels, how would you modify your solutions? Would you modify them?

Pitching Activity

Resources:

Items!

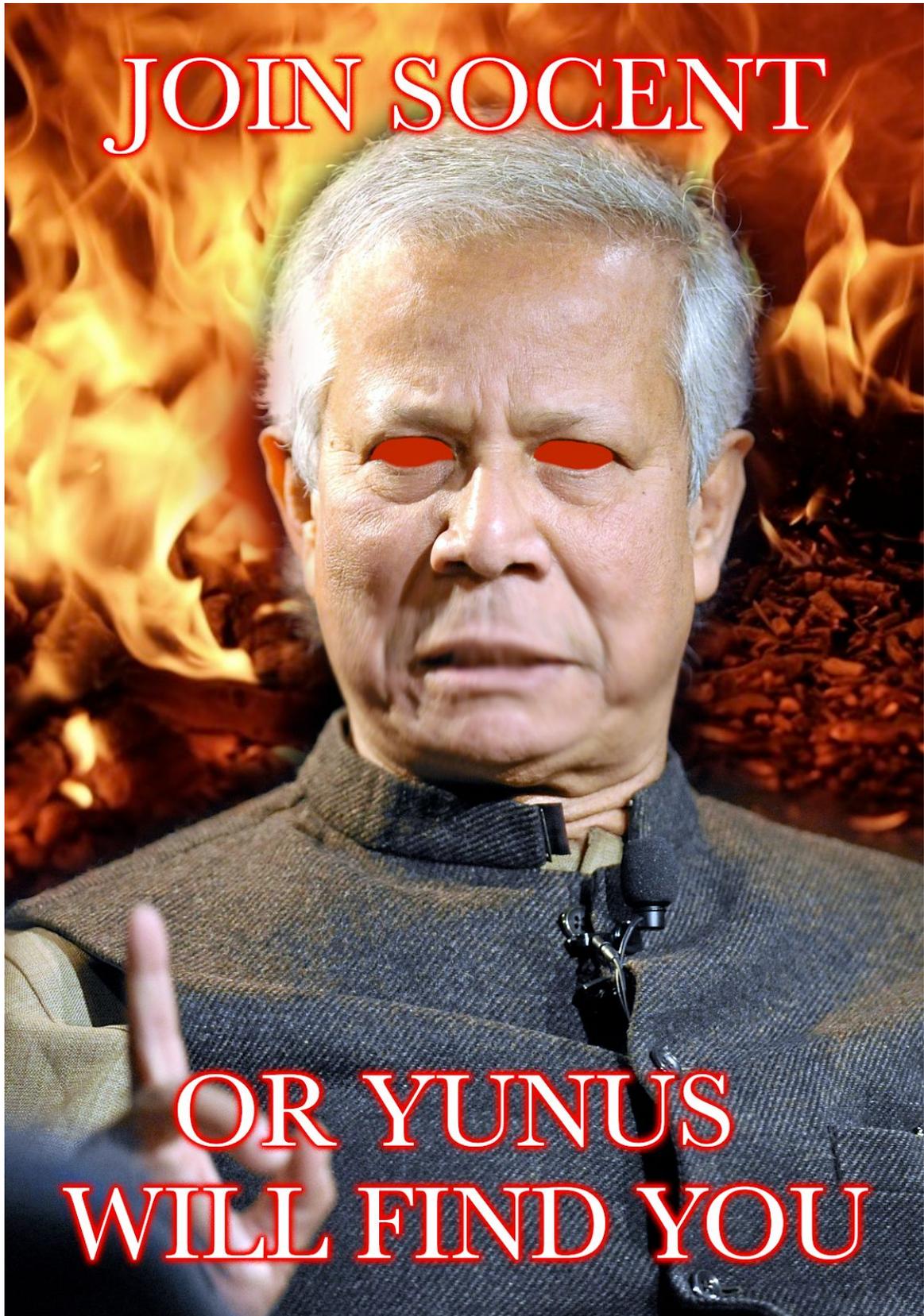
Directions:

Ask for five volunteers from the class. Give students 2 minutes to prep and 2 minutes to pitch on one of the five SEV examples without background.

1. KisumuKrafts - Give them cards
 - a. KismuKrafts is a non-profit venture working to offer women in Kisumu, Kenya a path to gain self-sustainability by selling their handmade jewelry, cards, and other crafts. They became so successful they were invited to take a trip to Kenya this past January.
2. Kode.io - A laptop/line of code
 - a. Kode.io is a student-run IMSA program that hopes to teach under-privileged middle school students coding in the Aurora area.
3. School Board - the classroom whiteboard
 - a. School Board is a LMS (learning management system) tool using data analytics on student questions to develop a curriculum based on the student needs.
4. Trash Cans - either lug one of those trash cans with multiple slots into the room or have them pitch a regular trash can
 - a. These recycling bins with multiple slots are scattered throughout the IMSA main building. They began as an idea in SocEnt and admin implemented them in recent years.
5. Chess Board - large chess piece
 - a. The chessboard on the floor of the Old Cafe used as a way to entertain students.

Closing Remarks

- Today you may have not noticed, but you went through the process SocEnt does throughout the semester. In the first activity we covered research and ideation and finally the presentation by covering pitching!
- SocEnt a culmination of the other electives, activism in the form of EnAct and data in Impact, and more. We embody the research aspect of Impact and further the basis of EnAct to execute a promising, sustainable solutions to social issues. SocEnt gives you the tools to create something bigger than yourself by giving you the resources of an extensive network of business leaders to interview and gain insight as early as the third module: the SocEnt Networking Fair. We also give you the ability to interact with your target audience and collect data to further improve your venture. SocEnt is unique in that there are networking opportunities as we cover not only basic concepts like eleMENT, we go in depth on concepts such as market research, mvp development, scaling, structures, marketing, and financial strategies, some being covered by leading professionals in their respective fields. [end with personal fulfillment reasons]



References

1. SOURCES ARE SUPER IMPORTANT COMPILE THEM HERE