BUILDING ECOSYSTEMS FOR THRIVING SOCIAL ENTERPRISES: WORKING IN UNIVERSITY CLUSTERS FOR SOCIAL INCLUSION AND ECONOMIC DEVELOPMENT IN THE COMMUNITY

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UnLtd: OUR VISION
A world where people act to make it better…

OUR MISSION

UnLtd reaches out and unleashes the energies of people who can transform the world in which they live.

We call these people social entrepreneurs.
UNLTD’S WORK

THREE MAIN AREAS OF FOCUS:

• Supporting social entrepreneurs to start-up

• Supporting those with more established ventures to scale-up

• Developing the ecosystem of support for social entrepreneurs to make it easier for people to find help, get started, and thrive.
WHY SUPPORT SOCIAL ENTREPRENEURS?

**SOCIAL IMPACT**

- **1.2 million**
  - The total number of beneficiaries reached by Annual Survey respondents in a year

- **95%**
  - Award Winners who create social capital and promote trust in communities

- **62,000**
  - Volunteering opportunities created by survey respondents in a year

**ECONOMIC CONTRIBUTION**

- **43%**
  - Proportion of Award Winners whose ventures employ at least one person

- **2,700**
  - Total employed by 1,014 respondents to Annual Survey 2012

- **£45m**
  - Estimate annual wage value of these jobs

Data come from Annual Survey 2012, which was sent to 4,300 current and former Award Winners supported since 2003. 1014 responded.
THE APPROACH

Scout: find the most social and entrepreneurial people
Filter: employ entrepreneurial people to select the best
Engage: build trust to find out what will help them most
Connect: connect them to the support they need

THE JOURNEY

How early stage social entrepreneurs develop

Developing confidence: taster experience
Doing It: market testing
Going full time: getting sustainable
Going beyond just you: investment readiness
OUR AWARDS
Focus on the critical steps in the journey

Developing confidence: taster experience
Doing It: market testing
Going full time: getting sustainable
Going beyond just you: Investment readiness

TRY IT>>> £500 400 pa
DO IT>>> £3000 1200 pa
BUILD IT £15000 50 pa
BIGVENTURE CHALLENGE match challenge 30 pa

FAST GROWTH>>> £20000 30 pa
A rapidly expanding global network…

With already 52 GSEN members creating impact in 50+ countries

Member organisations

Membership in discussion
Global Social Entrepreneurship Network

The global network for organisations supporting early stage social entrepreneurs

A shared learning network for early stage social entrepreneur supporters across the globe

Peer-to-peer support

Enabling support organisations to become increasingly sustainable and effective in helping more social entrepreneurs start and thrive.

Developing an effective ecosystem of support for social entrepreneurs around the world
GSEN Vision

“A world in which people find it easy to get the support they need to start and thrive as social entrepreneurs wherever they are, wherever they come from.”
SEE Change
Social Entrepreneurship in Education
In the UK: part of our Funder’s strategic plan

HEFCE – the Higher Education Funding Council for England

Social Entrepreneurship is a key and growing element of the HE Sector’s knowledge exchange work
WHY SOCIAL ENTREPRENEURSHIP IN HIGHER EDUCATION?

✓ Helps universities to develop their support structures for social entrepreneurship

✓ Makes it easier for students, staff and recent graduates to start up a social venture and thrive within the higher education environment

✓ Encourages the creation of a social entrepreneurship ecosystem across the HE sector with wider collaborations across public, private and charity sectors to innovate and sustain activity
OUR JOURNEY SO FAR

Adopt, adapt, embed, amplify

PHASE 1 2009-11  Dare To Be Different
2009 - 2011  Awareness: UnLtd deliver in 70 HEIs

PHASE 2 2012-13  HE Support
2012 - 2013  UnLtd support 56 HEIs to deliver support

PHASE 3 2013-Present  SEE Change
2013 - 2015  Higher Ed sector will lead on knowledge exchange, skills transfer and mainstreaming support
OUR WORK IN ENGLISH HIGHER EDUCATION TO DATE

2009
‘Dare to be Different’
Higher Education Social Entrepreneurship Programme
70 HEIs
Referral Partners
200 Awards

2012
Higher Education Support Programme
56 HEIs
Direct Delivery Partners
Capacity Building Programme
750 Awards

2013 - 2015
SEE Change Programme
59 HEIs
Direct Delivery Partners
Capacity Building Programme
550 Awards

2014
International work begins
HEIs & Wider partners
Ecosystem Build
18 universities and 47 other partners
Infrastructure development

UnLtd
for social entrepreneurs
OUR APPROACH

Peer-to-peer learning and collaboration

Draw on successful examples

Build knowledge, capacity, processes and resources

AN EFFECTIVE ECOSYSTEM OF SUPPORT AND CASH AWARDS

Develop external networks
PHASE 3
SEE Change Partners

• £2m pilot investment in HE

• 59 Awards Programme HEI Partners – ‘finding, funding and supporting’ student, staff and graduate social entrepreneurs across each and every institution

• 8 funded Regional and Thematic Clusters of universities and other partners creating local impact and ecosystems of support for social entrepreneurs

• 11 funded ‘Scale and Growth’ partners, all at different stages of developing funding, support and infrastructure for high potential SEs and all demonstrating existing pipeline

• 5 funded Innovation Partnerships bringing in external innovation outside of the HE Sector
OTHER KEY AREAS

HEI led ‘Train the Supporter’ system
- Expert practitioners from within the HE Sector
- Building a peer-to-peer support methodology
- Developing tools for HEIs to train other organisations

National Learning and Knowledge Network
- Co-created with the HEI and wider sectors
- Opportunities for collaboration, networking and sharing of learning and best practice
- Sharing of tools, resources, research, expertise and experience
- Online Platform
- Connect HEIs with a wider ecology of skills and knowledge including private sector organisations, civic institutions, third sector organisations, and international social venture support networks
INTRODUCING THE SEE PLATFORM

social entrepreneurship in education

ABOUT US  RESOURCES  BLOGS/FORUMS  EVENTS  CONTACT US
The Results So Far...

Outcomes so far (up to 2015):

- 200 award winners funded and supported in Phase 1, 800 in Phase 2 and almost 600 in Phase 3 (to date) = 1,600 individual social entrepreneurs

- 40% Undergraduate, 17% Postgraduate, 14% Recent Graduates, 23% Staff

- 86 SE-ready institutions

- National learning network – online and offline

- Local, regional, national, international partnerships formed
What next?...
Phase 4?...

• HEFCE as the cornerstone, but no longer a sole funder
• A focus on international work
• Ecosystem-building
• A focus on embedding this work
• Mechanisms for developing and building on culture change
• Social Innovation as a key agenda
BUILDING AN ECOSYSTEM

Specialist support agencies reach c3,000 people a year
Population level interest in UK is c100,000 a year
How can we reach the majority?

1. Encourage and support mainstream organisations to support social entrepreneurs
   Universities, Colleges, community organisations, local government…

2. Draw in Corporate support
   corporate social responsibility, skill based volunteering, corporate venturing, supply chain partnerships, innovation

3. Engage commercial investors
   commercial angel investors, institutional investors…

4. Peer to peer:
   experienced social entrepreneurs supporting new start ups

5. Market building:
   market mechanisms, government policy, data commons…
OUR JOURNEY SO FAR
Adopt, Adapt, Embed, Amplify

Dare To Be Different  HE Support  SEE Change

... and what we’ve learnt

- huge potential for our work in Higher Education
- unlocks and connects hidden talent across university departments
- enables internal and external partnerships to develop
- activity and continuity needed for culture change
- need for senior leadership support
- creative collaborations needed to resource & sustain
- significant international scope
BUILDING & ENHANCING THE ECOSYSTEM - CREATIVE PARTNERSHIPS

2009
Higher Education Social Entrepreneurship Programme Launched – ‘Dare to be Different’

2010
New UnLtd strategy

2011
Partnerships with Community Organisations

2012
Higher Education Support Programme

2013
SEE Change Programme

2014
Lead The Change, Santander Catalyst and Cabinet Office Fast Growth

2015
Power to Change
KEY AREAS OF SUCCESS

Student-Led Infrastructure Development (Internal) eg.
Student Unions, Student Led Support, Peer Networks & Events

Student-Led Infrastructure Development (External) eg.
Student Hubs

Innovative Practice
Eg. ‘Uni Popshop’, Innovation Partnership work, Cluster Partnerships, SEE Platform, Train the Supporter

Influencing Curriculum – both directly and indirectly; nationally & internationally

Our Global Work - GSEN
52 members 50 countries

Progression of universities as recognised leaders in SE infrastructure development
SEE Change
Thailand, Spain, India, Canada, USA, New Zealand

Growing scope for job opportunities and career paths in social enterprise
THANK YOU
We’re happy to talk further!

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