

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

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 for social  
entrepreneurs

# A world where people act to make it better...

**We call these people social entrepreneurs.**



# UNLTD'S WORK

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## 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

# 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

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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

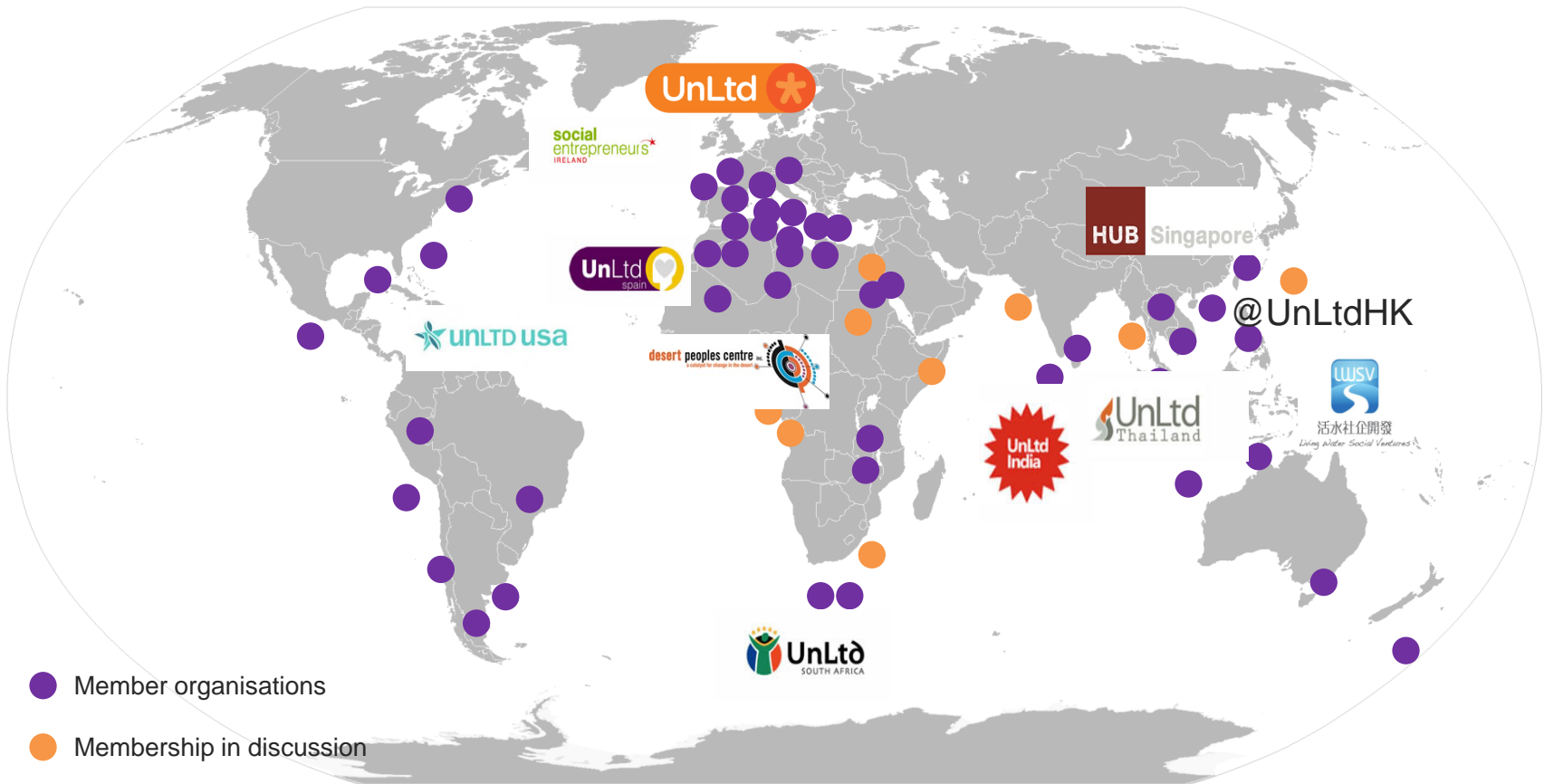
**BIGVENTURE  
CHALLENGE**  
match challenge  
30 pa

**FAST GROWTH>>>**  
£20000  
30 pa



# A rapidly expanding global network...

With already 52 GSEN members creating impact in 50+ countries



# 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

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**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





# WHY SOCIAL ENTREPRENEURSHIP IN HIGHER EDUCATION?



In the UK: part of our Funder's strategic plan

HEFCE – the Higher Education Funding Council for England

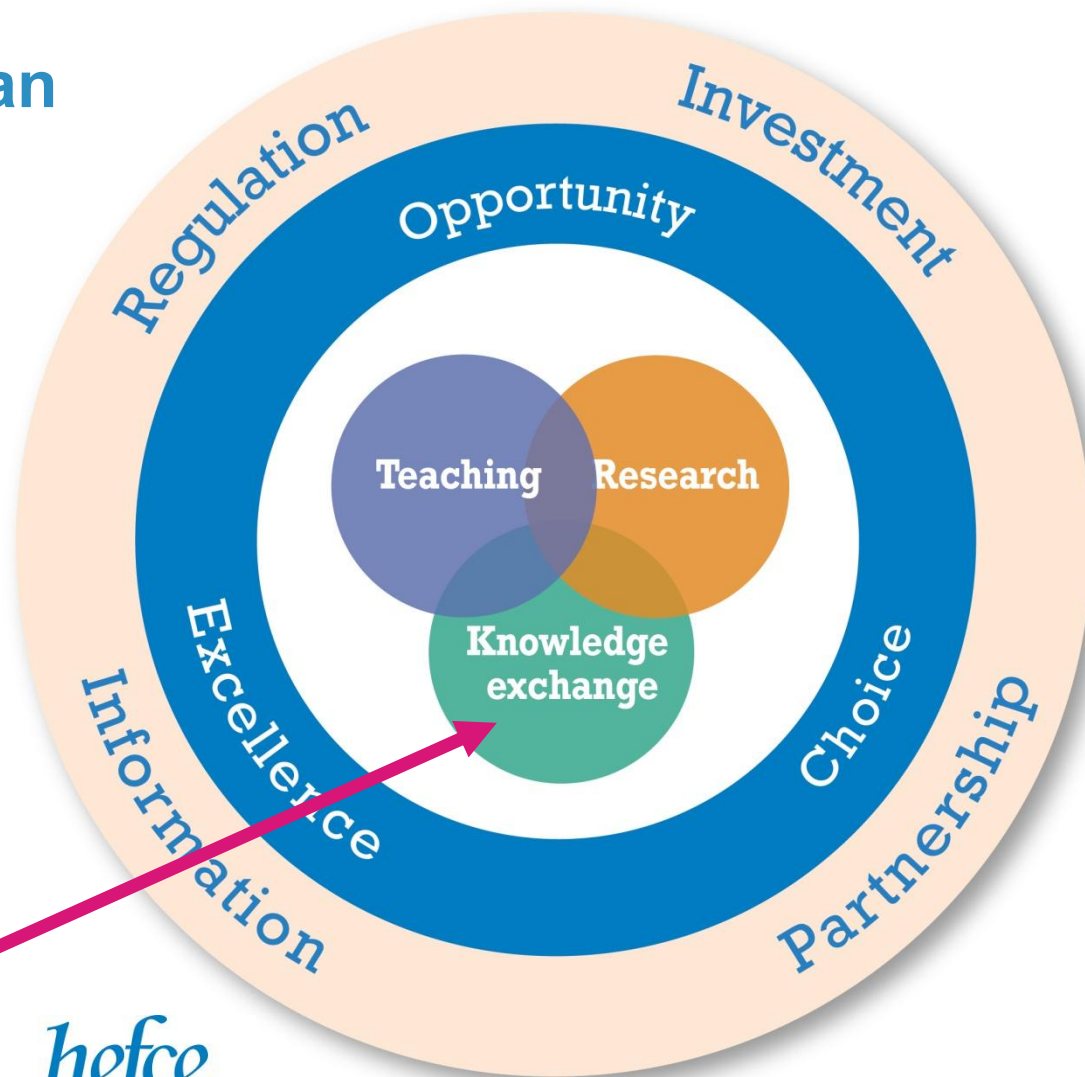
Social

Entrepreneurship

is a key and growing element of the HE

Sector's

knowledge exchange work



# WHY SOCIAL ENTREPRENEURSHIP IN HIGHER EDUCATION?

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- ✓ *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

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## 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

[SEE Change !\[\]\(5eb1325dfdc3f1cad8426726c0db51cd\_img.jpg\)](#)**2009**

'Dare to be Different'  
Higher Education Social  
Entrepreneurship  
Programme

**2012**

Higher Education  
Support Programme

**2013 - 2015**

SEE Change Programme

**2014**

International work begins

**70 HEIs**

Referral Partners  
200 Awards

**56 HEIs**

Direct Delivery  
Partners  
Capacity Building  
Programme  
750 Awards

**59 HEIs**

Direct Delivery  
Partners  
Capacity Building  
Programme  
550 Awards

**HEIs & Wider  
partners**

Ecosystem Build  
18 universities and 47  
other partners  
Infrastructure  
development

# OUR APPROACH

Peer-to-peer learning  
and collaboration

Draw on successful  
examples

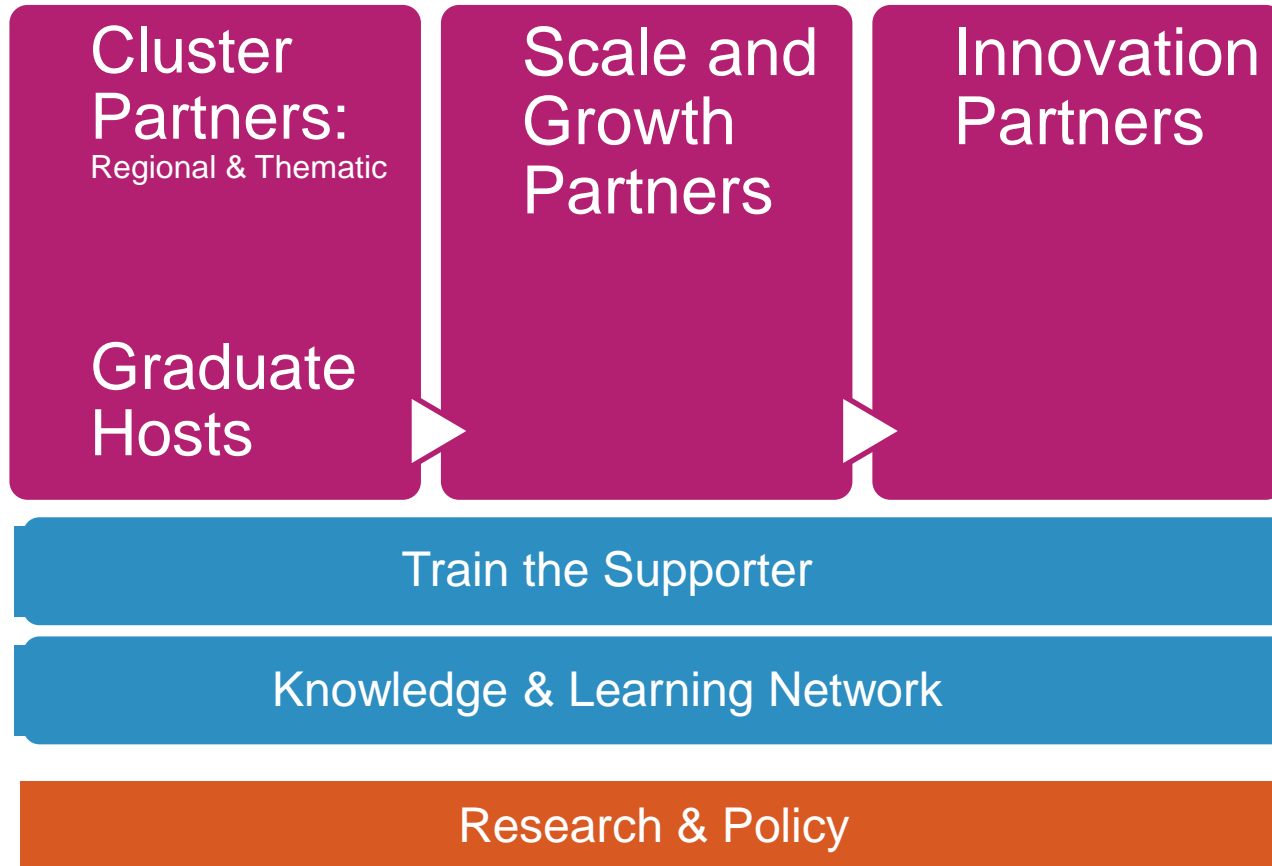
**AN EFFECTIVE  
ECOSYSTEM OF  
SUPPORT AND CASH  
AWARDS**

Build knowledge,  
capacity, processes  
and resources

Develop external  
networks



# SEE CHANGE – STEP CHANGE



# PHASE 3

## SEE Change Partners

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- £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

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## 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

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social entrepreneurship in education



ABOUT US



RESOURCES



BLOGS/FORUMS



EVENTS



CONTACT US

# The Results So Far...

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## 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?...

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- **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

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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...

UnLtd



for social  
entrepreneurs



# OUR JOURNEY SO FAR

Adopt, Adapt, Embed, Amplify

Dare To Be  
Different

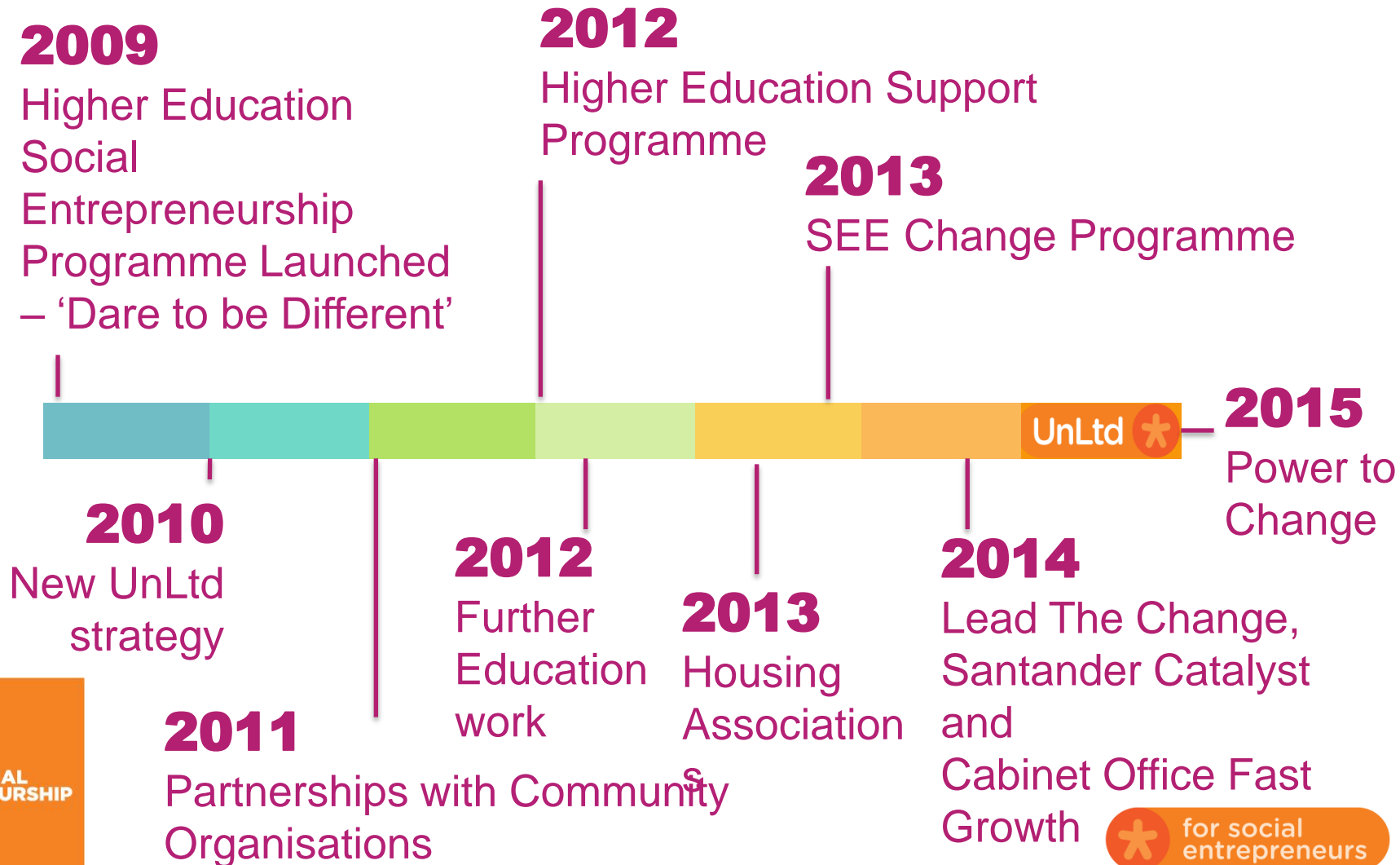
HE Support

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





# KEY AREAS OF SUCCESS

SEE Change 

**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

**Growing scope for job opportunities and career paths in social enterprise**

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



# THANK YOU

We're happy to talk further!

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