



TURNING IDEAS INTO ACTION

Charlotte Young

Chair, School for Social Entrepreneurs, UK

TWO APPROACHES



- Focus on organisations – social enterprises
- Focus on people – social entrepreneurs
- Differences in scale of ambition, resources involved, timescales and outcomes

WHO ARE THE SOCIAL ENTREPRENEURS?



- Recognise a social need, take responsibility for action, forge a workable but novel solution
- Networkers & support-builders, broad thinking passionate risk-takers, driven & focused
- Implications – not managers, group-think, unreasonable demands, know themselves
- 2 types of people attracted

WHAT DO THEY ACHIEVE?



- Examples:
 - Chrissy Townsend
 - Paul Hodgkin
- Charities, businesses & initiatives for meeting social needs
- High-minded and hard-headed
- Ripple effect on communities & society
- But not appropriate for short-term service delivery

WHAT DO THEY NEED?



- Traditional learning approaches inappropriate
- Project support and learning about self
- Want practicality, like-minded people, support/challenge, emotional/rational, comparisons & results
- Year-long, intermittent, project-based, flexible, highly interactive, expert witnesses, action learning sets, mentors, tutors

WHAT IMPACT?



- Immediate Results - confidence, self-insight, concentrated experience, networks, credibility/ legitimacy
- Local Results - Jobs created, problems addressed, economic viability, generation of trust
- Wider Community Results - Ripple effect, change citizens' role in society

CITIZENS' ROLE IN SOCIETY

Impact of different groups

High

**CAPABLE
INDIVIDUALISTS**

**Impact neutral – little
cost to society, but
little contribution**

**WILLING & ACTIVE
CITIZENS**

Net contributors

Level of
Capability

- Education
- Buying power
- Resourcefulness

**DISENGAGED OR
DISENFRANCHISED**

**Net cost to society or
fall through cracks**

**WILLING BUT NOT
ACTIVE**

**Potential resource –
realised the problems,
want to help solve them**

Low

Low

Degree of Willingness to make
contribution to wider society

High

HOW CAN WE GRAB THE MOMENT?



- Start with individuals for long-term change – keep social enterprises for service delivery
- Focus on small-scale specific needs
- Understand why bottom-up works – community need, little successes, confidence and autonomy, viral learning more than “roll-out”
- Change people’s relationship with society – from unwilling & unable to willing & able
- Build a society of trust