

# Social Entrepreneurship for Inclusion

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**Nicosia, 19.09.2018**

# Understanding Social Enterprises

- Social Enterprises are businesses with social objectives:

“A business with primarily social objectives whose surpluses are principally reinvested for that purpose in the business or in the community, rather than being driven by the need to maximize profit for shareholders and owners.”

# Inclusive Social enterprises

- A social enterprise has all the basic features of the "normal " enterprise,
  - It produces and sells goods and services,
  - employs people,
  - generates profit for owners or shareholders,
- '***Social***' indicates
  - There is profit, however there is no effort for maximization.
  - Combination of economic objectives with social objectives.



# SEs as opportunity for inclusive growth



- **Reduced poverty:** pursue social or environmental objectives
- **Entrepreneurship:** operate on business principles
- **Sustainability:** independent of governments, aim for financial sustainability
- **Shared values:** reinvest profits back into business model
- **Innovation:** Represent innovation from the status quo
- **Inclusive jobs:** employ rural poor, youth, women, disabled
- **Flexibility:** nimble and adaptable, close to BoP customers
- **Supports value chains:** integrates grassroots organizations

# Challenges of SE

- Lack of personnel in NGO with professional business experience
- Financing
  - Double 'bottom line'
  - Limited understanding
  - Restriction on private benefits
  - Familiarity
  - Type of entrepreneur

# Success Factors of SE

- Entrepreneur spirits
- Expectation for participants
- Recognition and support from the general public
- Government policy
  - Administrative barriers?
  - Promoting the concepts of social enterprises

# Snapshot of SE objectives

**Objective:** Expand low-income markets and inclusive jobs opportunities by supporting growth of the social enterprise sector to realize its potential to generate economic, social and environmental results for the social deprived groups/poor

Products and  
Services

Beneficiaries

Outcomes



## Governments

Innovative solutions to  
development challenges

## Social Entrepreneurs

Improved access to  
funding and capacity  
development

**Sustainable solutions to  
poverty** reduce costs to  
governments

**Growth of SE sector**, e.g.  
New social enterprises  
Improved SE results  
Women/youth entrepreneurs

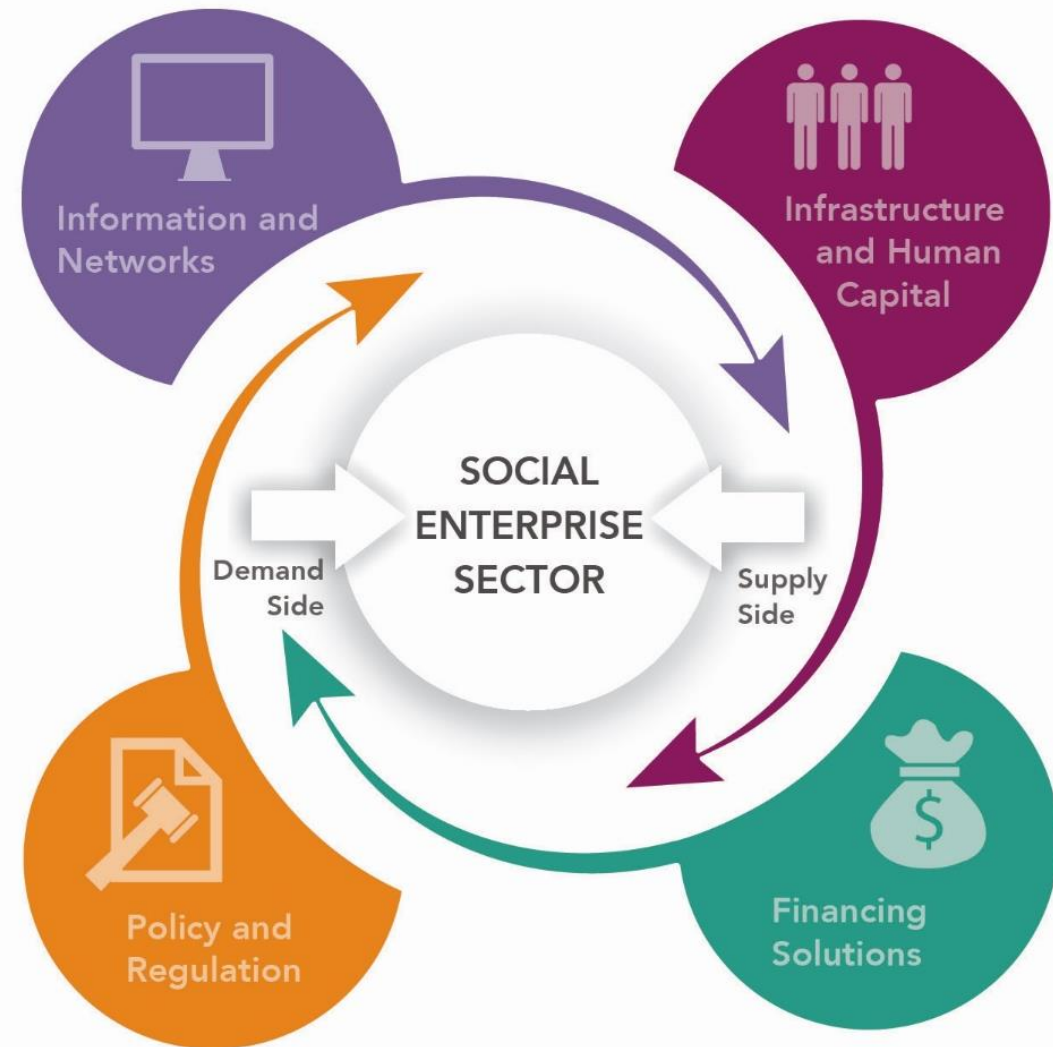
## Inclusion

Jobs for marginalized poor  
Improved service delivery



# Ecosystem Diagnostic Process

*Understand  
constraints and  
opportunities*





# Policy instruments to support SE sector



## Policy and Regulation

Strategic priorities

Regulation of:

- New markets
- Labor
- Business environment
- Standards
- Patents



## Financing Solutions

- Financial instruments
  - ✓ Social Impact Bonds
  - ✓ Vouchers
  - ✓ Development Impact Bonds
- Tax relief programs
- Grants and funds



## Infrastructure and Human Capital

- Internet and social media
- Supportive infrastructure
- Cellular networks
- Capacity building
- Incubator and accelerator support



## Information and Networks

- Promotion of SE networks
- Research and social impact
- Open government data
- Awareness campaigns

# Capacity Building

- Policy dialogue, public-private dialogue
  - Research on rationale for Government support to SE sector
  - Analysis of SE policies in other EU countries and not only (with the presentation of case studies; a primary work has already be done)
- Registry - Database of social enterprises
- Training Course for public sector officials on how to engage social enterprise sector in SDGs
- Capacity development of SE enablers
- Training for social entrepreneurs (F2F or e-learning)

# Learning & training towards achievement of SDGs

- Decentralized water treatment ATMs (Waterlife)
- Serviced Toilets (Sanergy)

Access to WASH



- Last mile grid connection (Barrio Electrico)
- Solar home systems (Mobisol)

Access to Energy



- Empowering Community Health Workers (Living Goods)
- Mobile Health Clinics (Rides for Lives)

Last Mile Quality Health Access



- Specialized clinics (salaUno)
- Telemedicine (Meradoctor)
- mHealth (Dimagi)

Affordable Health Services



- Low Cost Chain Schools (Bridge)
- Teacher Quality (STIR)
- School Ratings and Management (Gray Matters)

Improving Educational Outcomes



- Agriculture Productivity (Esoko)
- Media-based farmer education (Digital Green)

Agricultural Productivity



- Collect and aggregate evidence and lessons from social enterprise innovations
- Curate knowledge in a user-friendly format (briefs, how-to notes, case studies)
- Advance the SE research agenda with partners
- Disseminate through existing platforms like the Innovation Policy Platform

The screenshot shows the homepage of 'The Innovation Policy Platform'. The header includes the logo, a search bar, and navigation links for 'About', 'News', 'Contact', and 'Videos'. Below the header are four main navigation buttons: 'Browse by Topic', 'Select a Country', 'Statistics', and 'Communities'. The main content area is titled 'Inclusive Innovation' and features a section 'What is inclusive innovation?' with a brief description and a link to 'Expand'. Below this is a section 'Why is inclusive innovation important?' with a short paragraph. On the right side, there are social media icons for Facebook, Twitter, Google+, LinkedIn, and YouTube, followed by a 'Table of Contents' section listing 'Open Science', 'Green Innovation', 'Inclusive Innovation', and 'Smart Specialization'.



## Support livelihoods opportunities and job creation for marginalized poor

- [illegible]



# Inclusive Solutions for Skills Building



Learning  
Centers

**VET programmes:** Vocational training for schools dropouts

**Learning Centers:** Science/math training to prepare low-income youth for college entrance

**Center for Digital Inclusion:** ICT courses and Internet access for marginalized poor

Skills  
Outsourcing

**iMerit:** provision of Human-Assisted computing services, while also helping raise people above the poverty line through upskilling and the creation of digital jobs

Financing  
Upskilling

**UpSkill:** Finances technical/vocational training, job placement. Students repay 22.5% of their salary when they enter paid six-month internships after completing their training.

**FinApp:** Online platform enables lending to low-income people. Job-linked training for youth provides rural people in the informal sector with skills.

Skills Matching  
Platforms

**Online platforms:** web/mobile platform to connect employers and informal sector workers (e.g. maids, cooks, drivers, etc.). Job seekers have access to better paying, closer job opportunities that are easily and cheaply available on their mobile phones.

**In Cyprus exists one such platform for Asylum seekers.**



# Refugees and Migrants



## SE Solutions to address the cycles of poverty that begins in refugee camps

- Improve employment opportunities (improve skills and employability of refugees, support refugee entrepreneurs, integrate refugees in local labor markets)
- Address the service delivery challenge at scale (sustainable, clean, low-cost, refugee-powered solutions)
- Improve security and reduce violence against women and children
- Promote access to finance through SEs
- Crowd-in private sector solutions
- Build Government capacity to partner with SEs



# Contact details

Questions, ideas, comments ...

**are welcome !**

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