



社會創業論壇
Hong Kong Social Entrepreneurship Forum

Social Entrepreneurs Newsletter

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Why You Should Join the Social Enterprise Summit

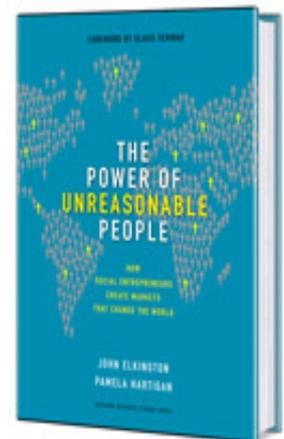
November 19-20, 2010

The third annual Social Enterprise Summit (社企民間高峰會) will be held in Hong Kong next month. This meaningful and exciting event is not for everyone. The fact that it is a 2-day event commencing on a Friday would mean that anyone intending to attend will have to take a day off in a 5-day work week. There have to be some compelling reasons for one to make the decision. What could these compelling reasons be? Here are some of them:

1. *You Want to be an Unreasonable Person*

The Summit has been designed for unreasonable persons and attempts to turn reasonable persons into unreasonable ones. This insight has come from George Bernard Shaw who said in the last century that **“The reasonable man adapts himself to the world; the unreasonable ones persist in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man (and woman of course).”**

By this definition, social entrepreneurs all over the world have been unreasonable persons. Indeed, two leading social entrepreneurs have written a book bearing exactly this title: **The Power of Unreasonable People: How Social Entrepreneurs Create Markets that Change the World** by John Elkington and Pamela Hartigan (2008). By attending the Summit, you will have the opportunity of meeting a lot of unreasonable persons and hopefully you will become one in due course.



2. *You Aspire to Become a Changemaker*

Changemakers are people who have the courage, passion and ability to effect positive change in society.

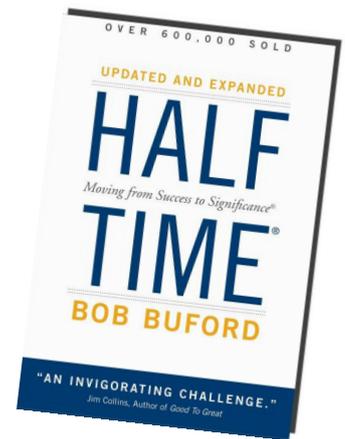
“Everyone a Changemaker” is the vision of the world’s leading organization of social entrepreneurs, Ashoka: Innovators for the Public, whose founder, Bill Drayton, has elaborated the idea in his booklet **Everyone A Changemaker: Social Entrepreneurship’s Ultimate Goal**.

“The greatest value of social entrepreneurs”, Drayton wrote, **“is not so much the success of the projects, products/services, enterprises, programs, or solutions to social issues, but the impact they collectively create on enabling and inspiring ordinary people to become a changemaker themselves.”**

The Summit will attract a lot of changemakers and it will in turn inspire more people to become changemakers.

3. You Want to be a Half-timer

The concept of 'half-time' has been popularized by Bob Buford who wrote that **"One of the most common characteristics of a person nearing the end of the first half (of the game of life) is that unquenchable desire to move from success to significance."** Buford believes the second half of your life can be better than the first. Much better. But first, you need time to figure out what you want to DO with the rest of your life.



In Halftime, Buford focuses on this important time of transition - the time when, as he says, a man moves beyond the first half of the game of life. It's halftime, a time of revitalization and for catching a new vision for living the second half, the half where life can be lived at its most rewarding.

One line sums up the book beautifully: **"Stop counting the years and start making the years count."** If you would like to meet fellow half-timers, or serious about making the years count, you should join the Summit, pure and simple.

4. You Care about the Development of Social Entrepreneurship in Greater China

The annual Summit has become the hub of exchange and interaction of social entrepreneurs and their supporters in the Greater China region. We are expecting 200 to 300 delegates from mainland China, Taiwan and Macau. You will not only be able to learn about inspiring cases from different parts of the region, you could also explore with fellow delegates on how you could make a positive contribution to the development of social entrepreneurship in Greater China. The field is fast expanding with multiple challenges and opportunities waiting for you to make a difference.

5. You Want to be Inspired by Leading Social Entrepreneurs

At the Summit, you will have an up close and personal encounter with a large number of leading social entrepreneurs from different parts of the world. They are just ordinary people like you and me, but they have achieved extraordinary results in a variety of areas impacting on millions of lives. You are unlikely to learn any specific skills from them, you might not even remember their operational models, but you will definitely be touched and moved by their passion and commitment to change the world for the better.

6. You Want to Start Your Own Social Enterprise

If I have the authority to make rules, I would require that anyone who wants to start a social enterprise must attend at least two Summit in a row before doing so. Here are the reasons why:

a) He (or she) would have the opportunity to observe in close range what social entrepreneurship is all about, **especially what it takes to be a social entrepreneur**. If he has any doubts, he is encouraged to ask the social entrepreneurs present there in person.

b) He should try to **sell his idea to as many persons as possible** during the Summit. His audience is a

select group and should be sympathetic listener. He should try to gauge the response and questions to his presentation and make up his mind if the business idea indeed holds water.

c) Assuming he is successful in selling his idea, he should try to identify, recruit, or firm up anyone who might become his partner, investor, director, volunteer or potential customer. The Summit is a **great place for such networking** and if one does not manage to achieve anything significant during the Summit, the chances of success of his social enterprise will be very much in doubt.

In short, the two-day Summit could prove to be the most intensive and rewarding education for any aspiring social entrepreneur.

7. You Want to Contribute to the Development of Social Entrepreneurship

This would be the place to be. But you have a number of **important decisions** to make, such as:

- Should I invest in social enterprises, or social entrepreneurs, or platform organizations?
- What role should I play? Investor? Advisor? Knowledge volunteer? Networker? Etc.
- What areas should I focus on?
- How much time and money I should put in?
- How do I know I will make a difference?
- What organization should I join, if at all?
- Where and how to begin?

It will take more than two days to sort all these out, but the Summit will provide a convenient point to start with all the personalities and organizations in one place.

8. You are Young and Restless and Want to Change the World for the Better

A piece of advice from Buddha: **“Believe nothing, no matter where you read it, or who has said it, no matter if I have said it, unless it agrees with your own reason and your own common sense.”**

You might have heard or read about social entrepreneurs and social entrepreneurship, then there are good reasons for you to drop everything on these two days and join the Summit. First, you will feel the presence and inspiration of social entrepreneurship as a global movement. Second, you will feel connected to some leading minds who are changing the world. Third, you will feel the power of ordinary citizens defying all odds to effect positive social change. Finally, you could start reflecting on your common sense on what you really want to do with your life.

The Summit at a Glance

Date and time: November 19 & 20, 2010, 9am to 5.30pm on both days

Dinner with Leading Social Entrepreneurs: November 19, 2010 6pm to 9pm

Overseas and local speakers: over 40

Number of participants: 600 to 700

Pre-Summit programs and post-Summit visits to social enterprises: over 10 options

Registration Fee: Early bird - before Sept 30: HK\$550, after Sept 30: HK\$660

Special Discount to subscribers of this Newsletter: HK\$550 before November 5.

Quotes of the Fortnight
名句精選

"We exist for only one single purpose: so that more and more people discover their own power to make good things happen. We are building a network of participants, because we can't do this alone.

Pierre Omidyar

Video of the Fortnight

精選名片

多背一公斤

http://www.56.com/u83/v_NTUzM_TYxNjg.html

1 KG More -

Voluntourism in the Making



Book of the Fortnight

新書精選



This is the Chinese translation of The First 10 Yards: The 5 Dynamics of Entrepreneurship by Po Chung and Saimond Ip published in China.

To order a copy, please send by mail HK\$50 to Oscar at Unit A, 2/F, Ming Tak Centre, 133 Tung Chau Street, Kowloon. oscar@genesismarketing.com.hk

Website of the Fortnight

精選網站

<http://www.social-enterprise.org.hk/>

**Social Enterprise Summit
2010**

社企民間高峰會

**Full information
and registration form available.**

Don't miss it.