



社會創業論壇

Hong Kong Social Entrepreneurship Forum

www.hksef.org

Social Entrepreneurs Newsletter

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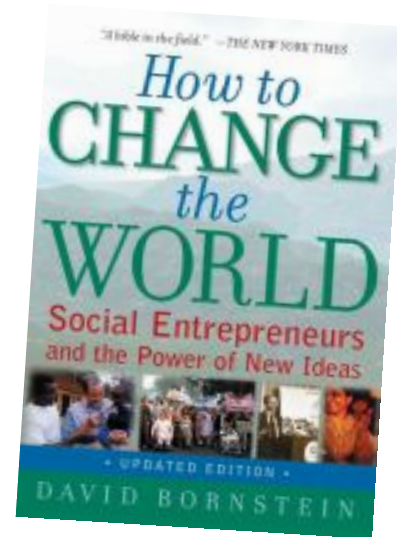
‘How to Make Sustainable Change Happen: Lessons from Social Innovators around the World’

A forthcoming talk by David Bornstein in Hong Kong, Saturday, November 12, 2011

This is simply a talk that readers of this Newsletter could not afford to miss. Let me tell you why.

Who is David Bornstein?

David is an author who focuses on social innovation. He is best known for his book **How to Change the World: Social Entrepreneurs and the Power of New Ideas** (Oxford: OUP, 2004) which has been described as the ‘bible’ for those who want to effect positive change in society. No reader would be left untouched after reading this book and it has changed the career and life of many people across the globe.



What business entrepreneurs are to the economy, social entrepreneurs are to social change. They are, writes David Bornstein, the **driven, creative individuals who question the status quo, exploit new opportunities, refuse to give up – and remake the world for the better.**

Inspiring Stories

How to Change the World tells the fascinating stories of these remarkable individuals – many in the United States, others in countries from Brazil to Hungary – providing an **In Search of Excellence** for the social sector. In America, one man, J.B. Schramm, has helped thousands of low-income high school students get into college. In South Africa, one woman, Veronica Khosa, developed a home-based care model for AIDS patients that changed government health policy. In Brazil, Fabio Rosa helped bring electricity to hundreds of thousands of remote rural residents. Another American, James Grant, is credited with saving 25 million lives by leading and “marketing” a global campaign for immunization. Yet another, Bill Drayton, created a pioneering foundation, Ashoka, that has funded and supported these social entrepreneurs and over two thousands like them, leveraging the power of their ideas across the globe.

These extraordinary stories highlight a massive transformation that is going largely unreported by the media: Around the world, the fastest-growing segment of society is the nonprofit sector,

as millions of ordinary people – social entrepreneurs – are increasingly stepping in to solve the problems where governments and markets have failed. *How to Change the World* shows, as its title suggests, that with determination and innovation, even a single person can make a surprising difference. For anyone seeking to make a positive mark on the world, this will be both an inspiring read and an invaluable handbook. It will change the way you see the world.

A ‘Bible’ for the Social Sector

The book has been translated into over 25 languages with multiple editions being published from New York to Milan, Moscow to Santiago, Beijing to Bangkok. By any account, this is by far the most influential book on the world social entrepreneurship movement in the past decade. It was written in a highly readable language, filled with moving live stories intermingled with sharp analyses and observations.

David is also a great speaker. He has been a central participant in leading public events focusing on social entrepreneurship in Canada, Mexico, the United States, France, Spain, Germany, England, Ireland, Switzerland, Colombia, Argentina, Brazil, Singapore, Taiwan and China. His articles and interviews have been published in 15 countries. He has served as a mentor to many social entrepreneurs, advised numerous foundations on strategy, and spoken to 300 audiences over the past six years.

David's writing and speaking about social entrepreneurship and social innovation has been credited in helping to accelerate the growth of this field globally.

High Praise for his Work

“A bible in its field,” Nicholas Kristof, The New York Times

“Wonderfully hopeful and enlightening.... The stories of these social entrepreneurs will inspire and encourage many people who seek to build a better world.”

- Nelson Mandela

“The social entrepreneurs chronicled in this book are part of the vital generation of independent, creative leaders who are sparking social changes in the United States and in parts of the world where people are most in need. We will be hearing much more from them in the years to come.”

- Bill Bradley

Former U.S. Senator

“Human progress has always been led by visionary individuals who seek a better future and dedicate their lives to realizing that promise. These social entrepreneurs tackle some of the world's toughest challenges with grit and determination. Bornstein has given us that rarest of gifts: a book about hope, courage, and the power of those extraordinary men and women who change the world.”

- Jeff Skoll

Founder and Chairman, Skoll Foundation

First President of eBay

“David Bornstein's book will touch the hearts and minds of many. I hope it will get the wide readership it deserves. Without the effort and energy of civil society the odds are against the fulfillment of all the development needs of today's world, especially the developing world.

Pick up a copy and spread the word!”

- Arminio Fraga

Former Governor of the Central Bank of Brazil

David Bornstein in Hong Kong

We are fortunate to be able to invite David to come to Hong Kong as a speaker for the Distinguished Lecture organized by HKU SPACE as part of the centennial celebration of the University of Hong Kong. Details are as follows:

Hong Kong University Centennial Celebration

Distinguished Lecture

Organized by HKU SPACE

David Bornstein



'How To Make Sustainable Change Happen: Lessons from Social Innovators Around the World'

Date: Saturday, 12 Nov 2011

Time: 2:30 pm to 4:30 pm (Registration starts at 2:00 pm)

Venue: Runway 11, AsiaWorld Expo

(transportation by Airport Express or X1 Tung Chung Express Bus)

Fee: Free Admission

For enquiries, please contact Ms Lit at 2867 8319 or send email to

cbfseminar@hkuspace.hku.hk

Do come to this lecture. Spread the word among your colleagues and friends.

Come with your spouse; if one of you were inspired to change your career and life, you will need all the support you can get from your partner.

To get a flavour of David's inspirational presentation, watch this short video

http://gelconference.com/videos/2010/david_bornstein/

**Please also read the following article in Chinese by K K Tse
published in Hong Kong Economic Journal
this week.**

伯恩斯坦：爲什麼要改變世界？

謝家駒 2011-09-26

過去三十年，英語世界中突然經常出現一句短語 **change the world**（改變世界），用來描述把世界變得更好的意願或行爲。書名中有這幾個字的著作也如雨後春筍般湧現。

David Bornstein 所著 **How to Change the World: Social Entrepreneurs and the Power of New Ideas**，便是一個很有代表性的例子。該書於 2004 年由英國牛津大學出版社出版，馬上洛陽紙貴，世界風行。香港大學今年一百周年校慶，香港大學專業進修學院也特別舉辦一個「傑出講座」的活動，邀請該書作者專程來港作專題演講。

該書出版不久，《紐約時報》便有評論指出，任何關注如何構建一個更平等及穩定的社會的人，這本書是必讀之選。並認爲熱心促進社會進步的人，已把它奉爲《聖經》。民權運動領袖曼德拉亦表示：「這本書振奮人心，予人莫大啓發……。這些社會企業家的故事將鼓舞和激勵很多人——那些尋求創建一個更好世界的人。」

社會改革者的聖經？

一本書被比喻爲聖經，大抵必須要滿足下列條件：

（一）廣泛流傳並有很多人精心細讀——不錯，這本書確實流通甚廣，至今已有至少二十五種文字的翻譯本，在發達國家及發展中國家皆有很多讀者。單是中文版也有兩個，分別在台灣及內地翻譯及出版。內地版書名就是《如何改變世界：社會企業家與新思想的威力》，（譯者是曾任職 IBM，微軟及 TCL 高層的吳士宏）。筆者最近數年在世界各地接觸到眾多的社會企業家及他們的支持者，幾乎全無例外地都有讀過這本書，不少更明言深受它的影響及感染。

（二）啓發人心及影響行爲——《聖經》之所以能夠有廣泛而深遠的影響力，是它能夠打動人心，移風易俗，導人行善，直接影響人的行爲。《如何改變世界》一書不可以說能有這樣的效果，但它的感染力也非同凡響，確實令到不少人讀後，未改變世界便先改變自己，對人生、工作、事業、擇偶等作出根本性的反思。

（三）以故事爲主體——像《聖經》一樣，這本書以故事爲主體，描述及分析世界各地多位社會企業家的創業過程及社會影響，不談抽象的概念及理論，因而更深入淺出，引人入勝。這些非凡的事跡讓我們看到了一個沒有被媒體大量報道的巨大變革。

（四）不是只讀一次的書——也像《聖經》一樣，這本書不是只讀一遍，便能完全吸收箇中真義，而是可以讓讀者在人生不同階段中反覆閱讀，每次都能有新的領悟。筆者五年前首次讀到此書，之後曾多次重溫，往往有新的體會。

伯恩斯坦概乎言之：「從商的企業家推動經濟發展；社會企業家則是推動社會變革。他們是那些爲理想驅動，有創造力的人，他們質疑現狀、開拓新機遇、不屈不撓，最終要重建一個更美好的世界。」這本書就是通過社會企業家的故事，展露人類社會新的希望。正如其標題所顯示的，《如何改變世界：社會企業家與新思想的威力》要告訴我們的是，憑決心和創業精神，個人也能夠造出非凡成就。對那些追求在世上留下一個正面印記的人而言，這既是一本激勵讀物也是一本無價的行動指南。

筆者認爲，這本書的最大價值，在於幫助讀者反思一些根本性的問題，包括：爲什麼要改變世界？爲什麼我要參與改變世界？爲什麼我也有能力改變世界？

爲什麼要改變世界？——這個世界不夠美好、太多不平等、太多不公義、太多不必要的貧窮、飢餓、苦難。經濟發達的國家壟斷及浪費世界上太多的資源，財富過度集中，貧富懸殊日益尖銳，現有的經濟制度以利潤爲主導，並要以不斷強化及深化消費主義來維持利潤的增長，大大地扭曲了人類的真正需要。同時，我們清楚知道，現有的經濟及科技發展水準，我們有足夠的物質條件去解決大部分的社會問題，但是政府與及企業都沒有興趣及能力去改變現況，民間的力量正在填補這個真空。

爲什麼我要參與改變世界？——這當然是一個個人抉擇的問題。書中所介紹眾多的社會企業家，不是天生出來便要改革社會，他們所處的社會環境令他們深深感受到各式各樣尖銳的社會問題，他們的選擇可以很多，包括：視而不見，不聞不問；接受現實，逆來順受；逃避問題，遠走他鄉；等待政府或其他機構採取行動等等。

但他們沒有這樣做，反而挺身而出，敢為天下先，以一己之力，發揮創意，聚力量、面對問題、面對挑戰、從無到有、從小到大，戰戰兢兢，一點一滴地去改變現狀。大文豪蕭伯納在上個世紀曾說：「講道理的人（reasonable man）只懂得適應社會，不講道理的人（unreasonable man）要社會適應他，因此，社會的進步是不講道理的人努力的結果。」這可能是社會企業家最佳的寫照。

為什麼我可以改變世界？——本來可以答得很簡單：為什麼不可以？

但是長久以來，我們不相信普通人無權無勢也可以改變社會。人們習慣了認為政府、大企業、大集團、大思想家、大慈善家等才可以改變社會。過去三十多年來社會企業家在世界各地的湧現，「平凡創傳奇」蔚然成風，形成一股推動社會變革的龐大力量。

特別在孟加拉「貧人的銀行家」尤努斯於 2006 年榮獲諾貝爾和平獎後，平凡人也可以改變社會的觀念更廣泛地深入人心。再加上多個國際組織，不斷串連及宣揚世界各地的社會企業家，令到每一個投身社會變革的人，無論身處何方，都會感到絕不孤單，而會感覺到自己是一個超越地域推動人類社會前進的社會運動的一分子。

訊息很簡單而重要：你、我也可以改變社會。

伯恩斯坦 講座

2011 年 11 月 12 日 下午 2.30 - 4.30

亞洲世界博覽館

