



Social Entrepreneurship and Mainstream Business:

What's the Connection and Why Does it Matter?

There will be a luncheon seminar on June 28 which will focus exactly on this topic (details on page 3). It is the first attempt to systematically introduce to the business community why they should know more about the development of social entrepreneurship as a global movement and what they could and should do to support and collaborate with social entrepreneurs.

This is an ambitious attempt, and there will be more events and activities of this nature to be offered by the newly founded social enterprise, Education for Good, of which I am the Chair and Chief Education Officer.

The central question

Put simply, this is the question we will focus on:

Why should a business entrepreneur or executive be concerned about social entrepreneurship?

To answer this question, we have to address the following:

- *What is social entrepreneurship?*
- *How did it come about?*
- *How does a social entrepreneur differ from a business entrepreneur?*
- *Who are the social entrepreneurs?*
- *What kind of impact have they made on the society?*
- *How has it impacted on mainstream business?*
- *What has been mainstream business' response?*
- *What are the opportunities and challenges?*
- *What is happening in HK?*

Our challenge is to address these questions in such a practical and down-to-earth manner that they will resonate with the business audience. The following page gives a gist of our attempt.

What is social entrepreneurship?

The simplest answer is: Mother Teresa + Richard Branson



Or in plain English, **social entrepreneurship combines the resourcefulness of traditional entrepreneurship with a mission to change society.**

Or in another word, **“Social entrepreneurship” refers to the rapidly growing number of organizations that have created models for efficiently catering to basic human needs that existing markets and institutions have failed to satisfy.**

These might be words that business people would find easy to comprehend. Or are they?

How did social entrepreneurship come about?

Modern societies have become more and more complex since the Industrial Revolution. Along with rising productivity and standards of living, there also emerge more and more intractable social problems. Many of these problems require government actions to solve or alleviate; and indeed governments around the world have done a lot to tackle many of these issues. But some of them simply defy government interventions; or to put it in another way, sometimes government agencies might not have the capability or ingenuity to tackle these issues.

The business sector occupies a unique role in society. On the one hand, its activities generate much needed products and services, employment, income and wealth which generally benefit the whole society. On the other hand, however, it also creates new social issues that might have an adverse effect on the society, such as excessive consumption, income polarization, environmental deterioration, etc. etc. The fact that the business sector is pivotal to the functioning of the society often magnifies both the positive and negative impact that it generates. In recent decades, the growing attention to Corporate Social Responsibility contributes to mitigate some of the negative effects. But on the whole, these efforts are grossly inadequate to address the many pressing social issues that are threatening the harmonious functioning of society.

Enter the social entrepreneur

It is in this context that social entrepreneurs have emerged and have begun to play an ever-increasing role in addressing some of the burning social issues of our times.

Please join us at the June 28 luncheon seminar to continue the dialogue with the business community.

SOCIAL ENTREPRENEURSHIP & MAINSTREAM BUSINESS: OPPORTUNITIES & CHALLENGES TO BUILD A BETTER WORLD

TARGET PARTICIPANTS

Entrepreneurs, business executives, professionals and anyone who wants to make a CHANGE.

SEMINAR OBJECTIVES

- To introduce to you the immense changes social entrepreneurship has brought to the world
- To enable you to appreciate the wind of change in mainstream business towards creating positive social impact
- To explore opportunities and challenges for social and business entrepreneurs to work together to create a better world

HIGHLIGHTS

- To learn why 'business as usual' is no longer an option
- To get inspiration on the wind of change: what some market leaders, like Nike & Walmart, are doing
- To know more on the trend: the next 10 years – what would business look like in hk and the world?
- To explore further: how you could work together to change the world?

REGISTRATION

Please deposit the admission fee into the bank account of

"Enspiral (HK) Community Interest Company Limited"
 Hang Seng Bank A/C: 220-053201-001

and send the receipt with the completed registration form to:

info@education-for-good.com

For enquiries, please kindly contact
Mr. CK Tse
 852 6029 3514
ck.tse@education-for-good.com

Date 28 June 2012 (Thu)
Time 12.30pm to 2.30pm
Venue HKMA W Haking Management Development Centre (14/F, Fairmont House, 8 Cotton Tree Drive, Central, Hong Kong)
Language Cantonese
Admission \$250 (light lunch)

SPEAKERS

— Dr. K K Tse

Founding Chair
Hong Kong Social Entrepreneurship Forum
 Co-founder
Dialogue in the Dark HK Ltd

KK (Ph.D., MBA) is a retired management consultant now having a second career in promoting social entrepreneurship in HK and China. He had previously held senior executive positions at the Lam Soon Group and Shui On Group before setting up his management consulting firm K K Tse & Associates in 1992. He had published and lectured widely on management topics and is author/editor of six books on social entrepreneurship.

— Mrs Rebecca Choy-Yung

Executive Director
Neway International Trade Fairs Ltd.
 Vice President
Hong Kong Women Professionals & Entrepreneurs Association

Rebecca (B Soc.Sc., MBA) has 30 years of experience in organizing international exhibitions & conventions in HK, USA, Europe, China and Asia. She excels in organizing shows for a wide spectrum of industries, including jewelry, consumer products, education, etc. Rebecca has a strong passion and experience in providing training for various professions. She is a much sought after speaker on such topics as "Successful Women", "Entrepreneurship / Business Management", etc., for corporations and charities.