



社會創業論壇
Hong Kong Social Entrepreneurship Forum

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Social Entrepreneurs Newsletter

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Introduction to Social Entrepreneurship *At the Good Lab*

The Good Lab – *where minds and actions meet* has been open this month (www.goodlab.hk).
(Please refer to Newsletter No.123 for an overview of the worldwide Hub movement.)

The Good Lab is the ‘hub’ for people who have dreams to change the world. It is a space of some 20,000 sq.ft. in a building just five minutes’ walk from Cheung Sha Wan MTR station. It houses the headquarters of a number of innovative organizations closely engaged in social entrepreneurship and social innovation. They include Hong Kong Social Entrepreneurship Forum, Make a Difference (MaD), Social Ventures Hong Kong, Social Enterprise Summit Secretariat, Dialogue in the Dark Academy, Education for Good CIC, and SE Book Hub. It also offers space and membership for individuals who want to work in an environment where they could benefit from ideas, stimulation, feedback, challenges, networking, collaboration opportunities and mentoring.

If you have ideas, plans, expertise or resources you want to contribute to design or create a better world – you simply could not afford not to be part of the Good Lab community.

The address is 1/F The Sparkle, 500 Tung Chau Street, Cheung Sha Wan, Kowloon (5 mins walk from Cheung Sha Wan MTR station)

Contact Tel. No. 852 3996 1933 or info@goodlab.hk

Introductory Seminars on Social Entrepreneurship and Social Innovation

During one of pre-opening focus group forums, some participants suggested that there should be some introductory seminars on social entrepreneurship and social innovation to enable prospective users or members of the Good Lab to have a better appreciation of these ideas. Responding to this demand, **Education for Good CIC** has teamed up with the Good Lab to offer two introductory seminars with details as follows:

	Introduction to Social Entrepreneurship	Introduction to Social Innovation
Speaker	Dr. K K Tse, Founder, Education for Good, Director, The Good Lab	Ms Ada Wong, Founder, MaD, Director, The Good Lab
Date	23 August 2012 (Thursday)	18 September 2012 (Tuesday)
Time	7:00pm – 9:00pm	7:00pm – 9:00pm
Admission	\$100 (Free of charge for The Good Lab members)	\$100 (Free of charge for The Good Lab members)

Challenges of an introductory seminar

Although social entrepreneurship might sound a familiar subject to readers of this Newsletter, it is quite a challenge to do a good introduction. By ‘good’, I mean at least four things:

- a) Concise – minimum use of words to convey the meaning and significance of the subject. Not easy to do at all.
- b) Inspiring – the purpose of the introduction is to inspire, not just to impart knowledge.
- c) Easy to remember and retell – the acid test is that the participants of the introductory seminar are able to present the ideas in their own words without much loss of meaning.
- d) A call for action – those who attended the seminar would feel the urge to do something, to contribute to the movement, to make a difference themselves.

It is apparent that this a major challenge. I would like to encourage all those who think they have already known something about the subject to come along to the seminar for the following purposes:

- a) To test your understanding of the subject, or better still, contribute to enrich the discussion;
- b) To give me feedback on how I will be doing in terms of the four criteria above (I would be most grateful and you will be doing a great service for my future audiences); and
- c) This is the most important – to explore whether or not you will be able to give the presentation to your circles of friends, colleagues, or associates. Indeed, we are looking for individuals who are capable of doing this for different groups of audiences.

Presentation overview

In what follows, I will highlight the flow and key ideas of the presentation.

The WHY of Social Entrepreneurship

I would emphasize that social entrepreneurship does not begin with definitions, nor with theories, capital or even social enterprises. **Social entrepreneurship begins with social issues.**

Then I will stop my presentation and ask the audience: **What are the top three social issues you are most concerned about?** I would ask them to write them down and share among small groups. I would like to hammer the point that if someone is not passionate about tackling a social issue, social entrepreneurship would be irrelevant. After the group discussion, I would sum up by saying that social entrepreneurship is about tackling social issues; it refers to the actions and practice of individuals and teams coming up with innovative and sustainable solutions to world’s most pressing problems.

WHO are the Social Entrepreneurs?

Here I would just give examples and let the actions and solutions speak for themselves. For example,

- Muhammad Yunus (Bangladesh) – tackling poverty by creating scalable systems to provide micro-credit
- Wendy Kopp (USA) – providing high-quality education for disadvantaged groups by mobilizing graduates of elite universities to teach in under-resourced schools
- Dr. V (India) – eliminating unnecessary blindness by providing free eye surgery to the poor subsidized by well to do patients
- Andreas Heinecke (Germany) – providing dignified jobs to visually impaired persons by showcasing their talents in Dialogue in the Dark programs
- Brian Donnelly (New Zealand) – providing affordable housing to low-income groups by creating innovative financing models

Business Entrepreneurs and Social Entrepreneurs compared

I have developed a table contrasting the two, the gist of which is the following:

	Business Entrepreneurs	Social Entrepreneurs
Motive	Personal fortune	Social benefits
Vehicle	Wealth creation	Solving social issues
Personal gain opportunities	Huge	Minimum or none
Risks of failure	High	Extremely high

WHY would someone want to be a social entrepreneur?

I would throw this question to the audience and ask them to brainstorm possible answers. Their responses will be captured on the whiteboard or flipchart. I would stimulate them to think and sometimes comment on their responses. The purpose is to impress on them that social entrepreneurship is not for the light-hearted; it requires exceptional passion, determination, courage, commitment, resilience, leadership as well as business and management skills to succeed.

WHAT are the defining characteristics of a social entrepreneur?

I would present some well-known quotes on the defining characteristics of a social entrepreneur. These are given by people who have studied them or have extensive working relationship with them. Then I will present my own observations of the eight major dimensions of a successful social entrepreneur, namely,

- Passion for life
- Passion for a specific cause
- A vision of impact
- An innovative business model
- Harnessing social marketing and guerrilla marketing
- Resourcefulness
- Building a winning team
- Creating an entrepreneurial board

HOW to become a social entrepreneur?

I have developed a self-assessment tool for the participants to take a hard look at themselves. It is a 1-page questionnaire which can be completed on the spot. The overall score could immediately indicate the readiness of a person to embark on the journey of social entrepreneurship. This assessment tool has also been designed as a roadmap for preparation. The participants could make use of it to plan the next steps.

Concluding exercise

The introductory seminar will conclude by inviting everyone to give a 1-minute presentation on what they understand by social entrepreneurship. There will be prizes for three of them who in my view have been able to capture the essence of the subject. The prizes are three books I consider to be the best introduction to the field. Of course those who do not receive the prize could buy the books themselves.

What about the Good Lab?

I will end the seminar by briefing the participants on how the Good Lab could assist them if they are interested in pursuing opportunities in the area of social entrepreneurship. This will followed by a guided tour of the Good Lab facilities and introduction of the staff in charge.

I look forward to seeing you at the seminar. Details on the next page.

Date: 23 August 2012 (Thu)
Time: 7:00pm to 9:00pm
Venue: The Good Lab
(L1, The Sparkle,
500 Tung Chau Street,
Cheung Sha Wan)
Language: Cantonese
Admission: \$100 (Free of charge for
The Good Lab members)



Good Introductory Seminar Series I Introduction to Social Entrepreneurship

"Social Entrepreneurship" is a hot topic in the Hong Kong society in recent years; many people treat this as the solution to social problems like poverty. Even the Chief Executive CY Leung has suggested allocating \$500 million from the Lotteries Fund to form a Social Enterprises Development Fund to provide loans to social enterprises in July.

So what "Social Entrepreneurship" is about? Can I get involved with it?

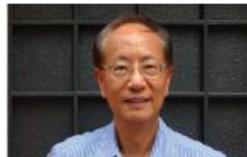
Education for Good CIC Ltd. is going to offer you an opportunity to understand more about social entrepreneurship. Do come and join the event if you want to:

- Learn more about the worldwide trends and local development of Social Entrepreneurship
- Make **positive changes to the society**, no matter it is big or small
- Get in touch with **passionate people**

SPEAKER

— Dr. K K Tse

Founder & Chief Education Officer
Education for Good CIC Ltd.



Dr. KK Tse was a senior executive with the Shui On Group for ten years before founding his own management consulting firm, K K Tse & Associates. Since his early retirement in 2000, he has been active in studying and promoting social entrepreneurship in Hong Kong. He is the Founding editor of the bi-weekly, electronic Social Entrepreneurs Newsletter (now in its 130th issue) and the editor/author of six books on social entrepreneurship. He has been a member of the government-appointed Social Enterprise Advisory Committee since its inception. He is a Founding Director of the Good Lab and the Founder and Chief Education Officer of the Education for Good CIC Ltd. which aspires to spearhead innovative and scalable educational programs on social entrepreneurship and social innovation.

REGISTRATION

Please deposit the admission fee into the bank account of
"Education For Good Community Interest Company Limited" (HSBC A/C: 023-133176-838)
and send the receipt with the completed registration form to: ck.tse@education-for-good.com

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

Upcoming Good Introductory Series

Series II: "Introduction to Social Innovation" -- 18 September 2012 7:00pm-9:00pm

Series III: "Social Entrepreneurship 101 - Practical Skills for Social Enterprise" -- 4 October 2012 7:00pm-9:00pm

Sponsoring Organization Supporting Organizations