



# Intro to Social Entrepreneurship & Systems Change

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# Session Objectives

1

To provide a general introduction to Ashoka's EACH vision, social entrepreneurship systems change & Ashoka Fellows

2

To outline the systems change pedagogy used in the Dela Accelerator



Introduction

# Social Entrepreneurship

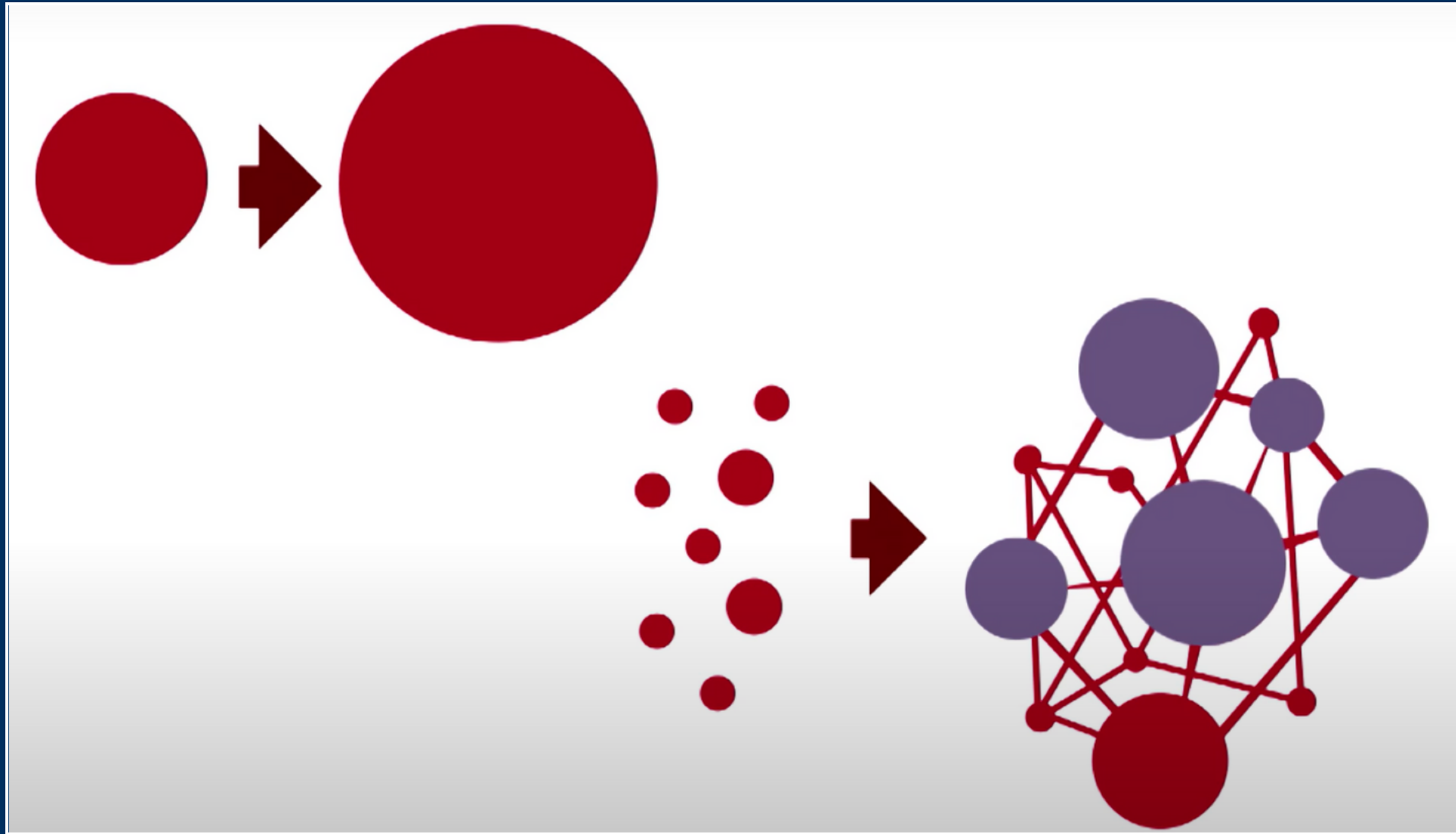
## Breakout Room Activity

1. Introductions- Name, organization, a problem you care about addressing
2. What has your experience been with social entrepreneurs so far?



Kreese Wesling, Elvis & Kreese

# Social Business & Social Entrepreneurship





“Social entrepreneurs are not content just to give a fish or teach how to fish. They will not rest until they have revolutionized the fishing industry.”

Bill Drayton, Ashoka Founder



# Social Entrepreneurs

Are **married to the problem** in the system, not to their solution

Positive, sustainable systemic change **requires everyone affected by that change to be empowered**

They know that **they can't solve the problem** they tackle just by themselves

The ultimate goal of social entrepreneurship is to empower **everyone to be a changemaker**



Introduction

# Ashoka Fellows

# 3.600 ASHOKA FELLOWS IN 92 COUNTRIES.



# WHAT CRITERIA MUST AN ASHOKA FELLOW SATISFY?



## A NEW IDEA

Is the solution innovative and suitable for a broader application?



## SOCIAL IMPACT

Does the idea address the root cause of a social problem, and is the solution developed enough that its impact is foreseeable?



## ENTREPRENEURIAL QUALITY

Is the entrepreneurial spirit strong enough to carry out the large-scale implementation of their idea?



## CREATIVITY

Is there enough creative potential available to overcome potential obstacles?



## ETHICAL FIBRE

Is the candidate trustworthy and free from hidden interests?

# Examples



**Albert Mollah**  
Access Bangladesh  
Foundation



**Pavitra Mohan**  
Basic Healthcare  
Services



**Jeroo Billimoria**  
Childline



**Darell Hammond**  
KaBOOM

Introduction

# Systems Change

# So many systems!



## Economic

- Local to international
- Legal (cars) and illegal (drugs)
- Formal (job market) and informal (marriage market)
- Elements: workers, companies, professional associations, entry policies, incentives, etc.



## Legal

- Local to international
- Topic areas (criminal law, traffic law)
- Case law, statutory law, law of the strong, laws of tradition
- Legislation, law enforcement, legal interpretation
- Elements: laws, police, politicians, judges, scholars, court proceedings, legal arguments, etc.



## Culture

- Areas: Ideologies, shared knowledge, arts (music, literature), language
- Aspects: how culture spreads and changes, how culture influences behavior, interplay culture and economics
- Elements: artists, places and institutions, social norms, values, prejudices, aesthetic preferences



## Social fabrics

- Families
- Circles of friends
- Neighborhoods
- Clubs, societies, associations



## Education



## Healthcare

# Quick-Fix-Itis leads to superficial “Solutions”.



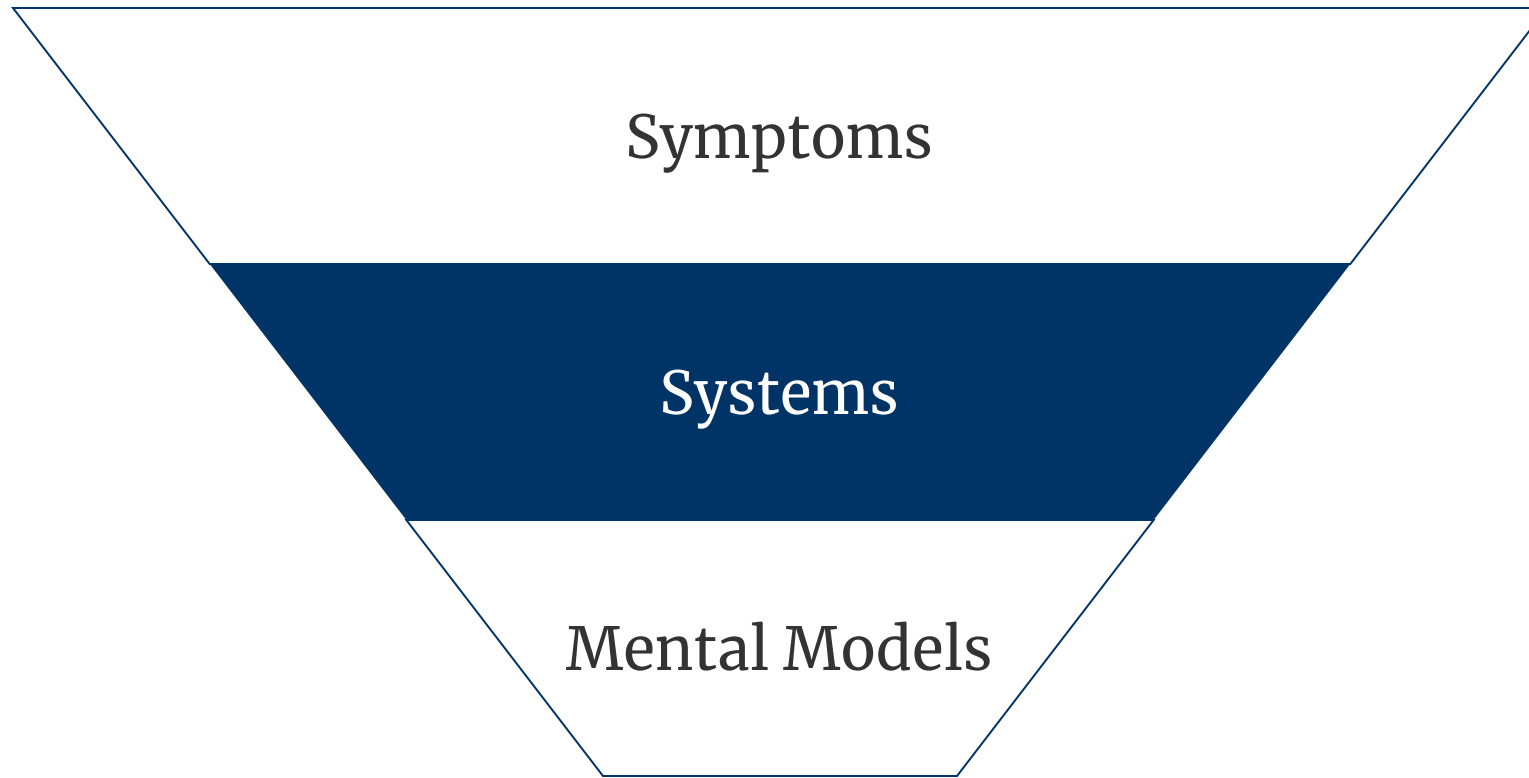
Problem



Solution

# We need to address the root causes of social problems.

Otherwise, the symptoms will just reappear.

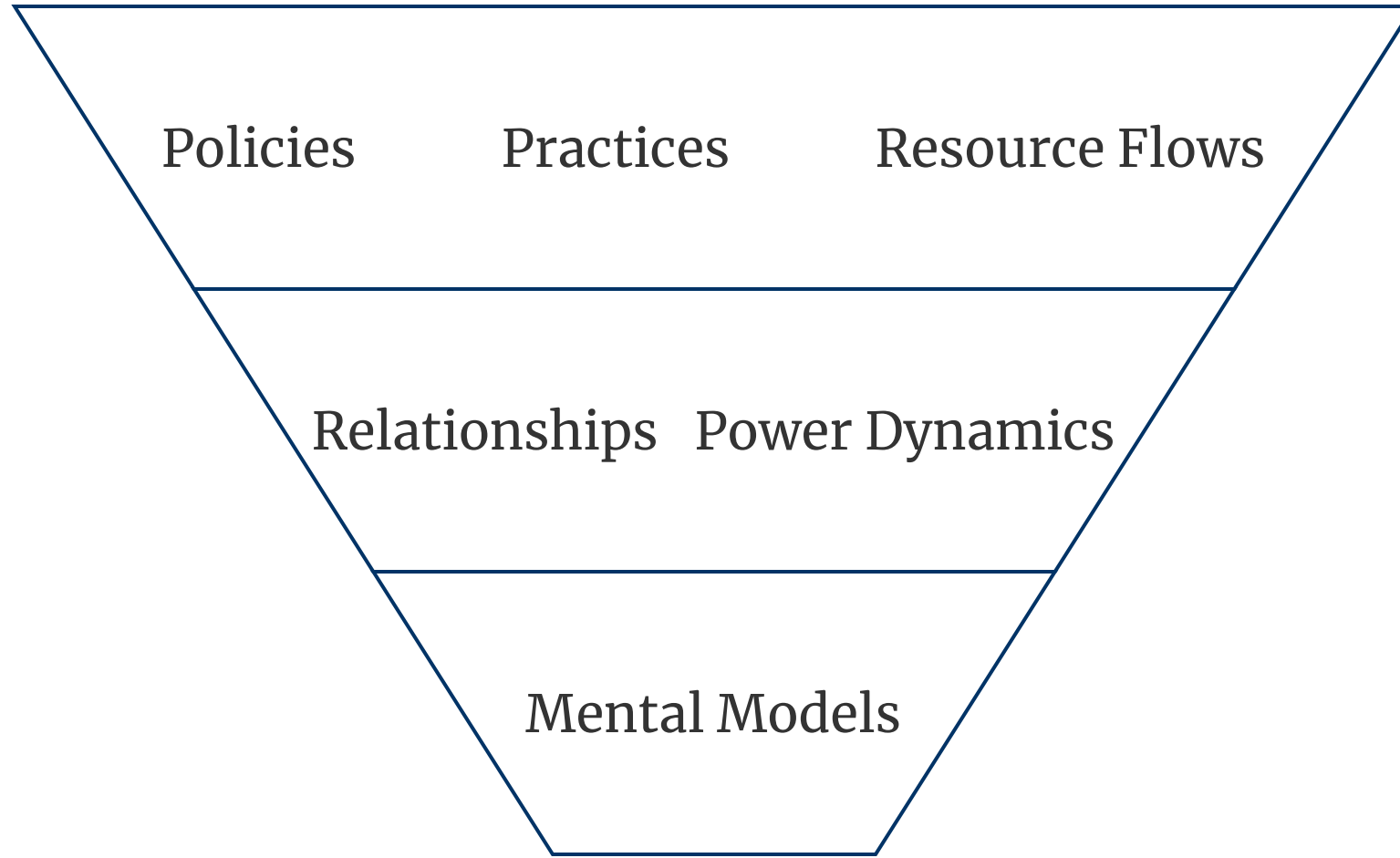




## **Breakout Room Activity**

Pick a problem you are aware of in the system, and work on identifying 2-3 root causes- underlying resource flows, policies, practices, relationships, power dynamics are at the root of it

# Six leverage points are particularly relevant.








"6 Leverage Points" by FSG

Introduction

# Dela Strategy Phase

What process have the Fellows gone through so far?

# Dela Strategy Phase Overview

				
The Problem	Root Causes	Vision	Solution & Endgame	Milestones
The thing you want to change, in very general terms.	The systemic causes for the Big Problem and which of these causes you focus on.	Your Vision in terms of system change that would take care of one of these root causes.	Important things that need to happen to make the Vision come true.	Solutions, Delivery models and Partnerships to achieve one Key Step. (Delivery Model).
EXAMPLE-				
Forests are getting destroyed.	There are not enough incentives to protect forests.	There will be value chains around living trees that provide livelihood to communities	The first value chain around living trees in Togo provides livelihood to communities.	Fill missing gap in value chain for products based on leaves of Moringa trees in Togo by establishing a quality standard (Solution) and licensing inspectors (Delivery Model).

Example based on Ashoka Fellow Nicolas Metro and his venture Kinomé

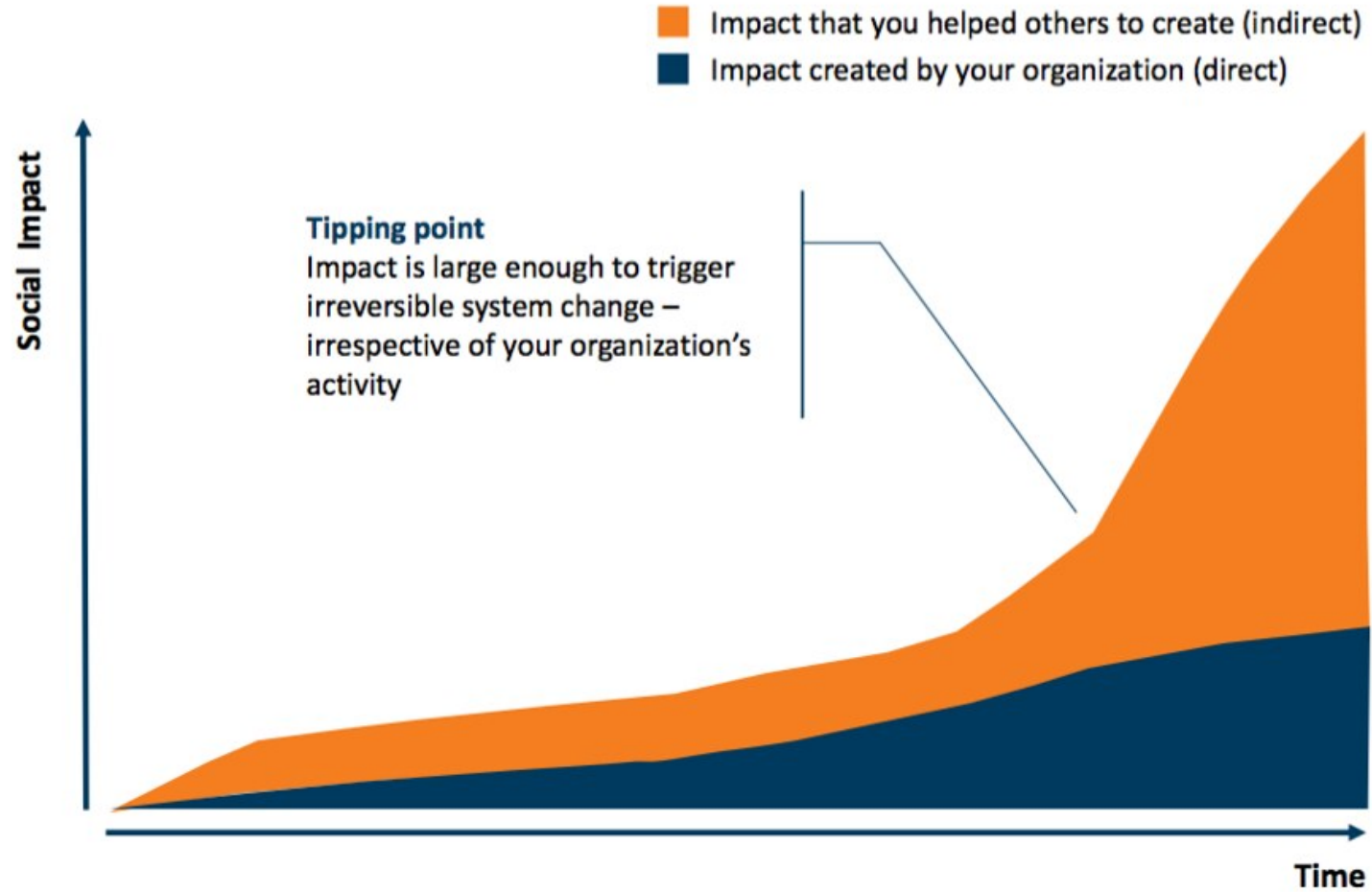


# Mantras

- ① **Aim for Systems change-** or the symptoms will reappear
- ② **Focus on Indirect Impact-** empower others to work with
- ③ **Open up-** it's all about the mindset

# Indirect impact is where the magic happens!

Systems change becomes possible once direct and indirect impact reach a tipping point.

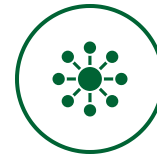


# Examples of Solutions, Delivery Models and Partnerships

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Advocacy (Access Bangladesh Foundation)



Creating networks (Childline)



Working in committees (Basic Healthcare Services)



Open Sourcing (KABOOM)

# Examples

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KaBOOM



What are some of your super powers that can help support this kind of work?

# What will help you best contribute to the social entrepreneurs?

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- **being open**, reading the strategy decks **to grasp the underlying problems** in the system and their approach, and recognizing these are not straightforward business strategies
- **offering time and mentorship or connections** from your network as you deem appropriate
- understanding that systems change is not about a 1 stop solution, or even neat or linear planning but looking at complex systems & their elements to make systems healthier
- **asking questions** to dive deeper into different elements of the strategy and ways to use indirect mechanisms to engage others and spread new models

Questions?

What are your main take-aways?