



_Social Entrepreneurship

AN OVERVIEW_

Dr. Loïc Pedras | MSc Management | Week 1
Applied Social Entrepreneurship



_Social Entrepreneurship

AN OVERVIEW_

Dr. Loïc Pedras | MSc Management | Week 1
Applied Social Entrepreneurship

This presentation is suitable for Gen Z

This presentation is suitable for Gen Z

 Reels

The Teaching Team

Instructor: Loïc Pedras - loic.pedras@novasbe.pt

The Teaching Team

Instructor: Loïc Pedras - loic.pedras@novasbe.pt

Teaching Assistant: Leonor Neto - leonor.neto@novasbe.pt

Teaching Assistant: Filipa Abrantes - filipa.abrantes@novasbe.pt

The Teaching Team

Each TA will be responsible for half of the groups

Your TA is your primary point of contact

The beginning



The beginning

• Born 🇫🇷 | grow-up 🇵🇹 | study 🇪🇸 🇨🇭 🇸🇬 🇦🇺



The beginning

- Born 🇫🇷 | grow-up 🇵🇹 | study 🇪🇸 🇨🇭 🇸🇬 🇦🇺
- PhD Institutional Complexity & Hybrid 🧐



The beginning

- Born 🇫🇷 | grow-up 🇵🇹 | study 🇪🇸 🇨🇭 🇸🇬 🇦🇺
- PhD Institutional Complexity & Hybrid 🧐
- Entrepreneurship, Innovation, Strategy ⚙️



The beginning

- Born 🇫🇷 | grow-up 🇵🇹 | study 🇪🇸 🇨🇭 🇸🇬 🇦🇺
- PhD Institutional Complexity & Hybrid 🧐
- Entrepreneurship, Innovation, Strategy ⚙️
- HBS, INSEAD 📖



The beginning

- Born 🇫🇷 | grow-up 🇵🇹 | study 🇪🇸 🇨🇭 🇸🇬 🇦🇺
- PhD Institutional Complexity & Hybrid 🧐
- Entrepreneurship, Innovation, Strategy ⚙️
- HBS, INSEAD 📖
- Nom. Teaching & Human Rights, Soul 🏆



The beginning

- Born 🇫🇷 | grow-up 🇵🇹 | study 🇪🇸 🇨🇭 🇸🇬 🇦🇺
- PhD Institutional Complexity & Hybrid 🧐
- Entrepreneurship, Innovation, Strategy ⚙️
- HBS, INSEAD 📖
- Nom. Teaching & Human Rights, Soul 🏆
- Travel 185 countries 🌍 (Skipper/Pilot)



The beginning

- Born 🇫🇷 | grow-up 🇵🇹 | study 🇪🇸 🇨🇭 🇸🇬 🇦🇺
- PhD Institutional Complexity & Hybrid 🧐
- Entrepreneurship, Innovation, Strategy ⚙️
- HBS, INSEAD 📖
- Nom. Teaching & Human Rights, Soul 🏆
- Travel 185 countries 🌍 (Skipper/Pilot)
- Proud member Academics Without Borders 😊



Previously on Impact

• Founder  SPORTIMPACT

Previously on Impact

• Founder  SPORTIMPACT

• European Commission Expert



Previously on Impact

• Founder  **SPORTIMPACT**

• European Commission Expert



• Advisory Board Member



Previously on Impact

• Founder  SPORTIMPACT

• European Commission Expert



• Advisory Board Member  WAVE CHANGER

• Expert on Social Innovation Challenge



Previously on Impact

• Founder  **SPORTIMPACT**

• European Commission Expert



• Advisory Board Member  **WAVE CHANGER**

• Expert on Social Innovation Challenge



• Projects  Tourism, Refugees, Education

Executive Positions



Welcome to the
Ice-Breaker 🤯



Welcome to the
Ice-Breaker 🤯



Write:

- A hobby
- A country you'd like to visit
- Do you like pizza with pineapple?

Don't write your name on it!

Classroom Guidelines

- Instructor/TA as part of the team

Classroom Guidelines

- Instructor/TA as part of the team
- Safe, collaborative, engaging environment

Classroom Guidelines

- Instructor/TA as part of the team
- Safe, collaborative, engaging environment
- Critical thinking

Classroom Guidelines

- Instructor/TA as part of the team
- Safe, collaborative, engaging environment
- Critical thinking
- Learning styles

Classroom Guidelines

- Instructor/TA as part of the team
- Safe, collaborative, engaging environment
- Critical thinking
- Learning styles
- Trust & Adulthood

Classroom Guidelines

- Instructor/TA as part of the team
- Safe, collaborative, engaging environment
- Critical thinking
- Learning styles
- Trust & Adulthood
- Co-creation & Mimic Real-Life

The Culture Exposure Series*

*Not mandatory

The Culture Exposure Series*

- What: A list of 6 cultural proposals

*Not mandatory

The Culture Exposure Series*

- What: A list of 6 cultural proposals
- When: Every week

*Not mandatory

The Culture Exposure Series*

- What: A list of 6 cultural proposals
- When: Every week
- Where: In class

*Not mandatory

The Culture Exposure Series*

- What: A list of 6 cultural proposals
- When: Every week
- Where: In class
- Why: Expand knowledge through culture

*Not mandatory

The Culture Exposure Series*

Week 1

- Book: 4 hour work week

*Not mandatory

The Culture Exposure Series

Week 1

- Book: 4 hour work week
- Movie: The Motorcycle Diaries

*Not mandatory

The Culture Exposure Series*

Week 1

- Book: 4 hour work week
- Movie: The Motorcycle Diaries
- Youtube Channel: The School of Life

*Not mandatory

The Culture Exposure Series*

Week 1

- Book: 4 hour work week
- Movie: The Motorcycle Diaries
- Youtube Channel: The School of Life
- Musician: Aretha Franklin

*Not mandatory

The Culture Exposure Series*

Week 1

- Book: 4 hour work week
- Movie: The Motorcycle Diaries
- Youtube Channel: The School of Life
- Musician: Aretha Franklin
- Painting: Edvard Munch - Scream

*Not mandatory

The Culture Exposure Series*

Week 1

- Book: 4 hour work week
- Movie: The Motorcycle Diaries
- Youtube Channel: The School of Life
- Musician: Aretha Franklin
- Painting: Edvard Munch - Scream
- Country: Mongolia

*Not mandatory

Groups

Groups

Random, but why?

Assignments



Assignments

Read Syllabus (Assignment Brief) 🧐

Assignments

Assignment 1 🤪 🤪 🤪 🤪 🤪

Type: Half-Way Report (Group)

Weight: 15%

Due: ?? (23.00 PT Timezone)

Limit: 5 pages (excl. cover, summary, refs & annexes)

Description: Social Start-up! Problem tree & Impact Canvas

Assignments

Assignment 2 🤯 🤯 🤯 🤯 🤯

Type: Final Report & Presentation (Group)

Weight: 50% (30% work + 15% pitch)

Due: ?? 23:00 (??)

Limit: 10 pages (excl. cover, summary, refs & annexes)

Description: Social Start-up! Create a SE from scratch & pitch it to investors (with pitch deck)

Assignments

Assignment 3 🤯

Type: Exam (Individual) - TBD

Themes: All content

Weight: 30%

Assignments

Assignment 4 🤯

Type: Class Attendance (Individual)

Attendance & Active Participation in all classes
(except 1st class)

Weight: 10%

Tips for Assignment

Tips for Assignment

- Structure vs. Content

Tips for Assignment

- Structure vs. Content
- Word Limit (References, Tables, Figures & Appendix)

Tips for Assignment

- Structure vs. Content
- Word Limit (References, Tables, Figures & Appendix)
- Referencing system

WE WILL CHANGE THE WORLD

© 2011 2791565

Agenda



[Social Entrepreneurship]



[Shared Value]



[Social Organisations]



[SportImpact]



[Wrap up]



[Social
Entrepreneurship]

[SE]

Social Entrepreneurship



If you can't feed a hundred people, then feed just one.

Mother Teresa

Photo: [Manfred Ferrari, 2003](#)

[SE]

Social Entrepreneurship



If you can't feed a hundred people, then feed just one.

Mother Teresa

Through the right people focusing on the right things, we can, in time, get on top of a lot if not most of the problems of this world.

Richard Branson

[SE]

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

Photo: [Joi 2012](#)

[SE]

Social Entrepreneurship

Social entrepreneurs solve societal problems

[SE]

Social Entrepreneurship

Social entrepreneurs solve societal problems

Using a business model

[SE]

Social Entrepreneurship

Social Entrepreneurs

- Address social needs & neglected problems

[SE]

Social Entrepreneurship

Social Entrepreneurs

- Address social needs & neglected problems
- Channel innovation to build a better society

[SE]

Social Entrepreneurship

Social Entrepreneurs

- Address social needs & neglected problems
- Channel innovation to build a better society
- Work where traditional markets don't work

[SE]

Social Entrepreneurship

Social Entrepreneurs

- Address social needs & neglected problems
- Channel innovation to build a better society
- Work where traditional markets don't work
- Use new business models

[SE]

Social Entrepreneurship

Social Entrepreneurs

- Address social needs & neglected problems
- Channel innovation to build a better society
- Work where traditional markets don't work
- Use new business models
- Empower people

[SE]

Social Entrepreneurship

Social Entrepreneurs

- Address social needs & neglected problems
- Channel innovation to build a better society
- Work where traditional markets don't work
- Use new business models
- Empower people
- Create sustainable solutions

[SE]

Social Entrepreneurship

Social Entrepreneurs

- Address social needs & neglected problems
- Channel innovation to build a better society
- Work where traditional markets don't work
- Use new business models
- Empower people
- Create sustainable solutions
- Achieve multiple positive impact (social/enviro.)

[SE]

Exercise

In pairs & in 2'

[SE]

Exercise

In pairs & in 2'

You want to donate 10 EUR
& have as much impact as possible

Which problem would you tackle?
Why?

[SE]

Exercise

Developing countries

[SE]

Exercise

Paul Singer - Effective Altruism

[SE]

Entrepreneurship

Interests

Social Entrepreneurship

[SE]

Entrepreneurship
Sustainable Comp. Adv.

Interests

Social Entrepreneurship
Sustainable solutions

[SE]

Entrepreneurship

Sustainable Comp. Adv.

Logic of control

Interests

Social Entrepreneurship

Sustainable solutions

Logic of empowerment

[SE]

Entrepreneurship

Sustainable Comp. Adv.

Logic of control

Protect knowledge

Interests

Social Entrepreneurship

Sustainable solutions

Logic of empowerment

Share knowledge/open source

[SE]

Entrepreneurship

Sustainable Comp. Adv.

Logic of control

Protect knowledge

Maximize profit

Interests

Social Entrepreneurship

Sustainable solutions

Logic of empowerment

Share knowledge/open source

Maximize impact

[SE]

Entrepreneurship

Sustainable Comp. Adv.

Logic of control

Protect knowledge

Maximize profit

Firms

Interests

Social Entrepreneurship

Sustainable solutions

Logic of empowerment

Share knowledge/open source

Maximize impact

Solution/Community

[SE]

Entrepreneurship

Sustainable Comp. Adv.

Logic of control

Protect knowledge

Maximize profit

Firms

Capture value

Interests

Social Entrepreneurship

Sustainable solutions

Logic of empowerment

Share knowledge/open source

Maximize impact

Solution/Community

Create/share value

[SE]

Entrepreneurship

Sustainable Comp. Adv.

Logic of control

Protect knowledge

Maximize profit

Firms

Capture value

Incentives

Interests

Social Entrepreneurship

Sustainable solutions

Logic of empowerment

Share knowledge/open source

Maximize impact

Solution/Community

Create/share value

Intrinsic motivation

[SE]

Entrepreneurship

Sustainable Comp. Adv.

Logic of control

Protect knowledge

Maximize profit

Firms

Capture value

Incentives

Self-interest

Interests

Social Entrepreneurship

Sustainable solutions

Logic of empowerment

Share knowledge/open source

Maximize impact

Solution/Community

Create/share value

Intrinsic motivation

Others-Interest

[SE]

Entrepreneurship

Sustainable Comp. Adv.

Logic of control

Protect knowledge

Maximize profit

Firms

Capture value

Incentives

Self-interest

Interests

Social Entrepreneurship

Sustainable solutions

Logic of empowerment

Share knowledge/open source

Maximize impact

Solution/Community

Create/share value

Intrinsic motivation

Others-Interest

[SE]

Challenge

[SE]

Challenge

Commercial
Mission

[SE]

Challenge

Commercial
Mission

Social
Mission

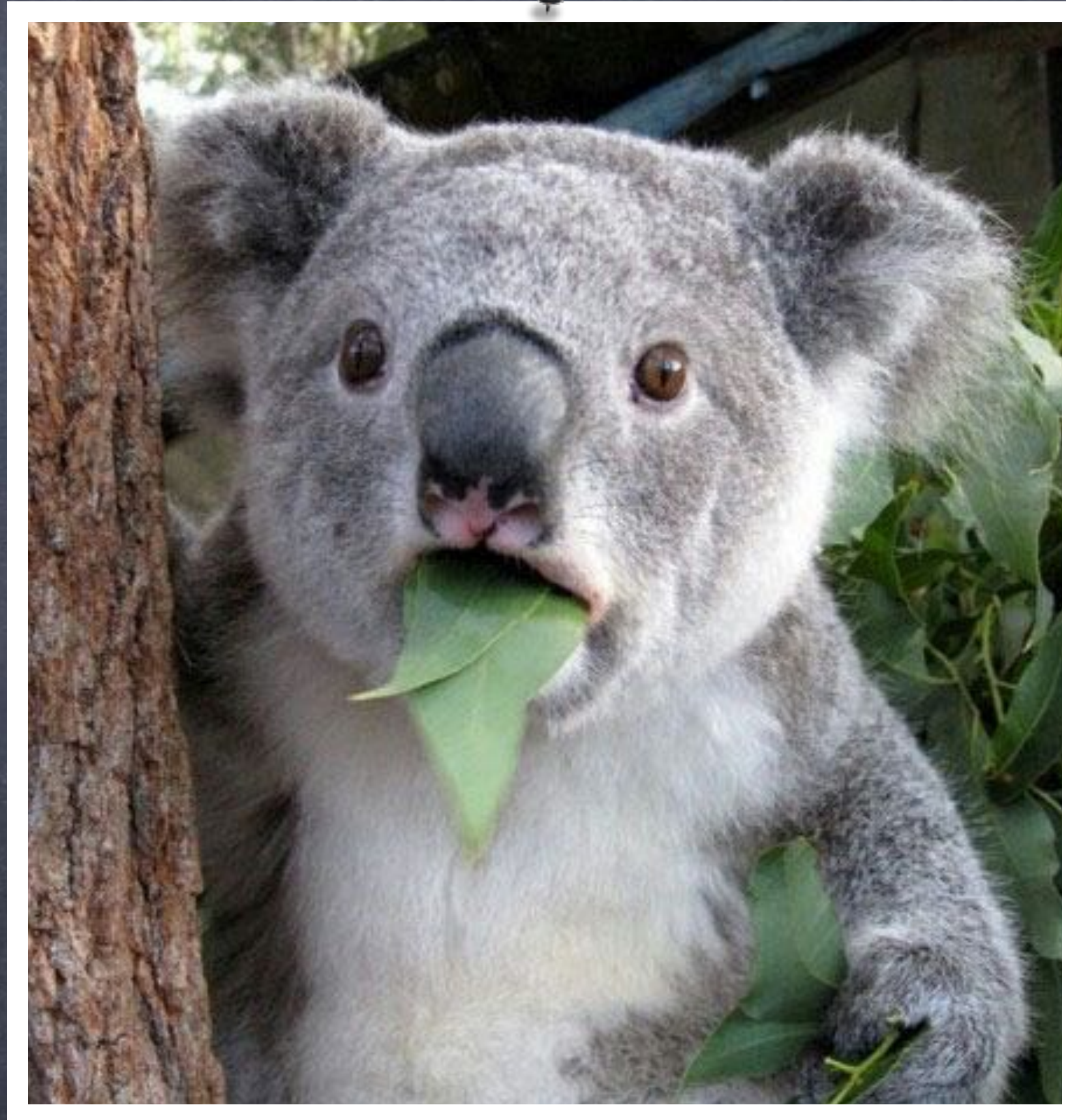
[SE]

Challenge

Commercial
Mission

Social
Mission

What?

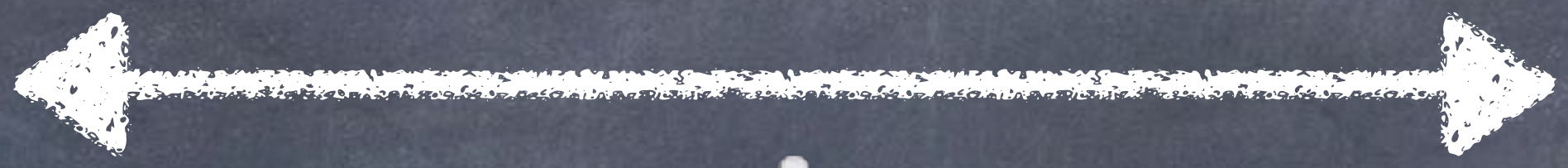


[SE]

Challenge

Commercial
Mission

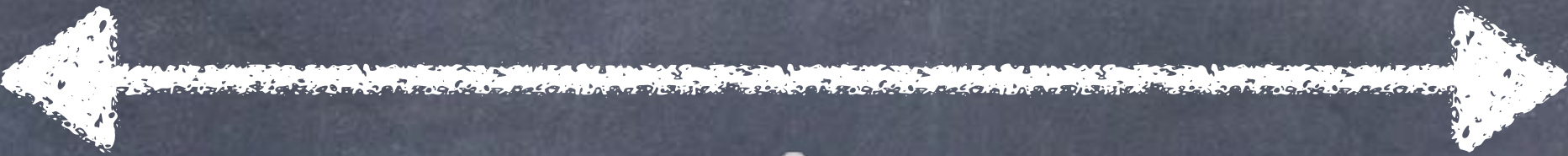
Social
Mission



[SE]

Challenge

Commercial
Mission



Social
Mission



Business
Model



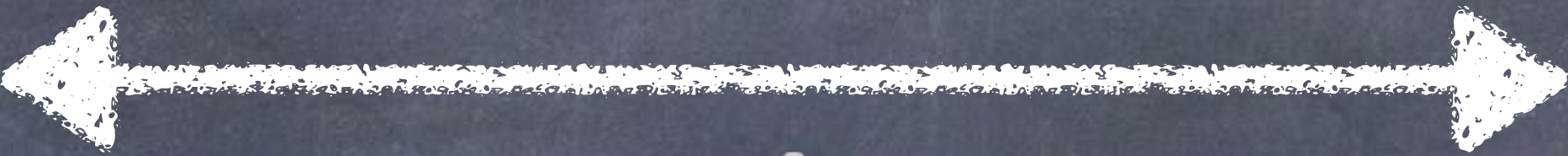
Impact
Model

[SE]

Challenge

Commercial
Mission

Social
Mission



Business
Model

Impact
Model



[SE]

The Social Cafe

☕ Regular Cafe vs. Social Cafe 🥊

[SE]

A few examples

[SE]

A few examples

How about you guys?

[SE]

PlayPump

Successful career in advertising



Trevor Field

[SE]

PlayPump

Successful career in advertising



Wanted to give back to society



Trevor Field

[SE]

PlayPump

Successful career in advertising



Wanted to give back to society



Lack access to water in South Africa



Trevor Field

[SE]

PlayPump

Successful career in advertising



Wanted to give back to society



Lack access to water in South Africa



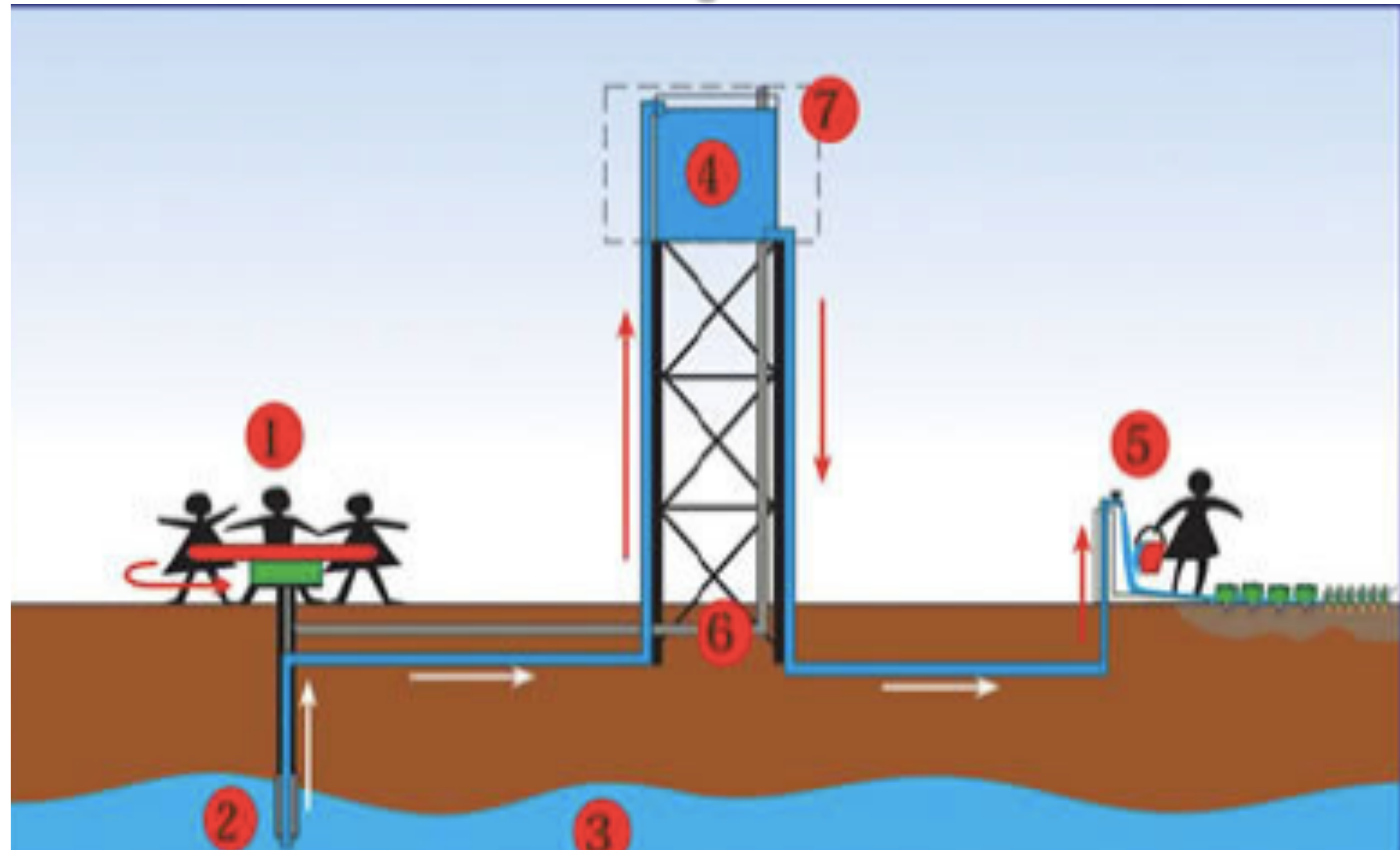
Created social enterprise - PlayPump



Trevor Field

[SE]

Play Pump



[SE]

Exercise

In pairs - 2'

[SE]

Exercise

In pairs - 2'

Discuss your first impression of PlayPump

Give a mark & say why

1. Extremely Negative
2. Negative
3. Positive
4. Extremely Positive

[SE]

PlayPump

Success



The screenshot shows the PlayPumps International website. At the top left is the PlayPumps logo, a blue swirl with dots. To its right is a banner for '100 Pumps in 100 Days' with a photo of children. Below the banner is a navigation menu with links: Home, The PlayPump™ System, Take Action, Partners, News Room, About Us, and Make a Donation. The main content area is titled 'Take Action' and includes a 'Do More' section with links to 'Think MTV's Water For Life', 'Download our Volunteer Toolkit', 'Join your support with the United Nations', and 'Take the H2O Challenge'. On the left side, there is a sidebar with links: Donate, Download Our Action Kit, Featured Friends, Learn More About Water, Educational Resources, Do More, Spread the Word, and Free Newsletter. On the right side, there is a search bar, a 'Sign Up for Updates' button, and a 'Latest News' section with several news items.

PlayPumps INTERNATIONAL

Home > The PlayPump™ System > Take Action > Partners > News Room > About Us > Make a Donation

Home > Take Action > Learn More About Water > Do More

Take Action

Do More

Think MTV's Water For Life: The United Nations, MTV and rap artist Jay-Z team up to raise awareness of the world water crisis. The site features The Diary of Jay-Z: Water for Life, in which he visits a PlayPump™ water system in South Africa and includes ways that you can be part of the solution to the world's water crisis.

Download our Volunteer Toolkit: Learn how you, your congregation, school or other group can support PlayPumps International with our free volunteer toolkit.

Join your support with the United Nations, who declared **March 22 World Water Day**. The Water for Life Decade 2005-2015 will give a high profile to implementing water-related programs and the participation of women.

Take the H2O Challenge. Test yourself and take the challenge presented by Water for People and The H2O Project. Drink only water for two weeks and contribute the

Donate
Download Our Action Kit
Featured Friends
Learn More About Water
Educational Resources
Do More
Spread the Word
Free Newsletter

Sign Up for Updates

What people are saying

.water [has]

Thank you for making a difference
100 Pumps in 100 Days

search

Sign Up for Updates

Latest News

- [First Lady Laura Bush launches the PlayPump water system in Zambia](#)
- [PlayPumps International Selected by The Motley Fool's Global Gains Investment Service for "100 Pumps in 100 Days" Campaign](#)
- [PlayPumps International Challenges Amateur Filmmakers Worldwide to Film](#)

[SE]

_PlayPump

Well Point	Stand Post	Water Tower
		

		
--	---	---

[SE]

_PlayPump



[SE]

_PlayPump

Abrão is thinking:
Hum...wait a
minute?

[SE]

_PlayPump

1 question people forgot to ask...

[SE]

_PlayPump

1 question people forgot to ask...

Is there a better alternative?

[SE]

-Types of Impact

• Social 🕺👯

[SE]

-Types of Impact

- Social 
- Environmental 

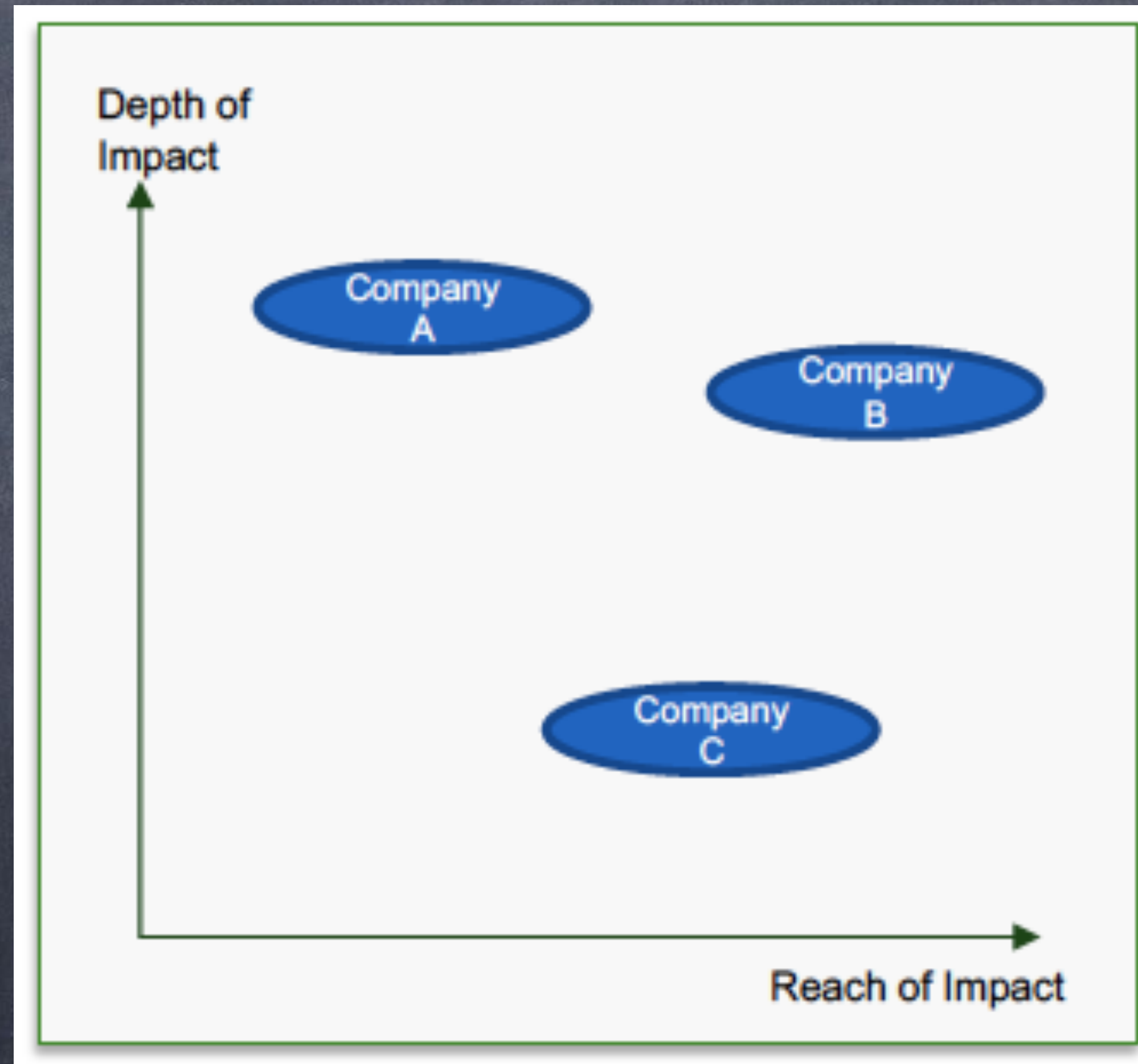
[SE]

-Types of Impact

- Social 
- Environmental 
- Both 

[SE]

-Types of Impact



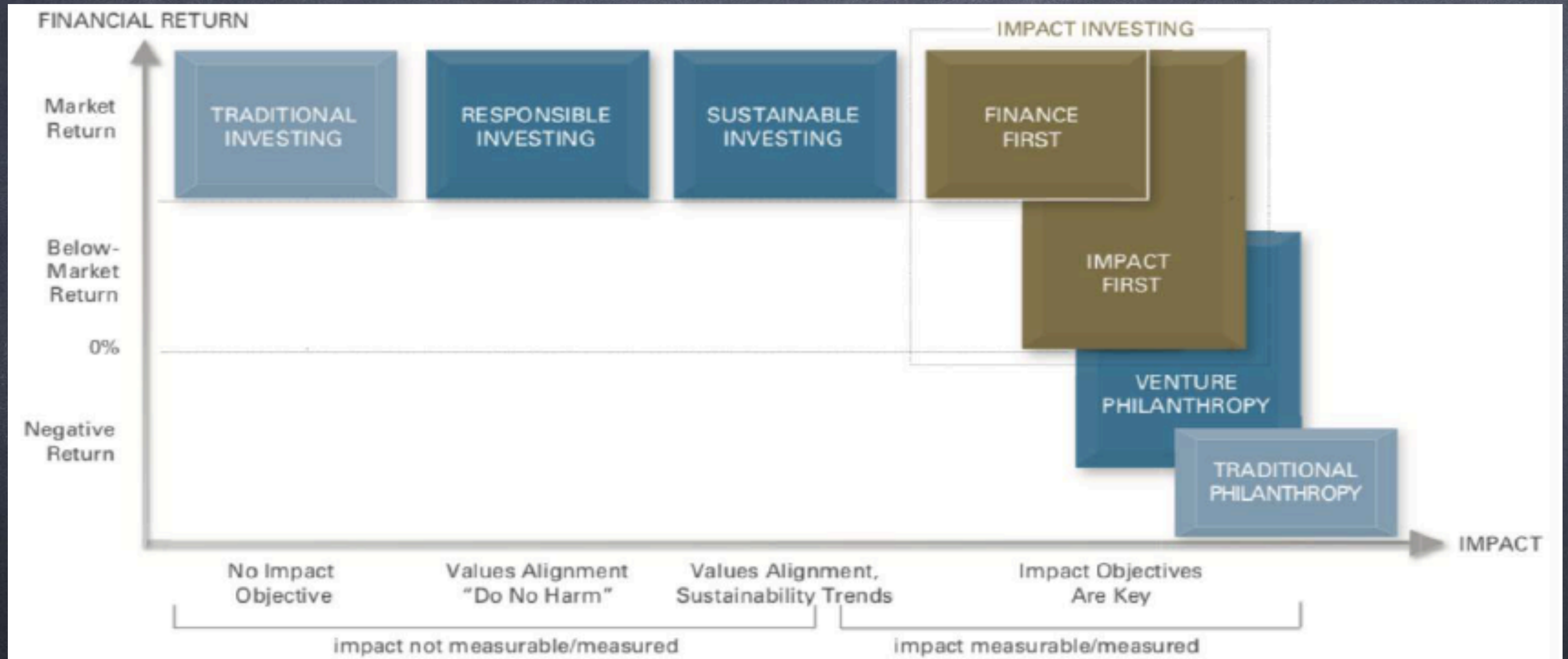
[SE]

Challenge



[SE]

Impact Investment



[SE]

Legal Frameworks

Canada 

UK 

US 

EU 

[SE]

_visas

Switzerland 🇨🇭

[SE]

Academic Interest

- Social Impact publications

[SE]

Academic Interest

- Social Impact publications
- Social Impact research centers (e.g. Oxford, Harvard)

[SE]

Academic Interest

- Social Impact publications
- Social Impact research centers (e.g. Oxford, Harvard)
- NOVA SBE Strategic focus

[Shared
value]

[Shared
Value]

You guys know Michael Porter, right?

[Shared
Value]

Catarina says:
Of course...

[Shared
Value]

Let's see what he has to say about Shared Value...

[Shared
Value]

A bit of discussion...



If you liked this presentation...



Thank you
:]

Loic Pedras
loic.pedras@novasbe.pt

If you didn't like the presentation...



Thank you

:]

Leonor Neto

leonor.neto@novasbe.pt



Questions & Comments

Loïc Pedras

loic.pedras@novasbe.pt

Last exercise

In pairs

- Present a Social Enterprise (SE)
- Next week in 2 minutes
- Please be crazy
- Both present
 - 1' SE & what problem are they solving?
 - 1' How are they solving the problem?

See you next week :))