Enterprise Education through Social Enterprises: The Social Enterprise Accelerator (SEA)

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Bangor University * Thanks to: Chris Walker (Venture Wales), Lowri Owen & Ceri Jones (Bangor) and Support from Welsh Institute for Natural Resources (WINR) and Welsh Government

Llywodraeth Cymru / Welsh Government

1

Social Enterprises: Include a range of enterprises (some local others national or global). Over £27bn turnover (UK-wide), contribute > £2.2bn to Wales economy.

Background: (*broadly*):   Social entrepreneurs = {PASSION and EXPERIENCE}   **but** (NO time or expertise)

Students = {TIME and EXPERTISE}   **but** (NO passion or experience)

Our Concept: Let's bring together university resources (students and staff) and social entrepreneurs to make some magic happen...

2

What we did: Extracurricular (Thursday nights).

"*Come for tea and biscuits, stay to change the world.*"

Students
35 students from various schools

Social Enterprises
10 local social enterprises

Businesses
Entrepreneurs who want to make a difference

Academics
James Intriligator, Chris Hillier, Chris Walker

Guests
Experts, CEOs, Council

SOCIAL ENTERPRISE ACCELERATOR >>

3

The Sessions:

Intro

The Programme.
- Week 1 - What is a social enterprise and what does it mean to run one/work for one?
- Week 2 - Meet the enterprises. Case Studies
- Week 3 - Potential Projects. External and internal ideas.
- Week 4 - Groups announced and the first set of 'expert 121s take place.
- Week 5 - More planning/fact-finding sessions with experts
- Week 6 - The final round of expert advice
- Week 7 - Pitching and presentation skills
- Week 8 - The final group pitches

Background

What is a Social Enterprise?
"A social enterprise is a business with primarily social objectives whose surpluses are principally reinvested for that purpose in the business or in the community, rather than being driven by the need to maximise profit for shareholders and owners."
Social Enterprise Action Plan 2006

"I think of a social enterprise as an enterprise that has the head of a business and the heart of a charity"
- Vanessa Griffiths, Groundwork

GROUNDWORK CHANGING LIVES

Case Studies

Tonight

experience4me
moelyci

Choose your SE!

Local Examples and Samples

Established

OR

Home-brew

Part 2: Teamwork around Themes/Ideas (Downstairs after tea)
- Uni-shop on high-street
- Student food-ish stuff
- Collective Purchasing
- Young persons club
- North Wales Community Collective
- Dyslexia/teaching drop-in centre
- Affordable Childcare

Develop Vision

Teams
Rotate through experts (consulting phase)
Experts

Experts included: Market Research & Business Strategy

Refine Vision

Teams
Rotate through experts (consulting phase)
Experts

Experts included: Legal & Local & Specialists

Prepare Presentations

Teams
Rotate through experts (consulting phase)
Experts

Experts included: Specialists & Presentations

Dragon's Den*

Pitch Night!

* Unlike a traditional den (and more in line with the ethos), everyone won. Lots of feedback, applause, and offers of assistance.

Judges included a wide range of business leaders

5

Outcomes: Assisted local social enterprises.
Designed three new social enterprises.
Council expressed strong interests.
Two masters "applied projects" with local social enterprises.
Three MSc projects with social enterprises.
Informed the design & launch of a new NEET-to-SE programme
Chat with Cardiff Met about pan-Wales version.
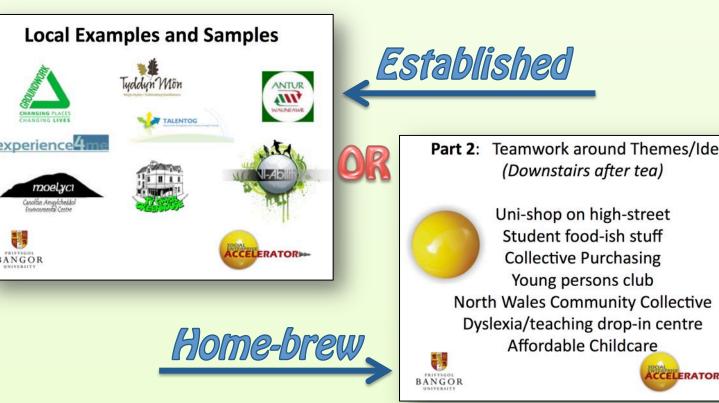Discussions to link-up with new MIN programme (see below).

4

The Final Concepts
- "Rapido" (late-night food)
- "R-incubator" (retail incubator)
- "Talentog Tourism"
- "Catalyst" (example at right)

CATALYDD / CATALYST
Bringing local food to your customer's plate

CATALYDD CATALYST

We want to act as a facilitator for the local economy creating a network between local food producers and local businesses. Not only do we focus on local high quality food but we also sell the story behind it giving businesses the opportunity to market themselves as high quality establishments showcasing local food.

Our aims:
- To promote local food in the Gwynedd area and to educate the public about the history and heritage of the area – Anglesey used to be the breadbasket of Wales and we want this to once again become common knowledge.
- To help local producers in selling their produce to increase their profitability.
- To help to promote local businesses increase their profitability, which in turn will help the local economy.

6

The Future: Working with Menter Iontach Nua (MIN)

Menter Iontach Nua
Innovation & Creativity in Social Enterprise

Menter Iontach Nua is a learning, networking and support initiative designed to improve the innovation, creativity and entrepreneurial skills of social enterprises and has two primary dimensions:
(1) A Masters degree in Management (Innovation in Social Enterprise)
(2) A suite of networking, training, mentoring and other support

Our vision: Masters Students working in the MIN programme will act as shepherds and, as part of their masters training (thesis?), they will supervise, guide, consult, and "use" students in the SEA.

7

Lessons Learned
- Serious appetite from all parties for MORE
- The community responded robustly
  - SE: "First time uni ever done anything"
  - Council: "Finally, a way-in to the university!"
- Many students now intend to go work for Ses
- Interest is appearing from all sides (business, gov't, education)
- Numerous funding opportunities
- Need more "follow through" mechanisms (MIN?)

8

Interested?
We are keen to help others experiment with the SEA model. Please get in touch if you would like to discuss it!