

# Social entrepreneurs

## Project

CAE Unit 7

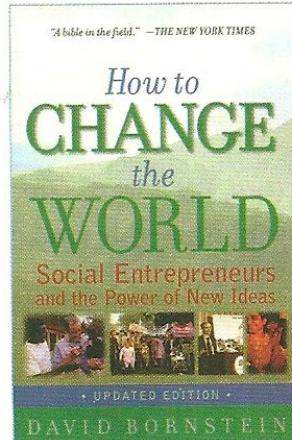
Panel discussion

Report

CAE coordinator Rossikhina O.G.

## 2 Finding information and taking notes

- 2.1 a You are preparing for a tutorial where you will give a five-minute talk on *social entrepreneurs*. You decide to take notes from the following book. Before you read the extract, look at the cover and read the beginning of the preface.



### Preface

Is it possible to eradicate poverty? Extend health care to every corner of the world? Ensure that every child in every country receives a good education? These visions may seem beyond reach today, but the stories in this book reveal that we can, in fact, change the world in ways that seem unbelievable. There is a hidden history unfolding today: an emerging landscape of innovators advancing solutions that have the potential to transform life around the globe.

- b In pairs, answer the following questions.

- 1 What do you think the term *social entrepreneur* means?
- 2 Can you think of anyone (either alive or dead) who might be considered a social entrepreneur?

- 2.2 Read the following extract and take notes on the four social entrepreneurs for your talk. For example:

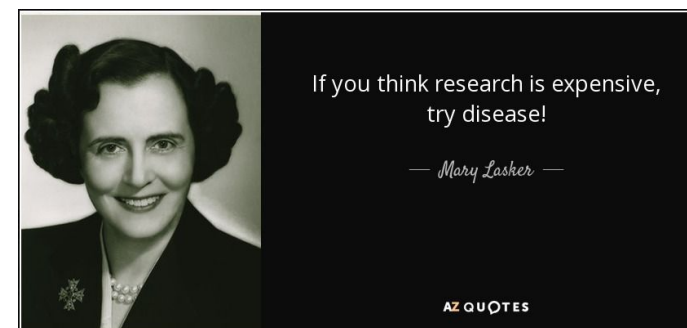
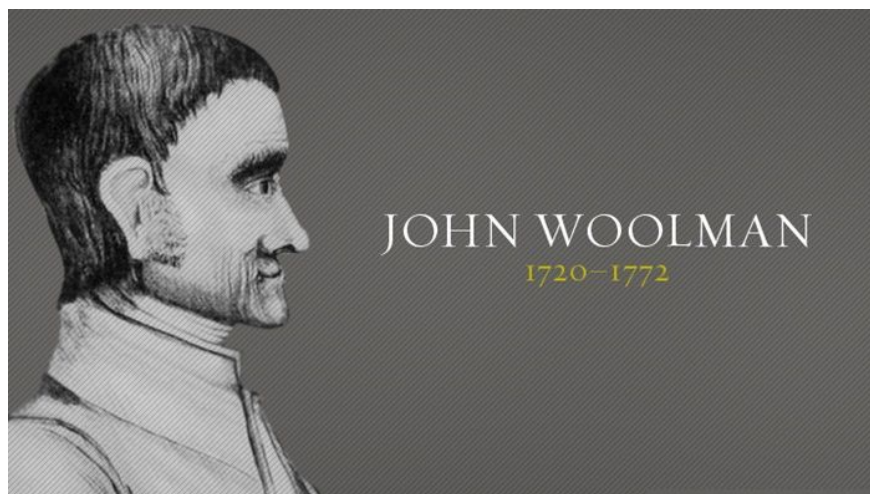
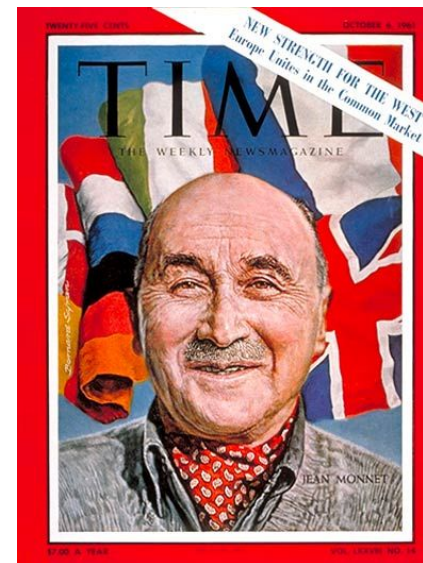
Rowland Hill:

*Main contribution: Introduced modern postal system*

*Other details:*

# Vocabulary ( text 1)

Words/phrases	person
Blood pressure treatment	
precursors	
Owe a great deal to smth or smb	
Slave emancipation	
ridicule	
conveyance	
Found an organisation	
International affairs	
preach	
Proponent	
Behind-the-scenes innovator	
Halt studies	



# What do they have in common ( explain)

- Vision
- Drive
- Integrity of purpose
- Great persuasive power
- Remarkable stamina





<https://www.youtube.com/watch?v=nIXKcpgPP6M&t=388s>

15 Social Entrepreneurs and Their Crazy Ideas (Rainer Höll, 2016)

Watch the video and answer the questions:

1. What is the difference between commercial and social entrepreneurs?
2. Make a list of 15 business ideas
3. What question did they ask themselves at the start?
4. Categorize these businesses in groups. What spheres seem more promising for business initiatives?
5. What business would you choose if you were a social entrepreneur?

## Answers to a video.

<https://www.youtube.com/watch?v=nIXKcpgPP6M&t=388s>

What if.....

1. Red Cross, Nobel Prize Winner
2. delivery drugs ( e.g. against diarrhoea) to remote places, to Africa
3. malaria diagnosis by volunteers in the form of a computer game
4. crowd sourcing: couch surfing and later RB&B website. Allows people to rent accommodation from the owner online
5. Teach homeless children on the street; streetwise
6. an ecologist: use the talents of the blind to detect breast cancer  
win-win situation
7. autists as business consultants
8. wheelmap; making the city accessible for wheelchair users
9. Germany: ESS company- citizens themselves run and own energy production – energy vendors
10. Public infrastructure: rubbish collection in Peru slums as profitable business
11. Small business for rickshaw pullers in India – they can own their rickshaws by taking loans in a bank
12. microfinance industry
13. &14 KIVA online microloans as a form on microfinance
15. Wikipedia



Commercial and social entrepreneurs: what are the differences?

**Home task Unit 7. pp 104-106**

- Read the text on p.105 and complete the table in Ex 4.3.
- Do vocabulary exercise 4.4, p 106
- Think of questions in Ex.4.1, p.104

# Ideas for social business

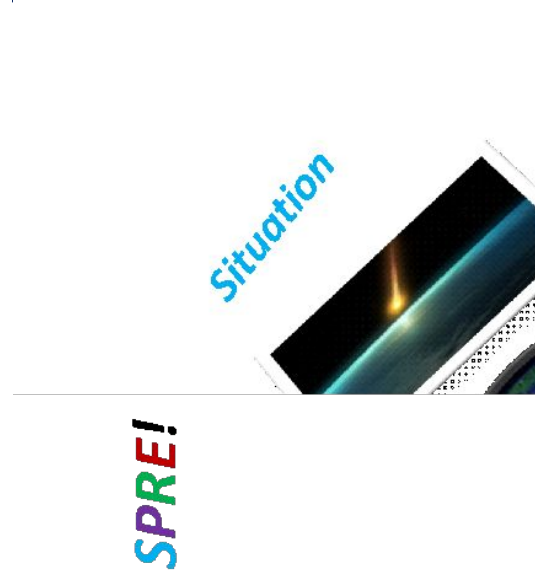
- Make notes on the following questions and then discuss in groups :
  1. What do you think are serious problems facing your country?
  2. What do you think can be done about these problems?
  3. Give an example of social innovation in your country. How successful do you think it is?

# Practical ideas for small social businesses

- [https://www.youtube.com/watch?v=9\\_g5RqwW51I](https://www.youtube.com/watch?v=9_g5RqwW51I)



# SPRE Framework



# Problem



- Come up with an idea for social enterprise
- Write a business proposal :  
*what, why, where, for who, benefits*
- Do market research to prove that your idea is innovative
- Think of the benefits for the society/local community



# Response ( or Solution)

## Write a business plan

- Product description; market size; competition
- Sales, expected margin
- Operating expenses: advertising, travel, payroll (salaries), leased equipment, rent, etc
- Profits
- Funding: Personal investment (e.g own house as collateral)
  - Bank loan
  - Sponsors
  - Other?



# Evaluation



## Strengths; weaknesses; opportunities; threats

- Think about originality of the idea; feasibility of implementation; profitability; social value
- Risks

# Panel Discussion

<https://www.youtube.com/watch?v=SkCUalVWiW0&t=2206s>

## Procedure:

- Each team member prepares a 3-min talk
- They make a graph or a chart
- It would be great to make some provisional calculations

## Panel discussions are held in separate teams: SPRE

A teacher and peers assess the whole performance using a questionnaire ( see input manual).



# Assessment: 5 points

<b>Idea</b>	Originality	1 2 3 4
	Social value	1 2 3 4
	Presentation skills and visuals	1 2 3 4
<b>Response</b>	Degree of detail	1 2 3 4
	Based on calculations or estimations	1 2 3 4
	Presentation skills and visuals	1 2 3 4
<b>Evaluation</b>	Strengths	1 2 3 4
	Weaknesses	1 2 3 4
	Presentation skills and visuals	1 2 3 4

4-awesome; 3- good; 2- average; 1- below average  
36points -5; 27 points – 4; 18 points – 2; 9 points -1.

# Report

- Each team member writes their report according to their role: Problem, Response or Evaluation.
- The guidelines are given in a separate file.
  - Content
  - Organisation
  - Language

## ESP REPORT.

### **STUDENT 1. PROBLEM.**

#### **1. Introductory paragraph:**

- A clever hook to capture the reader's attention
- Brief overview of the Unit Problem (UP)
- A good thesis, constraining both your core problem and sub-problems. Critically, your problem statement should imply a 'causal chain of events' with 'cascading' or 'domino' effect.

#### **2. Body paragraphs.**

- At least 3 problems=3 paragraphs. Each paragraph contains:
- A topic sentence
- Support for the topic sentence by way of examples, reasoning, credible evidence
- You may include a figure or two

#### **3. Concluding paragraph**

- Restate (paraphrase more directly/ forcefully) your thesis and leave the reader with a thought provoking 'concluding remark', e.g. a question, a prediction, a warning, a call for action, etc.

#### **Format:**

- Be written in prose, be 2 or 3 pages in length ( no more, no less)
- Be double-spaced; font size '12' Times New Roman
- Include 2 or 3 in-text citations according to Chicago Manual Style ([http://www.chicagomanualofstyle.org/tools\\_citationguide.html](http://www.chicagomanualofstyle.org/tools_citationguide.html))



# Project overall assessment

Stage	Points
Preparation stage: team work, vocabulary work	2 points
Panel discussion	5 points
Report	3 points