



The University of Washington- Water Center

Solving Water Issues Through Social Entrepreneurship

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Agenda

- ◆ What is Social Entrepreneurship
- ◆ Why Does it Exist
- ◆ How can it help solve issues related to water
- ◆ Challenges and next steps
- ◆ Q&A



Why the Latest Craze

- ◆ Examples of social entrepreneurship go back centuries
- ◆ SE caught on in the 90's
- ◆ Many academic institutions now focus on it
- ◆ Venture Funds
- ◆ Research has been recent, theoretical, and convoluted



Defining Entrepreneurship

- ◆ Creation of new organizations (Gartner)
- ◆ Creation of new enterprises (Low and MacMillan)
- ◆ The process by which individuals pursue opportunities without regard to the resources they currently control (Stevenson and Jarillo)
- ◆ The discovery and exploitation of profitable opportunities for private wealth, and as a consequence for social wealth as well (Venkataraman)



Entrepreneurial Traits

- ◆ Risk taking
- ◆ Self efficacy
- ◆ Passion
- ◆ Tenacity
- ◆ Ability to Communicate a clear vision



Social Entrepreneurs

Entrepreneur

- Creative solutions
- Gathers Resources
- Demonstrates

Entrepreneurial
Tendencies

+

Social Mission

- Passion for Solving
social or environmental
issues

-Driven by mission
instead of money

=

Change Agent

- Fixes problems not addressed by
current institutions



Why Social Enterprises Exist

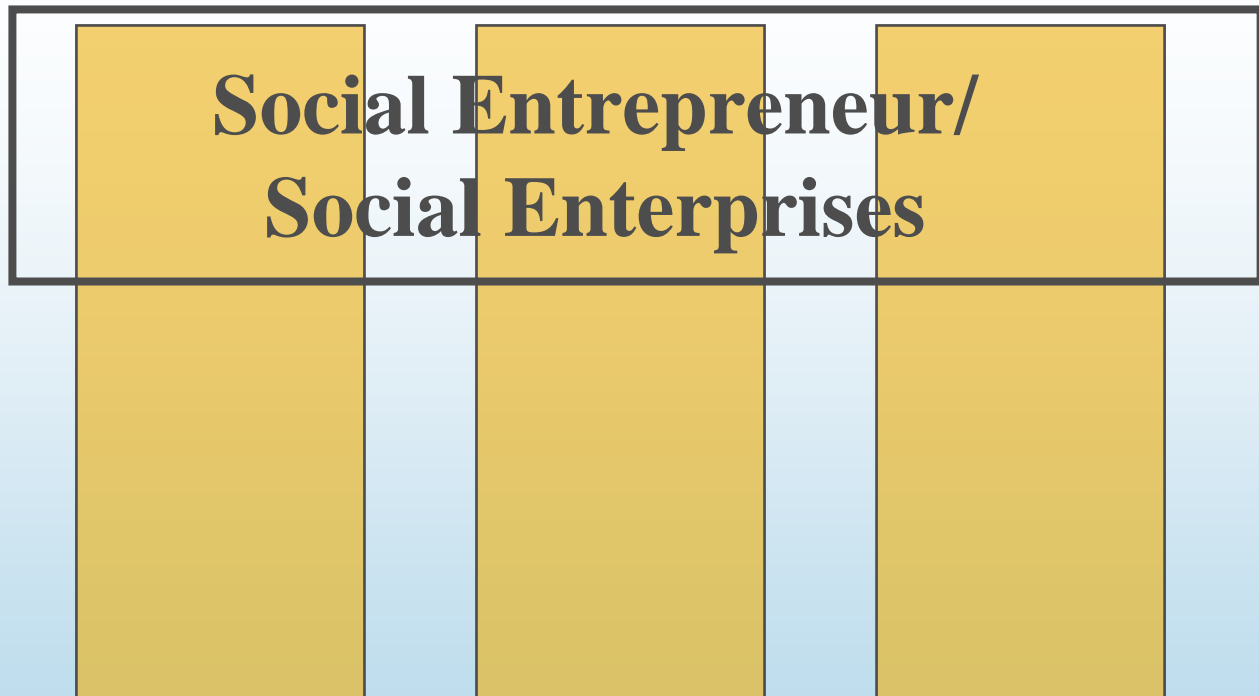
- ◆ Business Sector Market Failures (Winn & Cohen)
 - Inefficient Firms
 - Externalities
 - Flawed pricing mechanisms
 - Imperfectly distributed information
- ◆ Government Sector Bureaucratic Failures
 - Large organizations are not easily adaptable
 - Social structure tends toward not solving problems
- ◆ Social Sector Resource Failures
 - More competitive (increase in non-profits is outstripping the increase in donations)
 - Funding issues

Social Entrepreneurship Model

Business
Sector

Social
Sector

Government
Sector



Result = Hybrid Organizations



Social Entrepreneurship

Social entrepreneurs are transformative forces: people with new ideas to address major problems who are relentless in the pursuit of their visions, people who simply will not take “no” for an answer, who will not give up. One obsessive individual sees a problem and a new solution, who takes the initiative to act on that vision, who gathers resources and builds organizations to protect and market that vision, who provides the energy to overcome the inevitable resistance...until a marginal idea has become a new norm. (Bornstein, 2004)



Bertrand Creek Irrigation District

- ◆ Committee established in early 1990's to deal with water legality issues
 - ~70% of farmers do not have legal water permits
- ◆ Tried legislative fixes- could not get resolution
- ◆ Early 2000's decided to take matter in their own hands
 - Set up irrigation district
 - Got all stakeholders to the table
 - Established water flows
 - Pursuing strategies to get access to more water



Challenges and Next Steps

Practical Application

- ◆ Finding the social entrepreneurs
- ◆ Providing the financial capital to get started
 - Usually can do considerable work on a shoestring
- ◆ Help gather resources to increase likelihood of success

Academic Application

- ◆ Need to move beyond definitions into what is different about the organizations- improve the research
- ◆ Teach the concept in the classroom

Questions and Answers

