



## Why we need social enterprise in the Post-Covid World

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# Overview

- About the **University of Northampton**.
- What are the post-Covid **challenges/opportunities**?
  - Need for **systems thinking**.
  - Framing this within **Sustainable Development**.
- The unique value of **social entrepreneurship**.
- How can social enterprise **support recovery**?
- **Supporting** social enterprises.
- What is the social entrepreneurship **blueprint** for the post-Covid world?



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**Hello  
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*Changemaker  
Campus*

*Committed to Social  
Innovation*

*Community  
Anchor Institution*

*21<sup>st</sup> Century  
University*

*Social Enterprise  
Place*



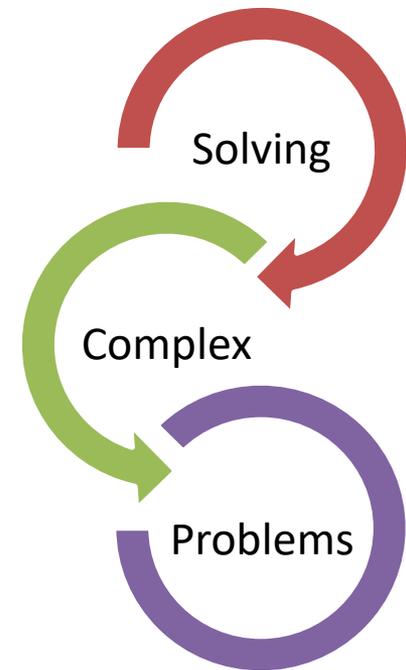
# Post-Covid 'Opportunities'

- Will we experience **challenges** or **opportunities** post-pandemic?
- Covid-19 has exposed **sustainability issues**.
  - Overtly shown **health inequalities**.
  - Outdated **working practices**.
  - A lack of **digitization**.
- There is a clear need to **reduce inequality!**



# Systems Thinking

- Need to embed our recovery strategies in the context of ***all the crises*** facing US (Haley et al., 2021).
  - Covid, climate emergency, economic stagnation, species extinction, human mass migration.
  - Need to understand what ***systemic values*** we want.
  - Systems are ***human experiences***, we must understand people.
- Therefore, ***community-led solutions*** are required.
  - Social entrepreneurship can help identify & deliver these.
- Community led solutions still need wider support (i.e. from government, funders, local experts).



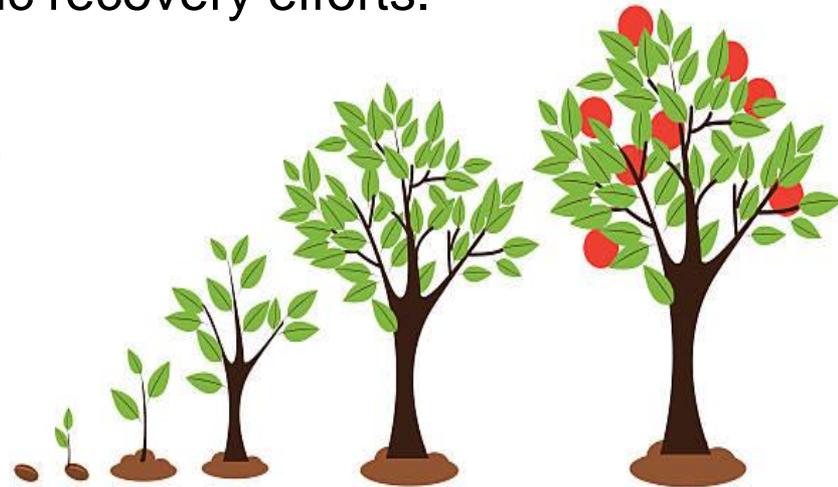
# Unique Value of SE

- **Social entrepreneurship:**
  - Enhancing & creating social wealth through new businesses or making existing ventures more innovative (Zahra et al., 2009).
- SE provides a tool for local communities to **shape globalisation** by providing control over common resources (Berkes & Hunt, 2007).
- Social enterprises provide us with a model to do **‘good stuff’!**
  - Communities supporting themselves to build cohesion.
  - Taking back control.



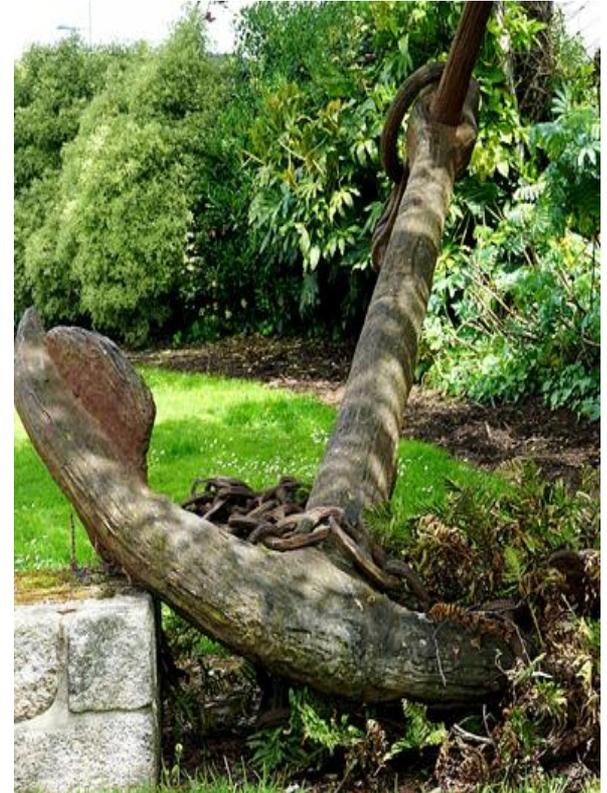
# How can SE support recovery?

- Social entrepreneurs can be the **intelligence agents** identifying/developing bottom-up social innovations.
- Social enterprises as a **specific organisational form** can embody community efforts towards sustainability.
- Their **hybrid focus** on economic, social & environmental goals makes them perfect for post-pandemic recovery efforts.
- But they **need support** (British Council, 2020)
  - Connections to investors/funders.
  - Government support.
  - Business management support.
  - Local expertise also.



# Supporting SEs

- **Anchor institutions** can support SEs & come in many forms.
  - Governmental bodies.
  - Foundations/NGOs.
  - Corporates/businesses.
- Donors, trustees, mentors & probono expertise can be critical to **creating impact**.
- **Universities** can also perform this role.
  - Focus more on **impactful, applied research** that has **tangible value** to SEs/communities.
  - Encourage **partnerships** with/between social entrepreneurs/communities, government & business.



# Your Examples @

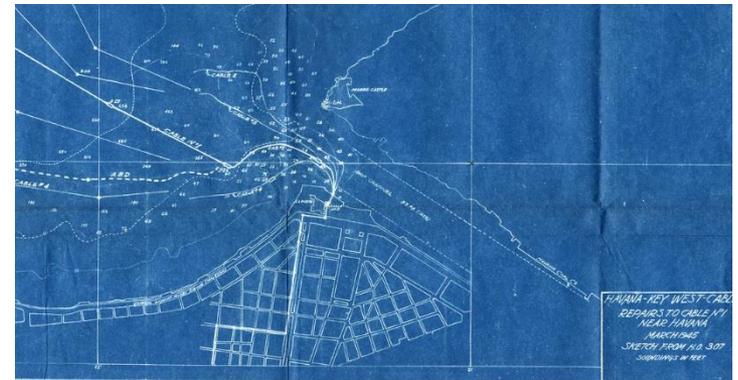


- **Qube Soft-play:** Providing play space for families, with café & outdoor area:
  - Bringing the community together.
  - Child education & interaction.
  - Providing parents with support (and a break!).
  - Food bags for families during Covid.
- **E-Commerce:** Supporting the local community to develop online business ideas:
  - Social enterprise start-ups.
  - Community innovations.
- **Free School Meals:** Working with local restaurants & corporate partners to deliver food to families during holidays.
- What **more can be done** & what support do you need?



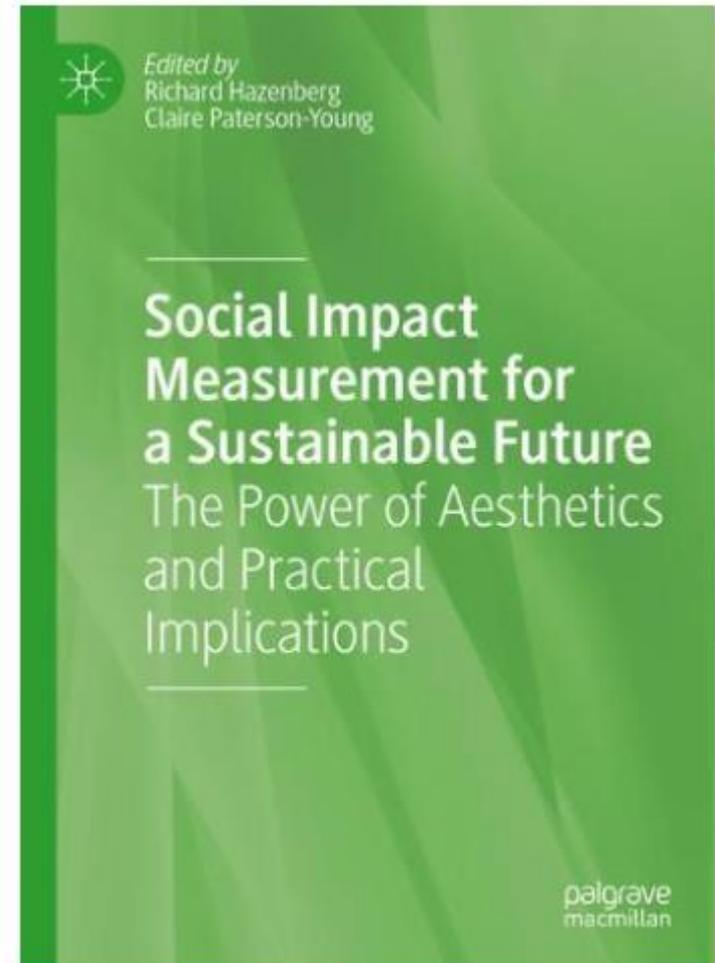
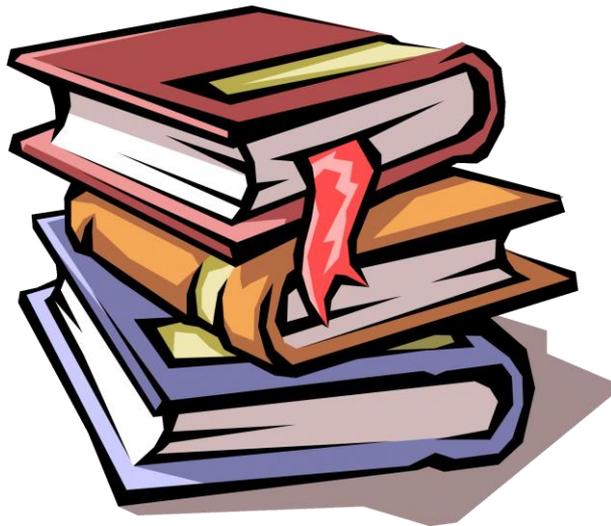
# The Blueprint...

- Post-pandemic recovery depends on **systems thinking** approaches to rebuilding the **new normal**.
- Need to **listen to and support** communities...what do **they need**?
- Social entrepreneurship should play a **central role** in this.
- SEs need support to do this, which should be delivered across **multiple points** of expertise.
- Post-Covid provides us **opportunities** to drive **real change**!



# New Book

- We have a new book coming out on Social Impact and Measurement:
  - <https://link.springer.com/book/9783030831516>



Thank you  
for listening

Any questions?

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