



Why we need social enterprise in the Post-Covid World

*Richard Hazenberg,
University of Northampton, UK.*

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?



UoN

**University of
Northampton**



**Hello
Waterside**

*Changemaker
Campus*

*Committed to Social
Innovation*

*Community
Anchor Institution*

*21st Century
University*

*Social Enterprise
Place*



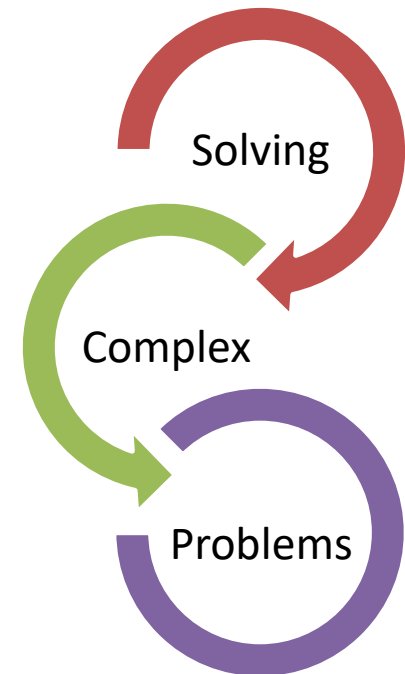
Post-Covid 'Opportunities'

- 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 - Outdated **working practices**.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).



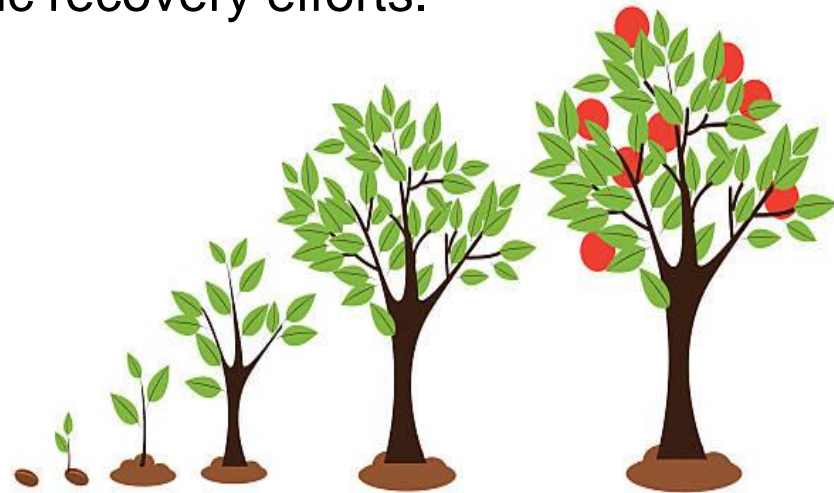
Unique Value of SE

- **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

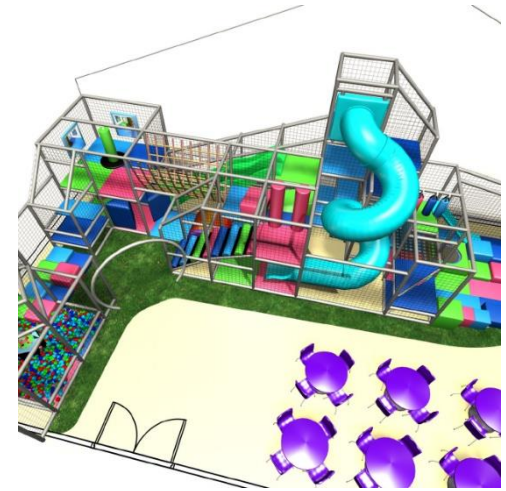
- **Anchor institutions** can support SEs & come in many forms.
 - Governmental bodies.
 - Foundations/NGOs.
 - Corporates/businesses.
- Donors, trustees, mentors & probono expertise can be critical to **creating impact**.
- **Universities** can also perform this role.
 - Focus more on **impactful, applied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



Your Examples @

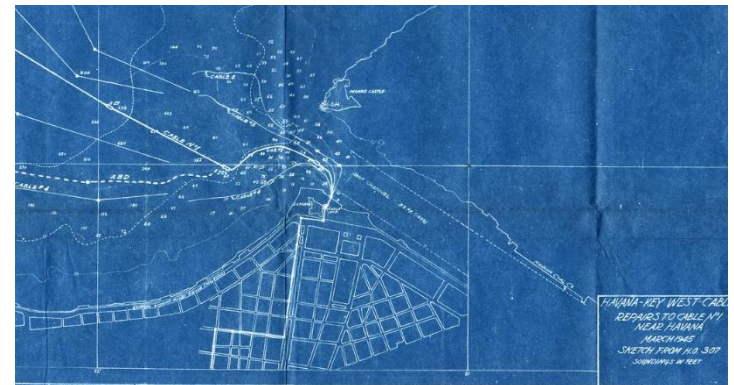


- **Qube Soft-play:** Providing play space for families, with café & outdoor area:
 - Bringing the community together.
 - Child education & interaction.
 - Providing parents with support (and a break!).
 - Food bags for families during Covid.
- **E-Commerce:** Supporting the local community to develop 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?



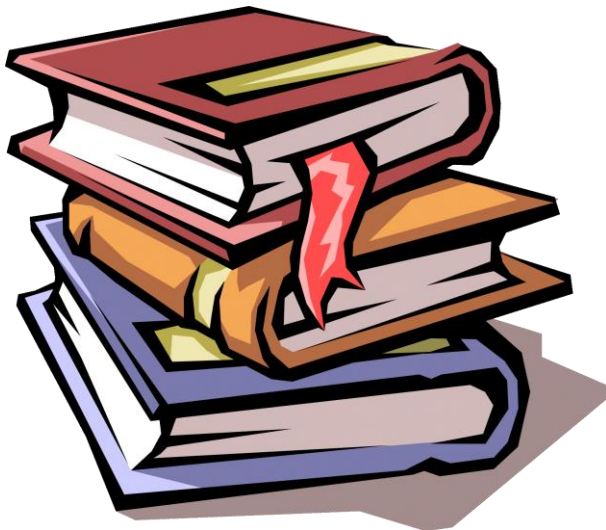
The Blueprint...

- 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?

WE ARE NORTHAMPTON.AC.UK

Email: richard.hazenberg@northampton.ac.uk

Twitter: [@instituteSII](https://twitter.com/instituteSII)

LinkedIn: www.instituteforsocialinnovationandimpact.co.uk

Podcast: Talkin' Impact <https://twitter.com/talkinimpact>

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