

SOCIAL ENTREPRENEURSHIP in Qwa Qwa Region



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SE Common characteristics



- ▶ Two key elements: social mission & entrepreneurial creativity
- Although social entrepreneurs vary in size, scale, and purpose, they have four characteristics in common:
 - ✓ they pursue revenue generation strategies through trading;
 - ✓ they aim to achieve social and environmental goals as well as supplying products and delivering services to individuals and communities;
 - ✓ they seek to generate additional benefits such as increased social capital and enhanced community cohesion; and
 - ✓ they are most closely associated with communities characterized by limited access to resources.

SOCIAL vs. COMMERCIAL ENTREPRENEURSHIP



COMMERCIAL / TRADITIONAL	SOCIAL
innovative & imagination, see opportunities, take risks, secure resources & possess high amounts of energy, tenacity & resilience & both are driven by a vision to which they remain passionately committed	
Grab large market gaps and make profits	Serve the basic needs of society
Seek markets with sufficient carrying capacity to support growth	Seek markets characterised by a paucity of resources
Maximize stakeholder economic value	Emphasize the value contribution to society
Focuses on competition (& on the creation of wealth)	Mission-related impact
Creating profitable operations resulting in private gain	Creating social value for the public good

Defining SE



- ▶ Consensus has not emerged on the appropriate scope & definition of what SE really means
- ▶ Two ambiguous words connoting different things to different people
- ▶ Definitions range from broad to narrow
- ▶ 27 DIFFERENT DEFINITIONS

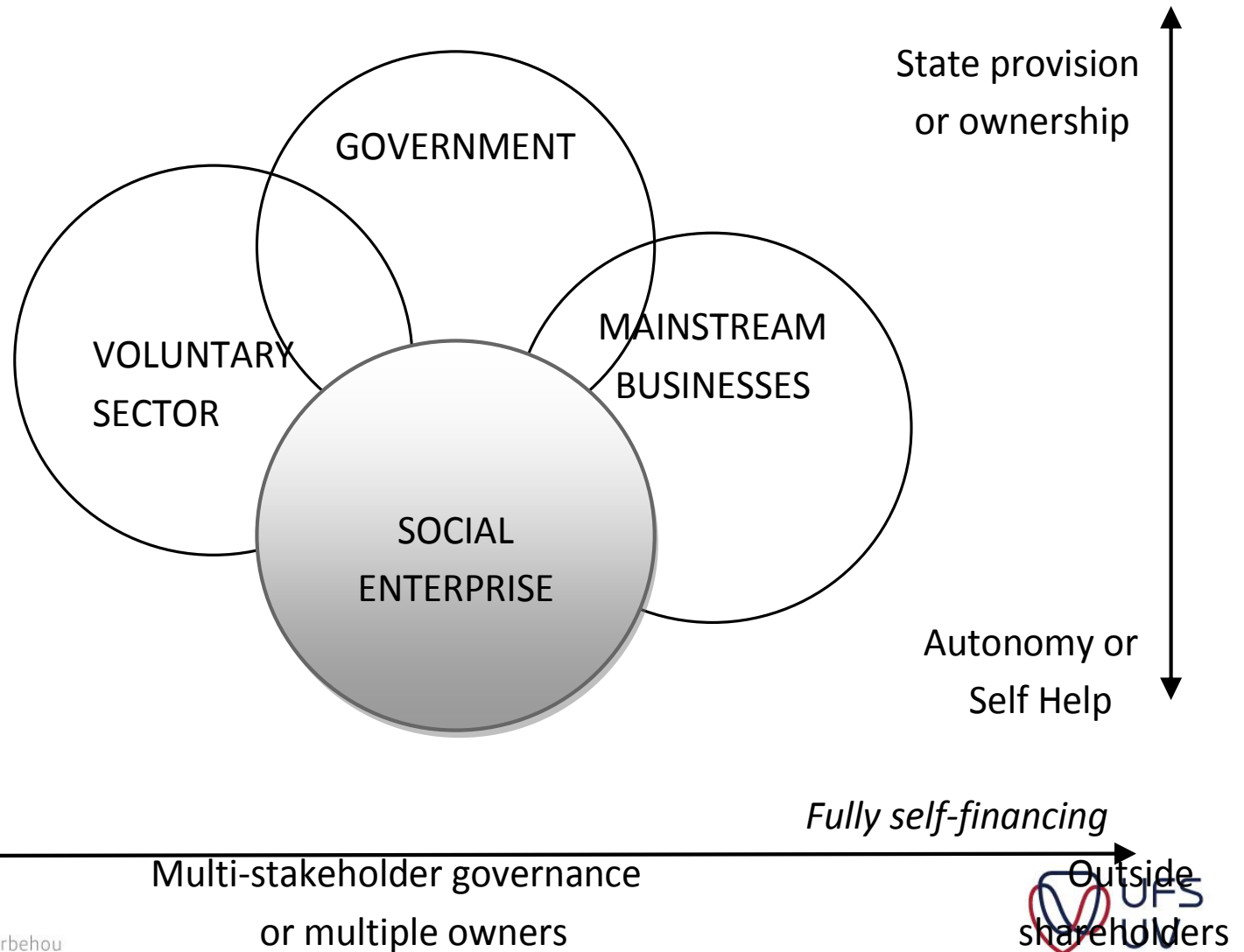


SOURCE	DEFINITION
Austin, Stevenson, and Wei-Skillern, 2006:2	Social entrepreneurship as innovative, social value creating activity that can occur within or across the nonprofit, business, or government sectors 
Dees, 1998	Social entrepreneurship refers to innovative activity with a social objective in either the for-profit sector, such as in social-purpose commercial ventures or in corporate social entrepreneurship or in the non-profit sector, or across sectors, such as hybrid structural forms which mix for-profit and non-profit approaches
Dees, 2001: 2	Social entrepreneurs are one species in the genus entrepreneur. They are entrepreneurs with a social mission
Bosma and Levi, 2009 GEM Global Report	GEM uses a broad definition of social entrepreneurship, namely individuals or organizations engaged in entrepreneurial activities with a social goal
Light, 2006: 50	A social entrepreneur is an individual, group, network, organization, or alliance of organizations that seeks sustainable, large-scale change through pattern-breaking ideas in what or how governments, non-profits, and businesses do to address significant social problems
Murphy and Coome, 2009: 326	Social entrepreneurship is seen as the creation and undertaking of a venture intended to promote a specific social purpose or cause in a context of mobilization
Roberts and Woods, 2005: 49	Social entrepreneurship is the construction, evaluation, and pursuit of opportunities for transformative social change carried out by visionary, passionately dedicated individuals
Seelos and Mair, 2005:241	Social entrepreneurship combines the resourcefulness of traditional entrepreneurship with a mission to change society. 

Social entrepreneurship sector



Westall (2001: 9)



Typology of social entrepreneurship

Social enterprises lie at the crossroads between non-profit and business organization



Traditional non profit	Non profit with income generating activities	Social enterprise	Socially responsible business	Corporation practising social responsibility	Traditional for profit
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Mission motive
Stakeholder accountability
Income reinvestment

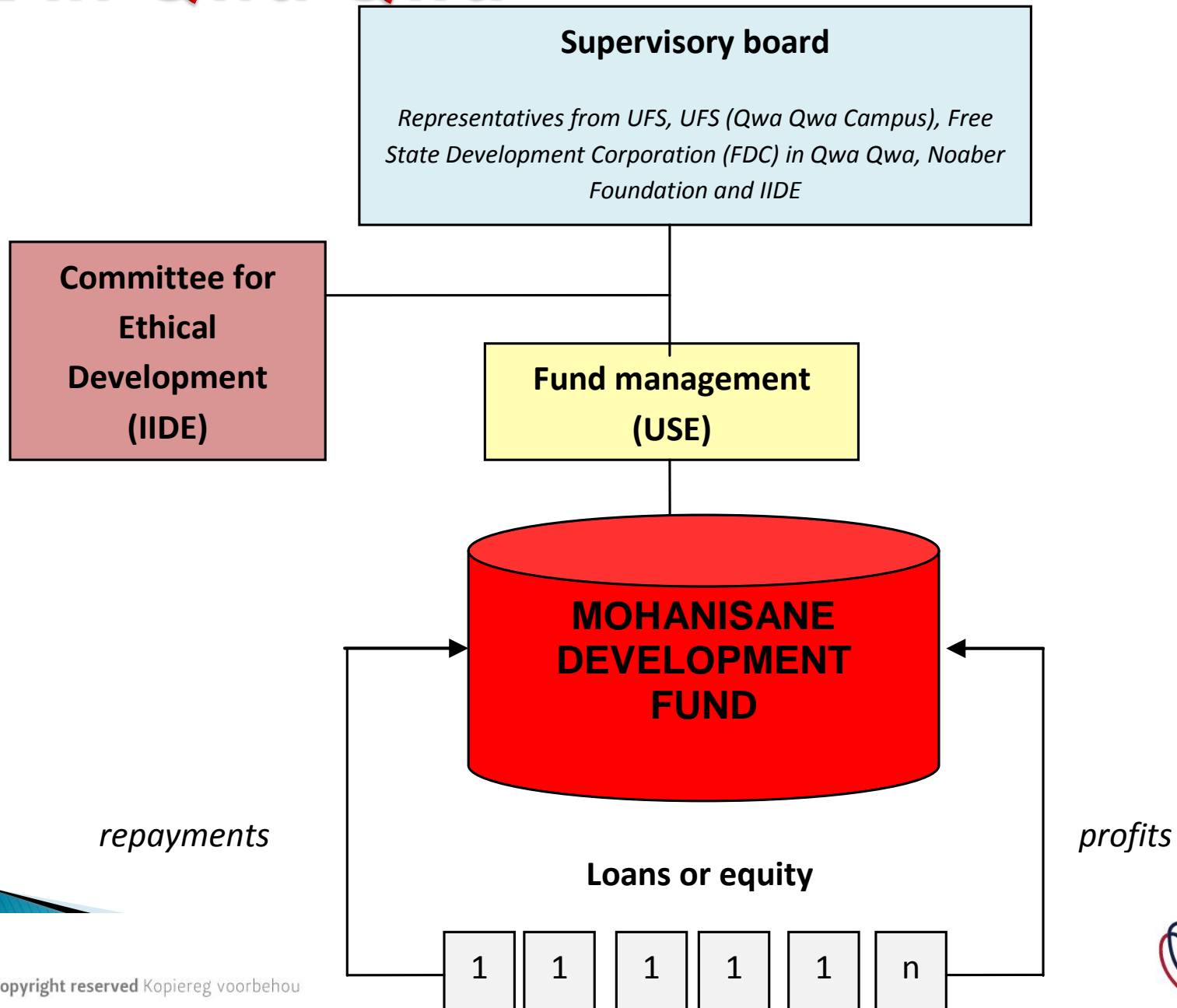
Profit making motive
Shareholder accountability
Profit redistribution

Moahisane Development Fund (MDF)



- Mo"ahisane" = help "your neighbour" build
- Main aim revolving fund for entrepreneurs to provision of financial means and ongoing business support
- Entrepreneurs supported with low interest loans
- Mentored through training
- Advice and consultation interventions
- Qwa Qwa scanned for applicable entrepreneurial ventures with growth and development potential
- Develop a comprehensive application and a selection matrix
- Brain profile analysis
- Training
- Tailor-made mentoring programme

SE in Qwa Qwa



Summary of entrepreneurs



Name	Business
2008 Entrepreneurs	
Palesa Collections	Handmade cards for specific target markets like funeral services, anniversaries, weddings, other functions, with an own identity and a personal touch
Thaba Blinds	A grass weaving project, producing blinds and other hand woven products of excellent quality at an affordable price
Simons Cars	Manually manufacturing cars from wire and metal, producing life-like models with an own identity.
Ilholomelo's	Produces jewellery from copper wire.
2009 Entrepreneurs	
Lydia Thetha	Manufacturing school uniforms, jerseys, socks for school in Qwaqwa
Modise's Steel and Window Frames	Manufacture window frames, burglar bars, gates and washing line poles
Rebecca Motuang Weavers	Ornaments, necklaces, hats (Traditional Basotho hats) from grass
2010 Entrepreneurs	
MyStore	MYstore Holdings (Pty) Ltd is a new and innovative convenience retail store franchise model with its initial main focus on the informal market of South Africa. The MYstore franchises are container outlets, selling fast moving consumer goods (FMCG) to the local community.
Ramon Naroodien Printing	Printing service for all types of printing on different objects
Happy Nappy	To produce nappies of all sizes for the clinics and the local hospital in Qwa Qwa

A group of colorful paper figures holding hands in a circle. The figures are in various colors: yellow, purple, orange, red, pink, blue, and green. They are arranged in a circle, holding hands, and their arms are raised in a celebratory gesture. The background is a soft, out-of-focus white.

THANK YOU!
Ke a le boa!
Baie Dankie!