

# **CHANGEMAKING 101:** **A STUDENT GUIDE TO** **SOCIAL ENTREPRENEURSHIP**



# 1. FIRST THINGS FIRST

## What is Social Entrepreneurship?

Social entrepreneurship is a different way of approaching problems in the world. It means coming up with innovative solutions to society's most pressing social problems. It means offering new ideas for wide-scale change. It means finding what is not working in a system, and changing it - without waiting for others to lead. It means bringing a vision of a better world together with the realistic, practical steps of getting there.

Don't wait until you graduate! You can work to bring change now. David Bornstein, author of *How to Change the World*

describes social entrepreneurs as people who "identify resources where others only see problems [...] and unleash resources in the communities they're serving." Even in the most unlikely contexts, social entrepreneurs inspire others to stand up and act together for social change.

With this guide, you can start to learn how to do the same. Everyone can be a changemaker.

## Who are some well-known social entrepreneurs?

- ▶ **Muhammad Yunus (Bangladesh):**  
Founder of microfinance and the Grameen Bank; recipient of the 2006 Nobel Peace Prize.
- ▶ **Maria Montessori (Italy):**  
Developed the Montessori approach to early childhood education.
- ▶ **Jimmy Wales (United States):**  
Created Wikipedia, the first collaborative, peer-edited encyclopedia, and now the biggest encyclopedia in the world.
- ▶ **Wendy Kopp (United States):**  
Founded Teach for America to solve educational inequity by recruiting high-performing college grads to teach in low-income communities.

**What do these social entrepreneurs have in common?**  
They each had a big idea for lasting, systemic change with a positive social impact - but they all took small, practical steps to get there. In the following pages, you will find some tangible examples of social entrepreneurs at work in a variety of fields. Social entrepreneurs are everywhere!

"There is nothing as powerful as a new idea in the hands of a first-class entrepreneur."

Bill Drayton,  
Founder & CEO  
of Ashoka

"Social entrepreneurship is useful to me in situations where the status quo should be improved in a thoughtful, sustainable way. And there's no shortage of example situations like that!"

Josh Goldman,  
student, Denison  
University

### 1.FIRST THINGS FIRST

Spotlight on Business

Spotlight on Health

Social Entrepreneurship in other Sectors

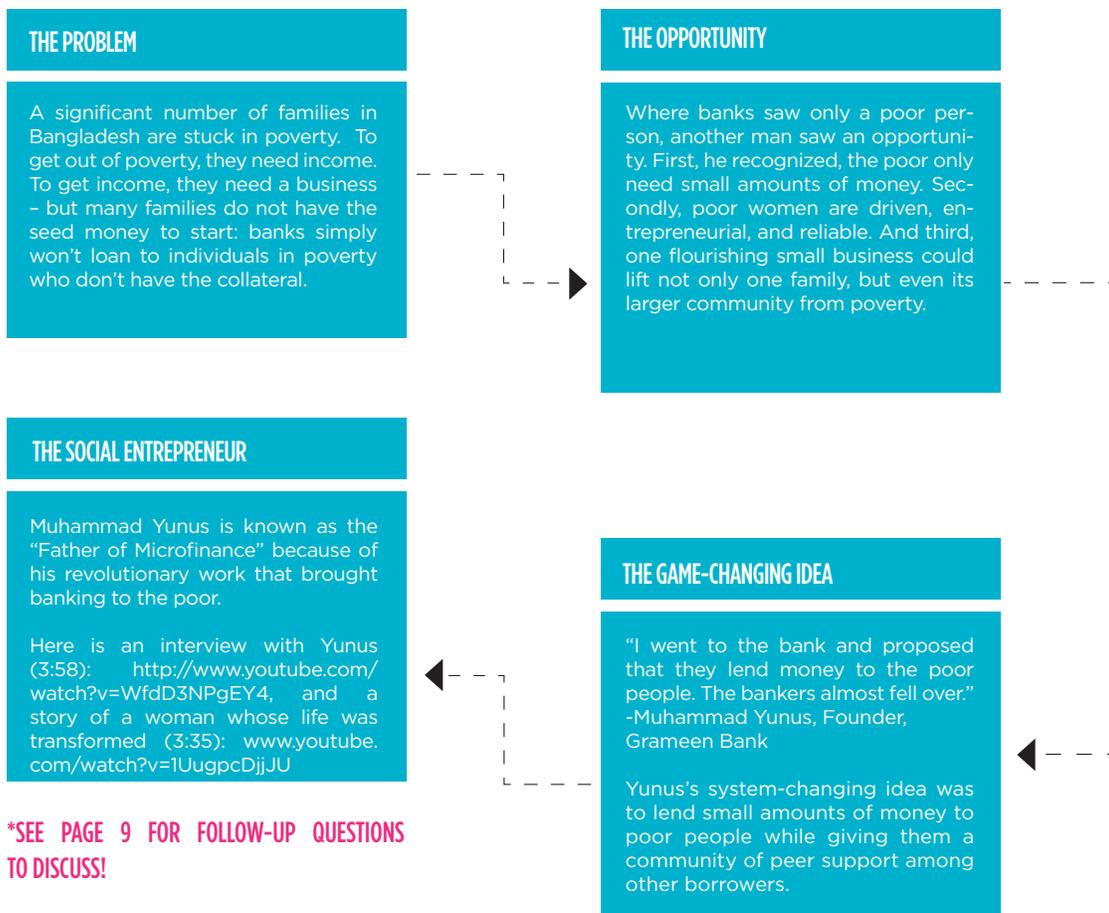
Going Deeper

# SPOTLIGHT ON: BUSINESS

## Social Entrepreneurs in Action

ASHOKA FELLOW CASE STUDY: MICROFINANCE

See how finance was transformed by a man with a vision.



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### More materials on social entrepreneurship and business

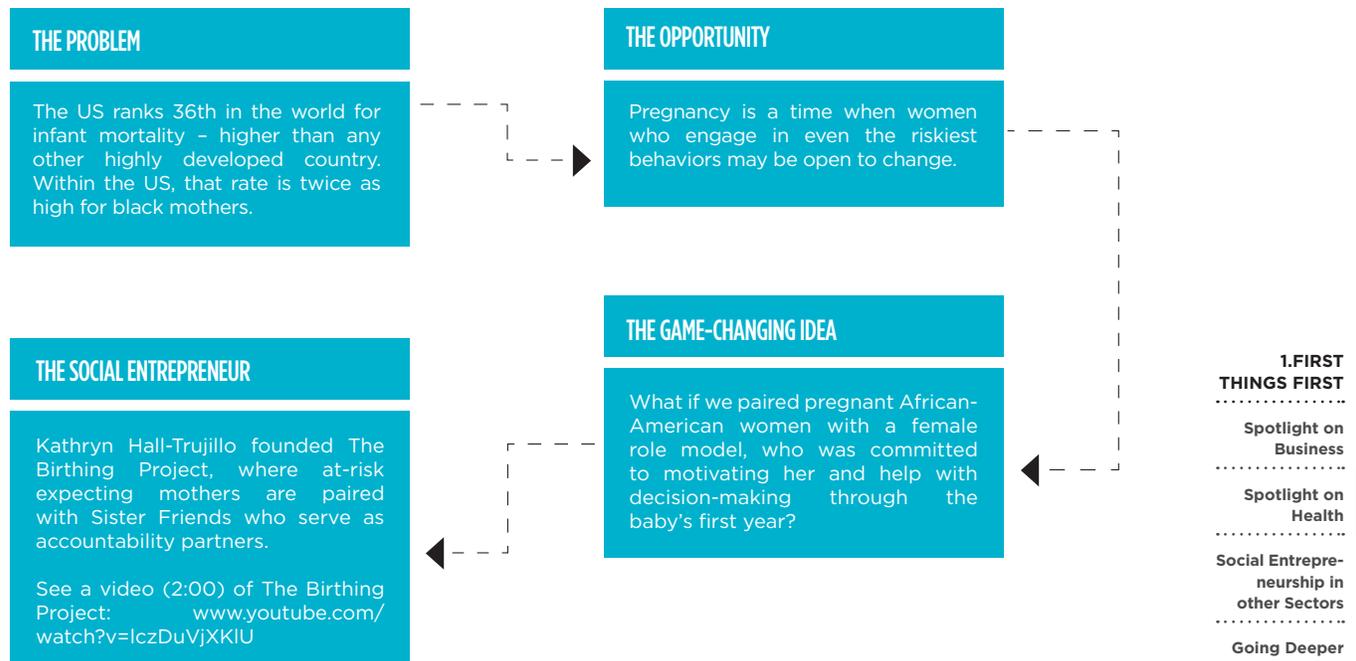
- ▶ Jessica Jackley talks about changing how we see poverty (18:34): [www.ted.com/talks/lang/eng/jessica\\_jackley\\_poverty\\_money\\_and\\_love.html](http://www.ted.com/talks/lang/eng/jessica_jackley_poverty_money_and_love.html)
- ▶ Twitter HashTags to follow:  
#CSR - Corporate social responsibility tweets  
#Microfinance - the name says it all
- ▶ See features on Net Impact Capital and Campus Kiva (page 40) for examples on how social entrepreneurship and business can intersect on your campus!

# SPOTLIGHT ON: HEALTH

## Social Entrepreneurs in Action

### ASHOKA FELLOW CASE STUDY: THE BIRTHING PROJECT

Learn about one woman's impact on the lives of babies born into poverty



**\*SEE PAGE 9 FOR FOLLOW-UP QUESTIONS TO DISCUSS!**

### More materials on social entrepreneurship and business

- ▶ Jane Chen solves the lack of incubators in the developing world:  
[www.ted.com/talks/lang/eng/jane\\_chen\\_a\\_warm\\_embrace\\_that\\_saves\\_lives.html](http://www.ted.com/talks/lang/eng/jane_chen_a_warm_embrace_that_saves_lives.html)
- ▶ Twitter HashTags to follow:  
#Health - one of the top 20 hashtags used by social entrepreneurs  
#sdoh - "social determinants of health"  
[www.ashoka.org/fellows](http://www.ashoka.org/fellows)
- ▶ Other Ashoka Fellows who work in this field:  
Veronica Khosa - HIV/AIDS  
George Askew - Pediatrics  
George Abraham - Holistic approach to blindness

# SOCIAL ENTREPRENEURSHIP IN OTHER SECTORS

Here's a taste of what leading social entrepreneurs are doing in a variety of sectors:

## EDUCATION

- ▶ Taddy Blecher, through CIDA City Campus trains South Africa's youth: <http://skoll.rockhopper.tv/programmes/339>
- ▶ Eric Dawson launched Peace First to address sky-rocketing youth homicide rates: [poptech.org/popcasts/eric\\_dawson\\_peace\\_first](http://poptech.org/popcasts/eric_dawson_peace_first)
- ▶ Mary Gordon is reducing bullying by bringing babies into the classroom: [www.ashoka.org/node/3005](http://www.ashoka.org/node/3005)

## HUMAN RIGHTS/HUNGER

- ▶ An overview of Ashoka Fellows and human rights: [www.ashoka.org/rights](http://www.ashoka.org/rights)
- ▶ Christa Gannon is changing the culture of the juvenile justice system in the U.S.: [usa.ashoka.org/fellow/christa-gannon](http://usa.ashoka.org/fellow/christa-gannon)
- ▶ Guillaume Bapst revolutionized the way that low-income families can access food in France: [www.ashoka.org/fellow/guillaume-bapst](http://www.ashoka.org/fellow/guillaume-bapst)

## WATER

- ▶ Innovative solution to the water crisis in Azerbaijan: [www.viewchange.org/videos/the-last-kankan-of-nakhchivan](http://www.viewchange.org/videos/the-last-kankan-of-nakhchivan)
- ▶ Ashoka's collaborative entrepreneurship for water innovations: [www.ashoka.org/eii](http://www.ashoka.org/eii)
- ▶ Ako Amadi implemented a rainwater harvesting system in Nigeria: [ashoka.org/fellow/2332](http://ashoka.org/fellow/2332)

## ENVIRONMENT

- ▶ No need to wait until you graduate! 350.org was launched by a bunch of Middlebury College students.
- ▶ Hash tags to follow: #Environment #green #sustainable #climatechange
- ▶ Gustavo Alanis is training judicial authorities in Mexico understand and enforce environmental laws: [www.ashoka.org/node/3062](http://www.ashoka.org/node/3062)

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