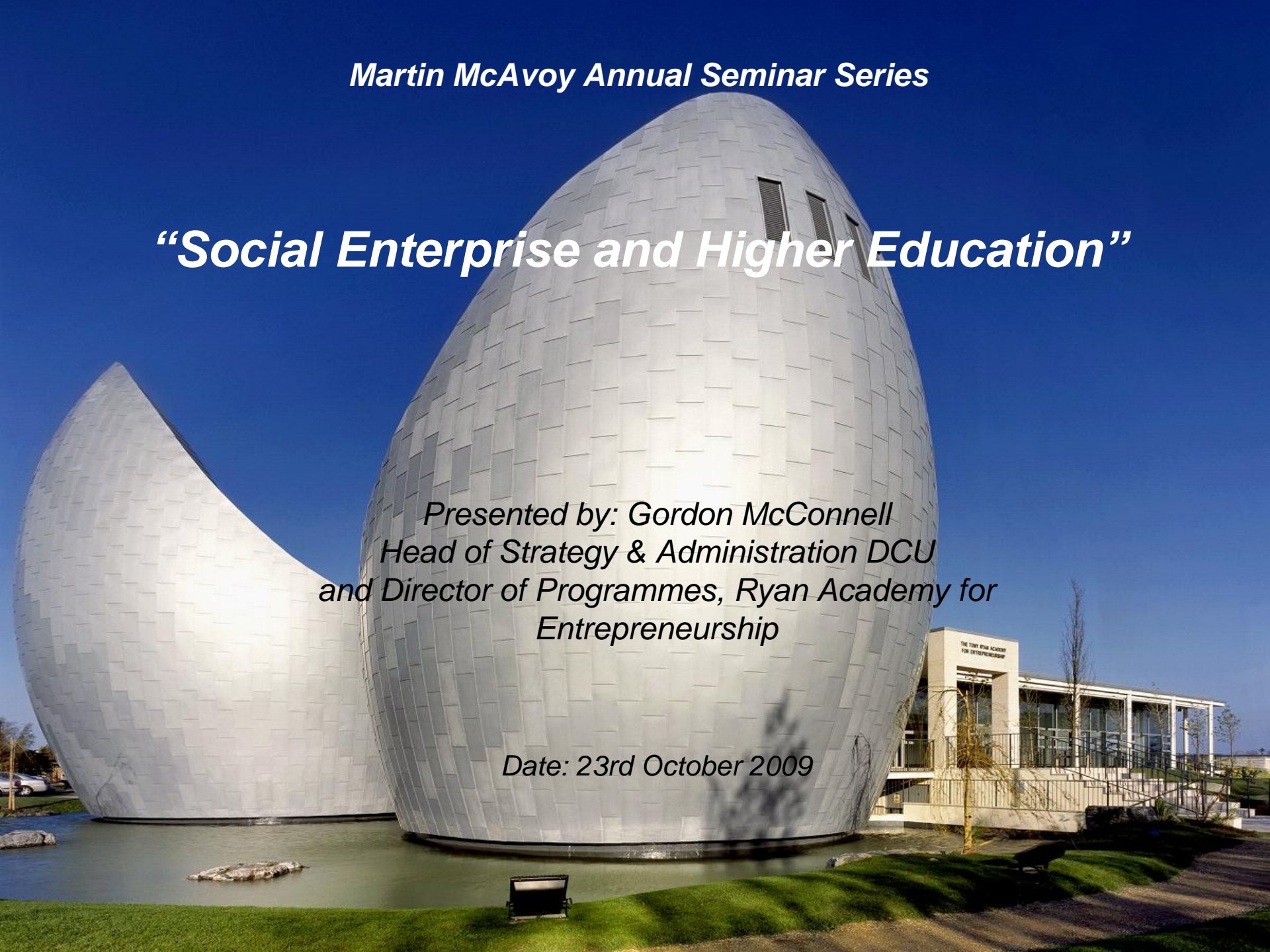


*Martin McAvoy Annual Seminar Series*

*“Social Enterprise and Higher Education”*

*Presented by: Gordon McConnell  
Head of Strategy & Administration DCU  
and Director of Programmes, Ryan Academy for  
Entrepreneurship*

*Date: 23rd October 2009*

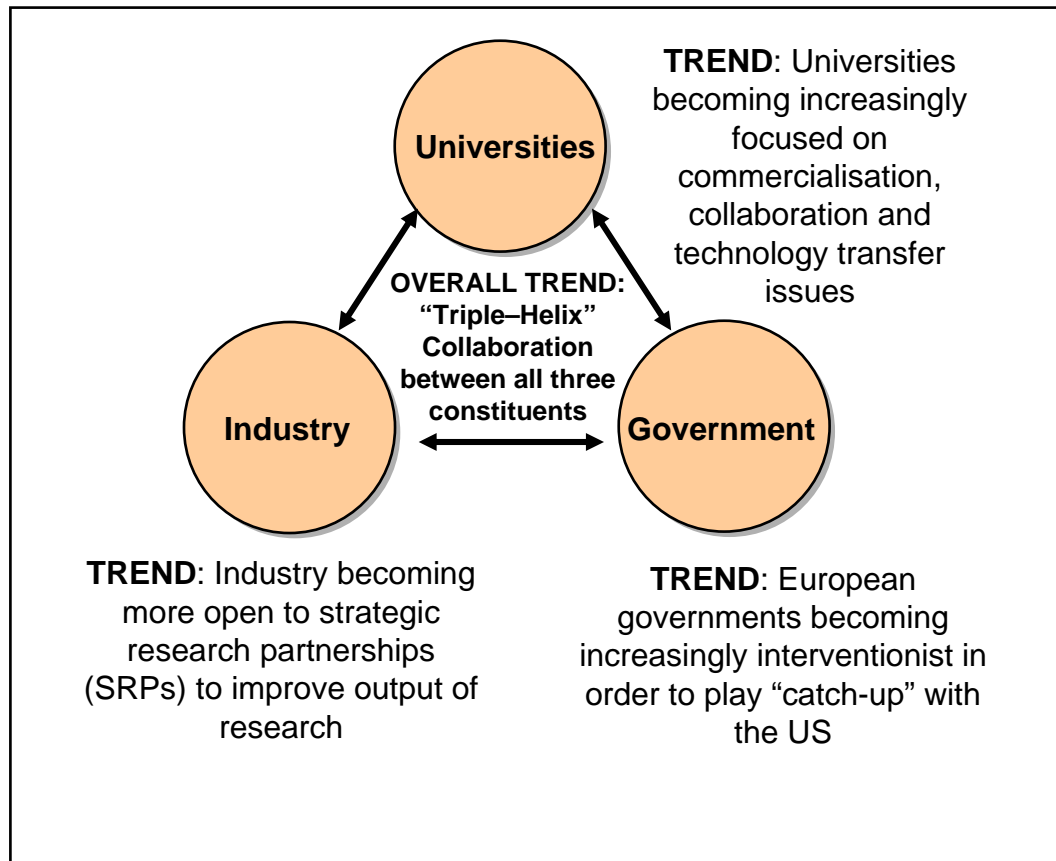


*...in the US in particular there is a 'public good' element to the higher education system*

- ❑ Land grant university have always had a 'public good' element
- ❑ Universities have a key role to play in the transformation of the social and economic environment, particularly in regional contexts
- ❑ Although Universities have been seen as core to the development of a knowledge society, there has been less emphasis on the social economy
- ❑ Indeed social enterprise courses have thin on the ground, though social entrepreneurship programmes are becoming popular in recent years after starting in the US in the 1990's
- ❑ Mentioned in the Bonn declaration on university-enterprise collaboration

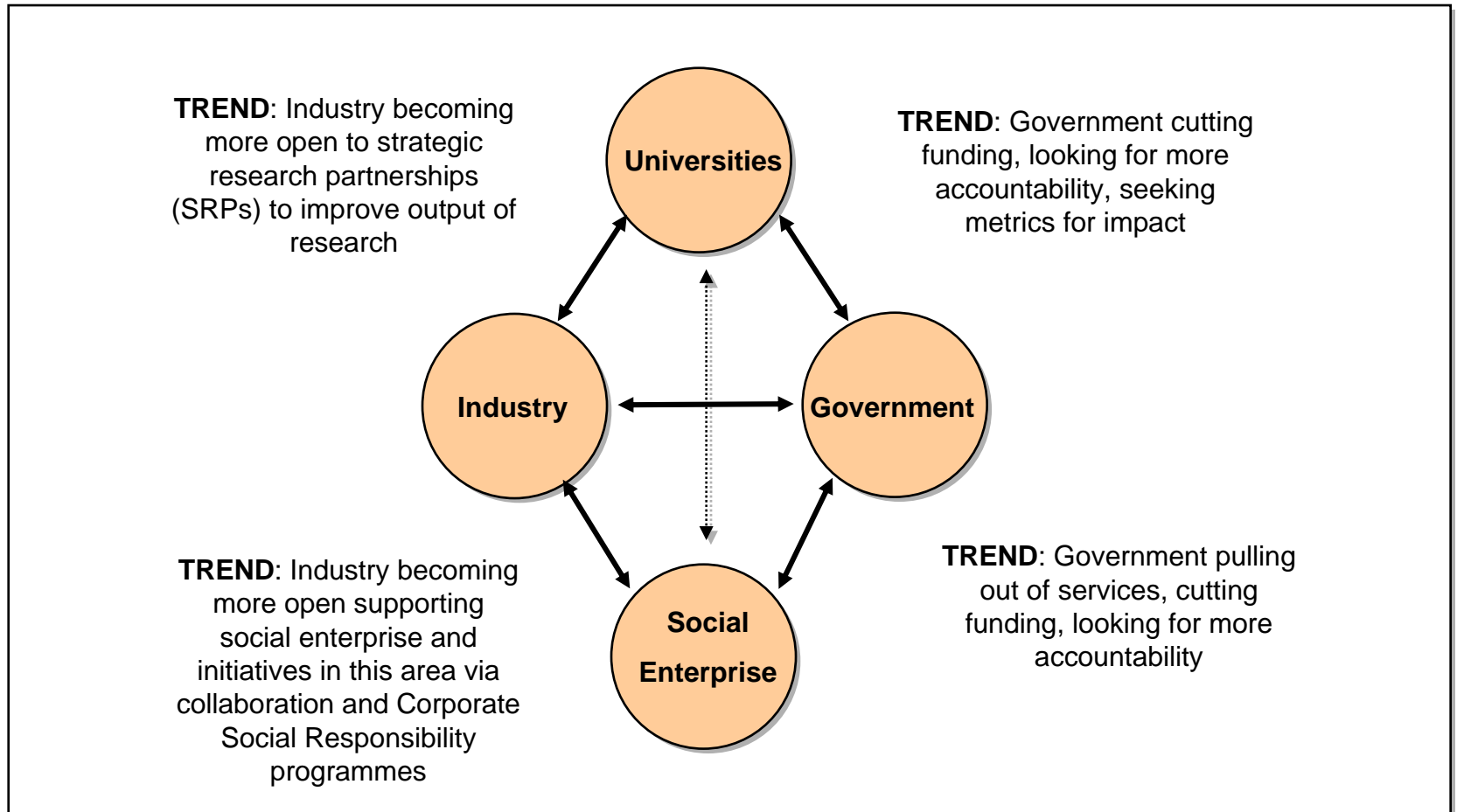
*Much has been written about the Triple Helix...*

**- Overall Trends in R&D -**




*There is now an opportunity to expand this thinking into a wider context*

**- Overall Trends -**





*In particular the area of social entrepreneurship programmes is expanding...*


UNIVERSITY  
NETWORK  
FOR SOCIAL ENTREPRENEURSHIP

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Welcome to the University Network!




**ASHOKA**

**SKOLL CENTRE**  
FOR SOCIAL ENTREPRENEURSHIP




**SEKN**




**EMES**  
European Research Network

The University Network for Social Entrepreneurship works with professors and researchers, practitioners, and students to develop social entrepreneurship as a vocation and carry its principles into other disciplines and sectors. It is designed to be a resource hub and an action-oriented discussion forum to expand social entrepreneurship education and participation around the world.

2007 Ashoka Faculty Pioneer Awards for Social Entrepreneurship Education



**Lifetime Achievement Award in Social Entrepreneurship Education**  
**J. GREGORY DEES**  
*Professor of the Practice of Social Entrepreneurship and Nonprofit Management, Fuqua School of Business, Duke University*



**Faculty Pioneer Award in Social Entrepreneurship Education**  
**JOHANNA MAIR**  
*Professor of General Management at IESE Business School of the University of Navarra, Barcelona*



# Universities are beginning to engage in research in the area of social enterprise



## RISE research initiative on social entrepreneurship

- Home
- Mission and Overview
- Double Bottom Line
- Investor Directory
- Social Entrepreneurs
- Reports & Case Studies
- Partners & Sponsors
- Advisors & Staff
- Links and Blogs
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### Welcome to RISE: The Research Initiative on Social Entrepreneurship

*Improving the markets, metrics and management of social enterprise*

The Research Initiative on Social Entrepreneurship (RISE) is a research project at Columbia Business School whose mission is to study and disseminate knowledge about the markets, metrics and management of for-profit and nonprofit social enterprise and social venturing.

RISE is jointly sponsored and supported within Columbia Business School by the Social Enterprise Program and the Eugene M. Lang Center for Entrepreneurship, and externally by foundations, investment funds, and individual contributions.

#### NEW IN MAY 2007:

RISE is pleased to announce a new partnership with B Lab, ([www.bcorporation.net](http://www.bcorporation.net)), a nonprofit organization which envisions a new sector of the economy which harnesses the power of private enterprise to create public benefit. This sector, sitting between the for-profit and non-profit sectors, is comprised of a new type of corporation – the B corporation. B corporations are unlike traditional responsible businesses because they 1) meet comprehensive and transparent social and environmental performance standards; 2) institutionalize stakeholder interests. The core idea behind B Lab is that by creating a standard rating system for companies to be certified as socially beneficial, those companies that earn enough points can then share a common brand and logo, becoming known as “B Corporations,” creating an instant signal to customers, investors and policymakers that they create social benefit through their products, practices and use of profits.

RISE has partnered with B Lab to create several summer internship positions for MBA students to help develop resources for B Corporation entrepreneurs and will be a research partner for B Lab going forward.

Other Publications:



english - français - español

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BUILDING EUROPE'S KNOWLEDGE ON THE SOCIAL ECONOMY AND SOCIAL ENTREPRENEURSHIP

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**News & Events**

News: French national gathering on childcare (Assises Nationales de la Petite Enfance)

EMES-RILESS  
DOWNLOADABLE TEXTS



Download the EMES-UNDP publication





## *A university has powerful machinery to enable transformation in it's region:*

Universities are acknowledged as 'urban innovation engines' and can champion a new approach to business creation, development and sustainability. Leading in developing the social enterprise culture and mindset of students and the community

- Leading in developing the social enterprise and entrepreneurial skills of students
- Leading in sustainable, locally supported procurement
- Leading local and community-based research problems
- Leading in volunteer activities for students and staff
- Creating incubators for new socially enterprising businesses
- Leading in knowledge transfer/exchange for social enterprise activity

*Source: Thinkpiece - Universities and social enterprise, University of Plymouth*



## *Some joint activities in the UK are starting to occur*

- ❑ **The Economic and Social Research Council (ESRC) and the Office of the Third Sector (OTS) have awarded a joint £1million research grant to Middlesex University, the London South Bank University and Durham University to carry out a 5 year research programme on social enterprise. The consortium will use the grant to fund training for researchers on social enterprise issues and to develop links between universities and social enterprises.**
  
- ❑ **Social enterprises are organisations that are trading with a social purpose. They include charities, cooperatives and other organisations that do not distribute profit to shareholders.**
  
- ❑ **The bid will develop four components:**
  - PhD Studentships
  - Knowledge Transfer Partnerships
  - Placements
  - Vouchers
  
- ❑ **Social enterprises can join the cluster activities through co-funding activities, and join the existing partners from across the sector who have committed to building up the research capacity.**

## Universities can be a source of Social Enterprise Spin-Outs

Spin-out Name	Lead	Model	Scale	Aims
The Cranfield Trust	Alumni	Trust utilising volunteers	National	Social
Teeside Sports Injury Centre	Researcher	Social enterprise utilising paid graduates	Local	Social
Autism Diagnostic Research Centre	Researcher	Non-profit with costs charged to referring agent	Local	Social
Bike Creche	Researcher	Company Limited by Guarantee	Local	Environmental
Community Finance Solutions	Researcher	Social enterprise	Local	Social
Now Hear This			Local	Social
Urban Futures Ltd	Researcher	Non-profit enterprise	Local	Social
What We Wrote	Student	Not for profit, with profits going in donation form to nominated Trust.	Local	Social
Women in Rural Enterprise (WiRE)	Researcher	Social enterprise, charges for services but does not make a profit	National	Social
Think Pacific	Alumni	Aiming to set up a Charitable Trust	International	Social
Sheffield Students in Free Enterprise (SIFE) Ltd		Grant and commercial work fund the project, with profits being reinvested.	International	Social
Social and Environmental Development Initiative	Researcher	Provision of SEED funding for student businesses with social or environmental benefit	In University	Social and Environmental
Red Button Design	Student	Various funding including investment from 'Dragon's Den' and prize money from business competitions	International	Social and Environmental
People's Voice Media	Researcher	Social enterprise	Local	Social
Begbroke Science Park	Researcher	Looking to adopt social enterprise model utilising academic and student expertise	Local to International	Social
Maggie Swap	Alumni	Non-profit Company Limited by Guarantee. Profits reinvested in the company	Local	Social and Environmental
Voltage	Student	University students and business leaders supporting young people to start a social enterprise	Local	Social
The Humanitarian Centre	Researcher	Grant funding supports management of centre with aim to move toward pure social enterprise model.	International	Social
Ketso	Researcher	Aim for social enterprise model, has been partly funded by founders and university IP funds.	International	Social and Environmental
Contraception Education CIC	Researcher	Limited company funded by sales of product	International	Social

Source: Creating Social Enterprises,

## Example of University Social Enterprise Spin-Out: Cranfield Trust

Welcome to  
The Cranfield Trust

Home About Us Services Volunteering Support Us News Partners

### Free management support for charities



The Cranfield Trust is a nationally respected charity providing *free management consultancy* for charities and social enterprise groups involved in issues of poverty, disability or social exclusion. Highly skilled managers from the commercial sector act as Trust volunteers throughout the country. Volunteers donate their time and expertise to support the voluntary sector, providing advice and mentoring on a wide range of issues to improve management effectiveness, such as:

- Business and strategic planning
- Financial management
- Marketing and communications
- Developing IT systems
- Human Resources and staffing


Is your organisation managing effectively during the recession? Visit our [Recession Support](#) page for more details.

- Free consultancy service
- Volunteers are professionals from the commercial sector who donate their time and expertise to help charities with management issues
- Has worked with over 400 social enterprises
- Has completed over 1400 consulting projects
- Worth over £8 million to the social sector



*There are a variety of activities which an Irish university can potentially offer*

- Access to funding
- Access to training
- Access to up-skilling
- Access to volunteering (students and staff)
- Access to talent (students and staff)
- Source of social enterprises (students and staff)
- Home (incubation) for social enterprises
- Collaboration
- Best practice



***Dublin City University and Social Enterprise Sector***

*DCU via the Civic Engagement Strategy and Ryan Academy has started working on:*

- ❑ Access to funding – Innovation Vouchers
- ❑ Access to training – DCU Training
- ❑ Access to up-skilling – Social Enterprise Development; INTERREG
- ❑ Access to volunteering – Volunteering Fair
- ❑ Access to talent – Board of Directors
- ❑ Source of social enterprises – Spin-Outs
- ❑ Collaboration – Special Olympics Ireland
- ❑ Best Practice - Seminars

# First Innovation voucher, for a social enterprise



## Innovation Vouchers



[Home](#) | [Knowledge providers](#) | [Permitted uses](#) | [Conditions](#) | [Apply](#) | [Finished Projects](#) | [Contact](#) | [Login](#)

### Welcome to the Innovation Vouchers Web Site

#### Innovation Voucher Initiative

Standard Applications: Next Call will be open from the 1st to the 30th September.

Pooled Applications: Next Call will be open from the 1st to the 30th September.

#### What is the Innovation Voucher Initiative?

If you own or manage a small limited company with a company registration number and you have a business opportunity or problem that you want to explore, why not apply for an Innovation Voucher worth €5,000?

The objective of the Innovation Voucher initiative is to build links between Ireland's public knowledge providers and small businesses and create a cultural shift in the small business community's approach to innovation.

Enterprise Ireland is delighted to announce that the Innovation Voucher Initiative is now running in Northern Ireland also.

By linking up with Invest Northern Ireland, Enterprise Ireland can now offer voucher holders access to an additional 10 Knowledge Providers in Northern Ireland.

Click [here](#) to view and download the Innovation Vouchers Application form.

#### What's in it for my company?

The Innovation Voucher allows you to concentrate on running your business while knowledge providers come up with a solution that could take your business to the next level.

The Innovation Voucher Initiative was a key recommendation of the Small Business Forum in their report [Small Business is Big Business](#), published in 2006.



### Welcome To Speedpak

Welcome to the homepage of Speedpak Ltd. Speedpak specialises in providing contract packaging services and storage solutions to industry. Speedpak is a unique commercial company as it also provide training and work experience opportunities to local long term unemployed people in Dublin's northside. On this site you can find more information on the services offered by Speedpak



#### Contract Packaging

Speedpak specialises in providing contract packaging services to industry

[Read More >>](#)



#### Storage Solutions

Speedpak offers storage solutions to both large and small companies alike

[Read More >>](#)



#### About Us

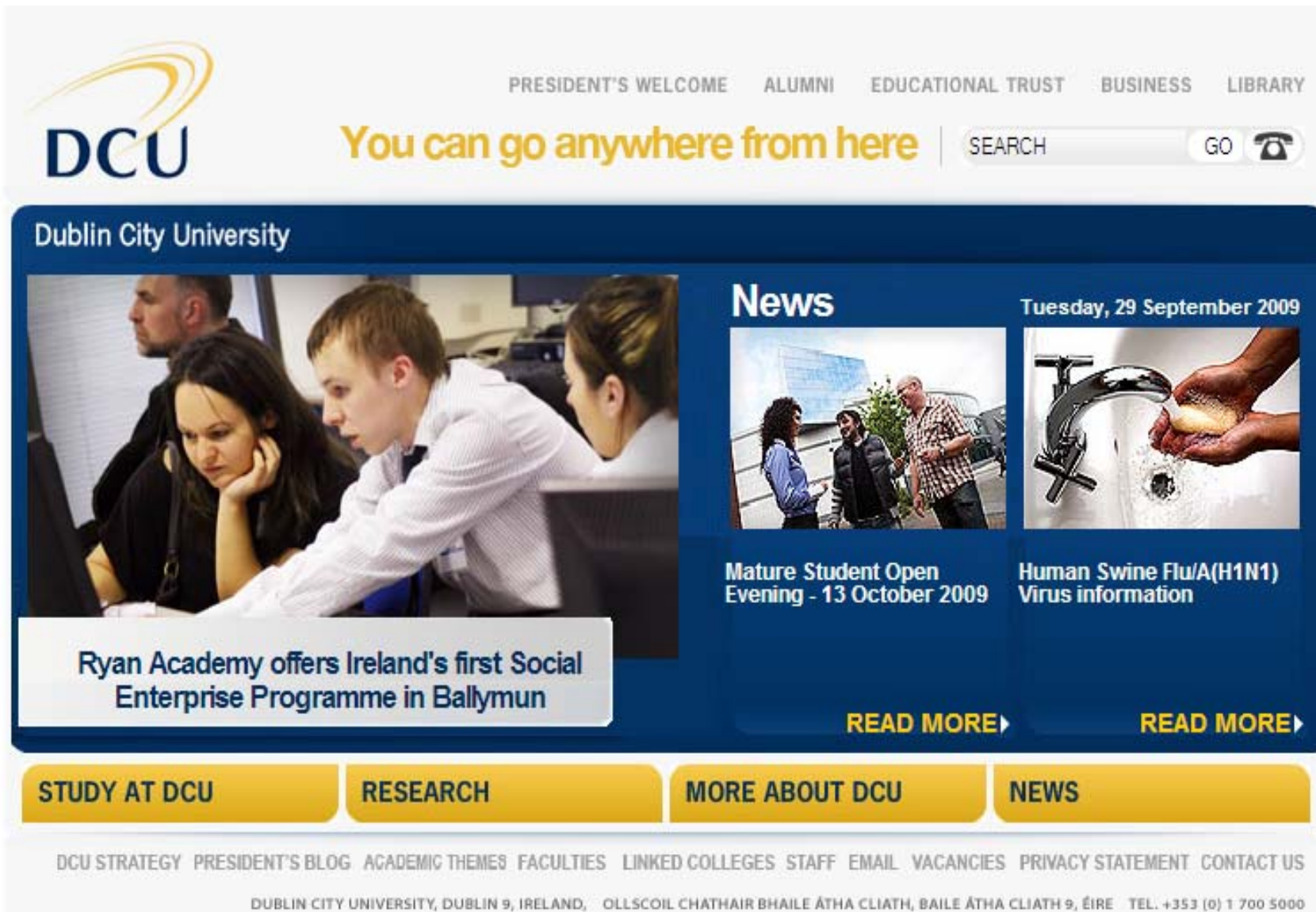
Speedpak is limited by guarantee and has charitable status

[Read More >>](#)

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Design Webstudio.ie



The screenshot shows the DCU website homepage. At the top left is the DCU logo. To its right is a navigation menu with links: PRESIDENT'S WELCOME, ALUMNI, EDUCATIONAL TRUST, BUSINESS, and LIBRARY. Below the menu is the slogan "You can go anywhere from here" in orange. To the right of the slogan is a search bar with the text "SEARCH" and a "GO" button with a telephone icon. Below the navigation is a blue banner with the text "Dublin City University". The main content area is divided into three sections. On the left is a large image of students in a classroom, with a white box overlay containing the text "Ryan Academy offers Ireland's first Social Enterprise Programme in Ballymun". On the right is a "News" section dated "Tuesday, 29 September 2009". It features two news items: "Mature Student Open Evening - 13 October 2009" with a photo of people outdoors, and "Human Swine Flu/A(H1N1) Virus information" with a photo of hands being washed under a faucet. Each news item has a "READ MORE" link with a right-pointing arrow. At the bottom of the page are four yellow buttons: "STUDY AT DCU", "RESEARCH", "MORE ABOUT DCU", and "NEWS". Below these buttons is a footer with various links: DCU STRATEGY, PRESIDENT'S BLOG, ACADEMIC THEMES, FACULTIES, LINKED COLLEGES, STAFF, EMAIL, VACANCIES, PRIVACY STATEMENT, CONTACT US. At the very bottom is the address: DUBLIN CITY UNIVERSITY, DUBLIN 9, IRELAND, OLLSCOIL CHATHAIR BHAILE ÁTHA CLIATH, BAILE ÁTHA CLIATH 9, ÉIRE TEL. +353 (0) 1 700 5000.

## MA/Diploma/Certificate in Creativity and Innovation for Social Ventures



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[Home](#) | [Contact](#)

Tuesday, 29 September 2009, 11:59:01

### Ireland Wales Programme 2007 - 2013

#### Introduction

Welcome to the Ireland Wales Programme 2007-2013 – Interreg 4A.

Interreg means 'inter-regional'. It is an EU Community initiative that aims to strengthen economic and social cohesion by promoting international and cross-border co-operation. The Programme has an overall aim of advancing the Lisbon and Gothenburg Agendas. Some of the issues addressed relate to innovation, entrepreneurship, the knowledge economy, climate change, sustainable development and providing more

and better jobs.

A list of [Approved Round 1 Projects](#) is now available here or from the Development Officer team. Round 2 projects will be posted shortly.


#### KEY LINKS

- 
- 
- 
- 

## *DCU Training*

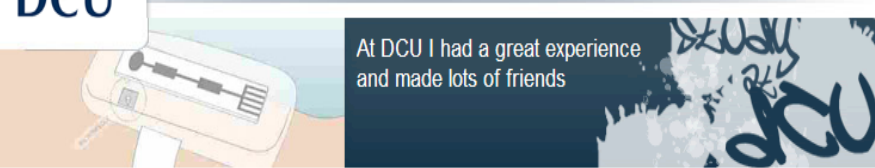
- ❑ With cuts in budgets many of those organisations operating in the social sector can no longer afford training for their staff
- ❑ In DCU we sometimes have spare places on training and development courses
- ❑ DCU Training & Development deliver a number of courses internally in a number of areas which have been opened up to the local area partnerships including:
  - **Designing and Delivering a Training event**
  - **Excellence in Customer Care**
  - **Communication Skills and Personality Styles**
  - **Personal Effectiveness**
  - **Frontline Management/Supervisory Skills**
  - **Thinking Differently Six Thinking Hats**
  - **Management of Meetings**

# DCU Volunteering Fair



PRESIDENT'S WELCOME ALUMNI EDUCATIONAL TRUST BUSINESS LIBRARY HOME

You can go anywhere from here



At DCU I had a great experience and made lots of friends

STUDY AT DCU RESEARCH MORE ABOUT DCU NEWS SEARCH GO

- Volunteer Home
- DCU Volunteer Expo
- A-Z of voluntary organisations
- Charter for Effective Volunteering - Volunteering Ireland
- Committee
- Contact

## Volunteer

### DCU Volunteer Expo

DCU will hold its first Volunteer Day on Wednesday 4th November 2009. This promises to be a great day with almost 40 confirmed charities attending and the list is growing every day.

It will be held in The Hub from 12 - 4 pm. There will be plenty of charity representatives speaking during the day. More information in relation to time slots etc. will follow.

- Have you ever wanted to be a volunteer but just didn't know where to start?
- Do you want to stand out from the crowd at job interviews?
- Would you like to gain valuable work experience while studying?
- Do you want to give back to the wider Community?

If you answered 'Yes' to any of the above, or if you are interested in getting more information we strongly recommend you come along on the 4th November and chat to the many charities on hand.

This is open to both students and staff.

Please see [a list of the Organisations currently attending.](#)



PRESIDENT'S WELCOME ALUMNI EDUCATIONAL TRUST BUSINESS LIBRARY HOME

You can go anywhere from here



DCU's facilities are second to none and have allowed me to be at the top of my game

Kelly Smith, DCU Chemistry Student

STUDY AT DCU RESEARCH MORE ABOUT DCU NEWS SEARCH GO

- Volunteer Home
- DCU Volunteer Expo
- A-Z of voluntary organisations
- Charter for Effective Volunteering - Volunteering Ireland
- Committee
- Contact

## Volunteer

### Welcome

How do you improve your employment or promotional chances? Volunteer! Volunteering is being promoted by an increasing number of companies that see the benefit it brings to the localities they operate in and also the business benefits it brings in terms of reputation, staff bonding and training opportunities. Where companies used to donate cash, now they are encouraged to donate their time and skills. This is where the real value-added aspect is in terms of corporate social responsibility.



So how do you get volunteering? Come along to DCU's [Volunteer Expo](#) on 4th November from 12 - 4 pm in The Hub.

Before offering to volunteer, think about:

- Why you want to volunteer?
- What type of voluntary work you would like (and wouldn't like!) to do
- What skills, experience or enthusiasm you can offer
- How much time you can give
- Other practicalities, such as where and when you want to volunteer

Remember that if you decide to volunteer with an organisation, you do have certain rights and responsibilities. See 'charter for effective volunteering'.

## *Board of Directors*

- ❑ The university has a large number of professional, academic and administration personnel that can add to a board of directors ability
- ❑ Social sector has often been attacked for poor governance and the lack of professional directors on their boards
- ❑ The University has been trying to coordinate membership of boards by a range of staff including some academic, to aid boards in particular areas
- ❑ These include local area partnerships, charities, social enterprises and community groups
- ❑ Large potential to formalise this in a better way going forward

## Example: Spin-off from DCU related technology – Centre for Next Generation Localisation



Access to information is a fundamental right. It can make the difference between prosperity and poverty, freedom and captivity, life and death. Today, access to information is severely restricted for millions of people who live in developing regions of the world, speak so called minority languages, or do not have the economic means to pay for information they require.

The Rosetta Foundation supports the not-for-profit activities of the localisation and translation communities through the development and deployment of an intelligent translation and localisation platform. It works with those who want to provide equal access to information across languages, independent of economic or market considerations, including localisation and translation companies, technology developers, not-for-profit and non governmental organisations.

The translation and localisation platform development is based on an open source model making the platform available to the translation and localisation community. It is deployed and supported by The Rosetta Foundation for selected not-for-profit organisations and volunteer translators.

The Rosetta Foundation is a not-for-profit organisation (charity) registered in Ireland.

The Foundation is governed by the Board. Particular activities are conducted through special interest groups.

- Supports the not-for-profit activities of the localisation and translation communities through the development and deployment of an intelligent translation and localisation platform.

- It works with those who want to provide equal access to information across languages, independent of economic or market considerations, including localisation and translation companies, technology developers, not-for-profit and non governmental organisations

- It is a spin-off from the University of Limerick's Localisation Research Centre and the Centre for Next Generation Localisation (CNGL), a collaborative project between four Irish universities and nine industrial partners, co-funded by the Science Foundation Ireland and industry

## *Example: Collaboration with Special Olympics Ireland*

- ❑ DCU and Special Olympics Ireland signed a unique Memorandum of Understanding March 2009
- ❑ This will see a close collaboration between the two organisations in terms of research, the use of facilities and promotion of volunteerism among staff, students and its 34,000 cohort of alumni
- ❑ The focus of the agreement is on inclusion, integration and education which will be beneficial to the stakeholders of both agencies - athletes, volunteers, students and university employees.
- ❑ It will encourage and facilitate greater sporting opportunities for Special Olympics Ireland athletes through the use of DCU's state of the art sporting and educational facilities,
- ❑ Provides a unique volunteering and educational opportunity for students and staff to work with and alongside the athletes at their weekly training sessions, events and games
- ❑ Openings to work with the university faculties to provide work placements for students to assist in their smooth and seamless transition into the workforce
- ❑ Opportunity to research and promote the development of a credible scientific body of knowledge that can assist Special Olympics Ireland and its athletes



**“Innovative Thinking and Leadership for the Social Sector”**

**Date:** Friday, 16th of October

**Venue:** DCU Invent, Dublin City University

**Time:** 9:30am – 11am

The social enterprise sector, including the community and voluntary make up the ‘third sector’ in Ireland. Not only does this sector provide thousands of jobs but it also provides social impact and social capital, often to the most disadvantaged groups. With the current financial environment, the sector needs to look at innovative methods of leadership and deal with the many opportunities and threats which it currently faces. This seminar looks at a range of issues in leadership, management and strategy.

**Speaker:** Gordon McConnell, Head of Strategy & Administration DCU and Programme Advisor to the DCU Ryan Academy for Entrepreneurship

**Sponsor:** DCU Ryan Academy for Entrepreneurship and DCU Invent

**Website:** [www.ryanacademy.ie](http://www.ryanacademy.ie)

**Contact Name:** Niamh Collins

**Phone:** 01-700 6786

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