

# Social Entrepreneurship: Fad or Reality?

4<sup>th</sup> Global Peter Drucker Forum  
Opening Remarks by Deepa Prahalad  
Vienna, Austria  
November 16, 2012

# Agenda

- Defining social entrepreneurship
- How big is this?
- Examples
- Challenges & Promise

# Defining Social Entrepreneurship

- Must be geared toward creating a social change
- Can be voluntary, for-profit or non-profit
- Measures profit and positive returns to society
- Often work in collaboration with other organizations and communities

# Social Entrepreneurship is Big...

- Top 10 Microfinance Institutions
  - 171.24K employees, 46.1 M borrowers, and \$11.57B Portfolio (Source: Devex)
- Social entrepreneurship is a global phenomenon
  - 5.5% of US GDP, 13.5M US workers (10% of workforce)
  - An estimated \$173B value in volunteer work
- New structures emerging
  - Public-Private partnerships
  - B Corp: 500 B Corps in 60 industries, \$4.2 B in revenue

# Companies are adopting the idea

- Changing Social Norms
  - 90% of Millennials say that companies should be measured by more than profit (Source: Deloitte)
  - 8,000 companies signed UN Global Compact to promote fair labor standards, sound environmental practices
  - Almost all of Fortune 500 gives CSR reports
  - Role Models: Clinton, Gates, Buffet
  - Intangible value of brands

# New Opportunities and Choices



# Multiple Players and Approaches

- **Akshaya Patra (Nonprofit, India)**
  - Approach: Mid-day Meals
  - 1.3 M meals/day
  - 9,075 Schools/ 9 states
  - 1 billion total meals served
- **Room to Read (Global Non-Profit)**
  - Libraries/ Schools
  - 1.5K schools, 13.5K libraries
  - 11.5 M books/ 707 published
- **One Laptop Per Child (Nonprofit, Global)**
  - Low-cost laptops
  - 2.4 M laptops
  - 40+ countries
- **Nokia (Global MNC)**
  - Apps for learning
  - 50M downloads for Nokia Life Tools
  - 70 content providers
  - India's Most Trusted Brand

# Case Study: India

- Number of NGOs

- 1970 - 144,000
- 1980 - 179,000
- 1990 - 552,000
- 2000 - 1,122,000
- 2009 3,300,000

- HDI Ranking of India

- 2000 - 128
- 2005 - 127
- 2009 - 132
- 2011 - 134

Source: Indian Express

Note: Methodology was changed in 2010 to give greater weight to inequality



# The present extremes...

- Vigil outside Apple store
- Occupy Wall Street



# The Power of Connections



## The Golden Temple, Amritsar India

One of the world's largest free lunch programs

80,000 people fed each weekday

160,000 people fed on weekends

250K roti, 3.3 tons of dal produced each day

(Source, NY Times)

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