

Activity 4: Changing the world through social entrepreneurship

Willemijn believes that we need more unreasonable people so that we can change the world through social entrepreneurship. Thinking about your own context and experiences, how far do you agree with her ideas? Do you think we can change the world through social entrepreneurship? Share your thoughts in the tutor forum provided.

Answer:

George Bernard Shaw said "The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man."

I do totally agree with this quote in which I usually say be unreasonable be the change! For example, many of the attributes and talents of social and conventional entrepreneurs are similar; both are innovative and possess high amounts of energy, tenacity and resilience and both are driven by a vision to which they remain passionately committed. Where they differ is in their motivation and purpose. Social entrepreneurs are motivated to address a social need, commercial entrepreneurs a financial need. However, social entrepreneurship should not be thought of as existing in a domain of its own, exclusive from other forms or applications of entrepreneurship. The boundaries are far more blurred, particularly as commercial businesses become more socially responsible and develop triple bottom line reporting measures. In this sense social entrepreneurship could be seen as a mindset or a paradigm that has a place in any business, be it in the for profit sector or in the voluntary sector.