

## Faculti Summary

<https://faculti.net/social-entrepreneurship/>

This video is a presentation discussing social entrepreneurship, its significance, and the motivations behind writing a practical textbook on the subject. The speaker, who has taught social entrepreneurship for nearly two decades, highlights that while there are many inspirational books on the topic, there was a lack of practical resources outlining the necessary steps for aspiring social entrepreneurs.

Key points covered in the presentation include:

1. **Definition and Scope**: Social entrepreneurship combines social impact (addressing societal issues) with entrepreneurial innovation. It spans diverse fields including finance, healthcare, and environmental sustainability.
2. **Social Entrepreneurship Goals**: The discussion emphasizes the importance of addressing global issues like poverty, health, education, and gender equity, aligning with the UN's Sustainable Development Goals.
3. **Entrepreneurial Process**: This video outlines the steps to starting a social venture, including ideation, stakeholder engagement, financing, and market strategies, drawing parallels to traditional entrepreneurship.
4. **Case Studies**: The speaker shares various success stories from social entrepreneurship, including ventures in New Zealand focused on environmental challenges, as well as a successful initiative in Kenya (Sanergy) that improved sanitation while producing fertilizers from waste.
5. **Skills and Stakeholders**: The importance of understanding stakeholder dynamics and financing is highlighted. Aspiring social entrepreneurs must develop a complex stakeholder map and be adept in financial management and operational planning.
6. **Illustrative Examples**: The presentation includes specific examples of social enterprises that address environmental issues and public health, demonstrating how these ventures can be both impactful and profitable.

Overall, the speaker aims to equip prospective social entrepreneurs with practical knowledge, skills, and case studies to inspire and guide them in their ventures.