



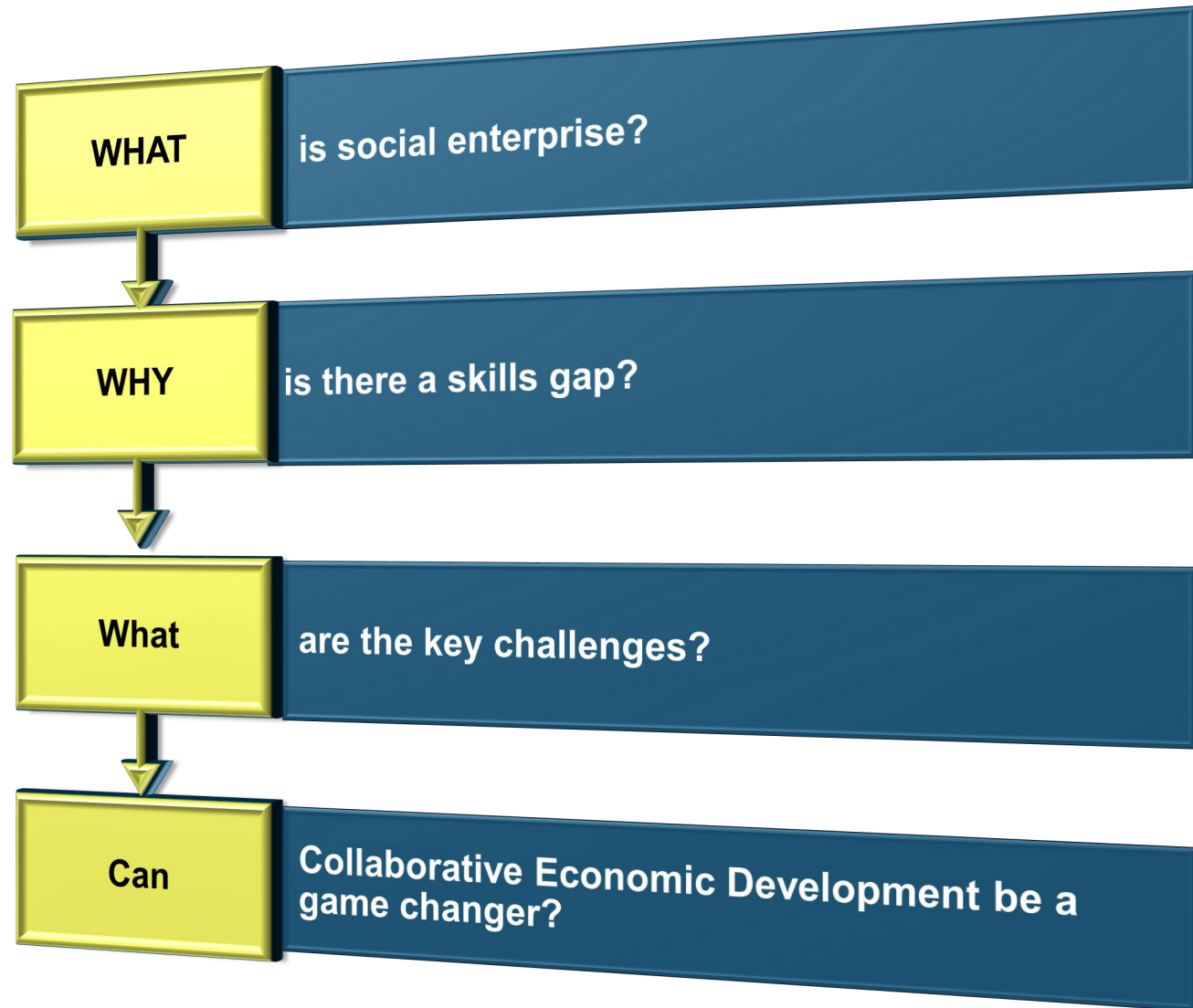
# CEDEC

*BETTER ECONOMIES FOR BETTER  
LIVES*

SOCIAL ENTREPRENEURSHIP AND THE SKILLS GAPS  
COLLABORATIVE ECONOMIC DEVELOPMENT AS A GAME CHANGER

THURSDAY, JUNE 17, 2022  
WORKSHOP G - Expanding Entrepreneurship Opportunities for All

# TODAY'S PRESENTATION



# WHAT IS SOCIAL ENTERPRISE?

- Social Enterprise
  - *A business approach to addressing social and environmental challenges and influencing positive change through sustainable revenue-generating activities*
- Successful social enterprises are innovative, i.e., they do business differently by marrying private sector experience and expertise with civil society values, and public purpose
  - Revenue-generating activities for social enterprises create opportunities to integrate private sector business principles and practices, with public service values (*like serving the public interest*) and the achievement of civil society goals and objectives
- Successful social enterprises require
  - Market knowledge / unique and valuable services or products / business savvy / a viable business model underlying the design, delivery and scaling of services and products with a social purpose
- Social enterprises my organization has been involved in over the years
  - Microfinancing
  - Cooperatives
  - Employment services for underrepresented populations in the labour force (*Black community of Montreal*)

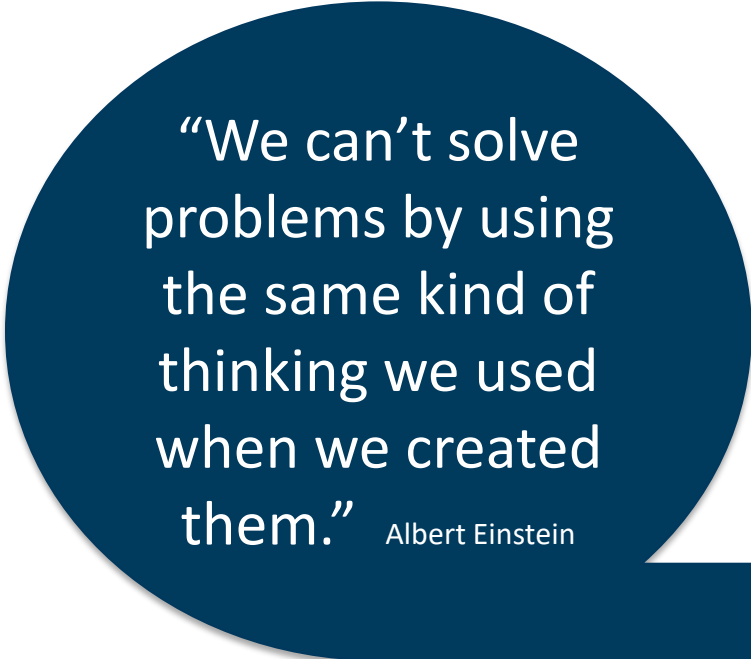
# WHY IS THERE A SKILLS GAP IN THE SOCIAL ENTERPRISE SPACE ?

- DEMAND

- The disruptive nature of the 21<sup>st</sup> century economy is creating an unprecedented opportunity for the development of social enterprises and the employment of social entrepreneurs.

- SUPPLY OF TALENT IN AN INNOVATIVE SPACE

- As innovators, social entrepreneurs need a special mix of skills and experience:
  - Talent (skills) is the key factor in linking social innovation, market competitiveness, public purpose, and economic growth in the 21<sup>st</sup> century.
    - Capital follows talent just like form follows function.
  - There is often a mismatch between the skills of successful social entrepreneurship and the skills many social entrepreneurs bring to the table.



“We can’t solve problems by using the same kind of thinking we used when we created them.” Albert Einstein

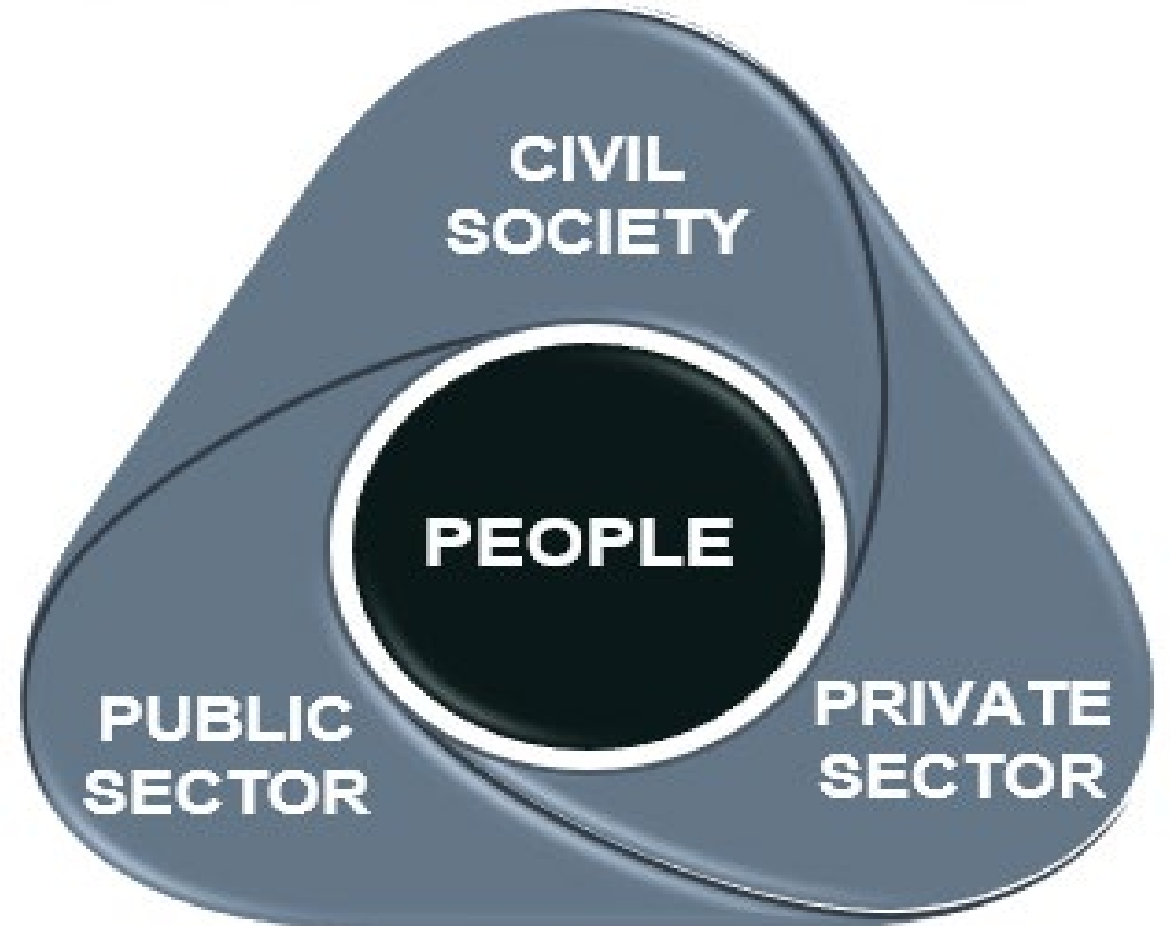
# WHAT ARE THE KEY TALENT CHALLENGES IN THE SOCIAL ENTERPRISE SPACE?

- Responding to demand and mastering the talent competition challenge
  - Accessing, recruiting and retaining social entrepreneurship talent
    - *Talent = right mix of knowledge, skills, experience, competitive attitude, and business acumen*
  - Finding and growing the right combinations of skills and experience
  - Compensating social entrepreneurship talent
- Creating an ecosystem of education and training support for social entrepreneurs
  - Linking to and developing partnerships with educational institutions, employment development agencies, etc.
  - Leveraging co-op programming
  - Matching talent to social enterprise start-up, leadership and employment opportunities
  - Providing transition support into and across the social entrepreneur labour market
- Coaching and mentoring social entrepreneurial talent
  - Providing role models
  - Training and retraining / skilling and upskilling
  - Innovation and change management support

# WHAT IS COLLABORATIVE ECONOMIC DEVELOPMENT?

- A unique, innovative and truly collaborative way to undertake economic development.
- An **inclusive approach** that brings together and leverages the knowledge, know-how and resources of the Public, Private, and Civil Society (PPCS) sectors of community.
- A structured and robust approach that **builds on assets and advantages**, and provides **tangible economic benefits** that contribute to individual and community well-being.

# COMMUNITY



# CAN COLLABORATIVE ECONOMIC DEVELOPMENT BE A GAME CHANGER IN THE SOCIAL ENTERPRISE SPACE?

- PPCS collaboration can change the rules of the social enterprise development game
  - Embraces economic disruption and sees it as an opportunity to do be creative and innovate
  - Takes a partnership approach that brings together the collective knowledge, know-how, and resources of the public, private and civil society sectors
  - Constantly focuses on innovation and doing different things (*Albert Einstein*)
  - Can create a PPCS collaborative ecosystem to support education and training of social entrepreneurs to produce economic results for individuals, organizations and communities
    - Can nurture shared effort, as between educational institutions, employment development agencies, and social enterprises
    - Best equipped to bridge and provide tri-sector support for the development of a complex set of social enterprise and entrepreneurial skills
    - Can find and grow the right combinations of people, talent and experience
    - Can ensure a pipeline of people with required talent and skills
  - Stays focused on generating tangible economic benefits so that training is purposeful
  - Helps to establish the *capital follows talent* dynamic in the social enterprise and entrepreneurial space

# QUESTIONS AND FEEDBACK

*If you are aware of communities that you think could benefit from CEDEC's approach to Collaborative Economic Development, please contact me at*

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