GROWING NEW ZEALAND’S PIPELINE OF YOUNG SOCIAL ENTREPRENEURS AND SOCIAL ENTERPRISES

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SOCIAL ENTERPRISE EXPLODING GLOBALLY

UK - 68,000 enterprises; £350 million public funding
Australia - increased 37% in 5 years (20,000)
EU - €90b Fund
US - 3.5% GDP; 1/3 started since 2011
India - $1 b impacting investing + $1 b government

Africa and Latin America

NEW ZEALAND - OUTLIER

Bad News
• Off Government radar
• Fragmentation at all levels - stuck
• Poor visibility, credibility or funding
• Cultural barriers

Good News
• Growing entrepreneurs, enterprises and youth interest
• Aligned with Government priorities
• Growing philanthropic and corporate interest
• Maori cultural traditions and enterprise development

WHAT ARE SOCIAL ENTERPRISES?

• Operate like business to reinvent solutions to world’s toughest social, environmental and human justice problems (poverty, housing, employment and health)
• Earn income through trading
• Measure success by “triple bottom line” impact - people, planet and profit
• Ownership and Profits
  – Not-for-profits and companies
  – Profits reinvested for mission
SOCIAL ENTERPRISES AND EMPLOYMENT

SOCIAL ENTERPRISE SECTOR

WHY YOUTH?

Millennials · Gen Connect · Gen Innovate · Digital Natives

- Technology is a way of life
- Entrepreneurial, independent, empowered
- Globally aware, connected and committed
- Economic uncertainty and fragile communities

SOCIAL ENTERPRISE PATHWAYS FOR YOUTH

1. Engage
2. Learning: creative, tech, experiential, marketable
3. Real world experiences with mentoring
4. Networks
5. Business accelerators - lean start-up
6. Development - competitions, recognition

TERTIARY

- Unique context to engage and develop youth
- Extremely under-developed
- Ashoka - marketplace gap
  - Student clubs and competitions
  - Papers
  - Enterprise development, business mentoring
  - Networks
  - Research

GROWING SOCIAL ENTERPRISE START-UPS

“If I were given one hour to save the planet, I would spend 59 minutes defining the problem and one minute resolving it.”
- Albert Einstein
Loomio - tech start-up
Te Hana - Maori cultural centre
Rekindle
Wikihouse NZ

OPPORTUNITIES
1. Government policy
2. Visibility campaign
3. Partnerships
4. Social enterprise “track” for YES Scheme
5. Tertiary investment
6. Youth incubators: mentoring, training and seed funding (Ashoka)