

SUZI SOSA

Thinker in Residence

Don Dunstan Foundation's Social Capital Residencies

DONDUNSTANFOUNDATION
INSPIRING ACTION FOR A FAIRER WORLD



THINKERS IN RESIDENCE

The Don Dunstan Foundation has re-launched the highly successful Thinkers in Residence program.

The current focus of the Thinkers in Residence program is on Social Capital.

To put it simply, the aim of the Social Capital Residencies is to do good better.

DONDUNSTAN FOUNDATION
INSPIRING ACTION FOR A FAIRER WORLD



MY BACKGROUND

- **2001:** Harvard Master in Public Administration in International Development. Specialty: economic policy & poverty alleviation
- **2001 - 2002:** US Department of Commerce: Economic Development Administration
- **2002 - 2010:** start-ups & social entrepreneurship @ Austin
- **2010:** University of Texas, Social Entrepreneurship Program & Dell Social Innovation Challenge
- **2013:** Verb - social innovation as a business
- **2014:** Ernst & Young Social Entrepreneur of the Year Award
- **2016:** Chair, Mayor's Social Innovation Council (Austin)

16 COMPETITIONS, 9 YEARS



Dell - Social Innovation Challenge

- **100** countries
- **7,000** ventures
- **3,000** employee mentors and judges
- **600M** media impressions



Livestrong - Big C Competition

- **31** countries
- **735** ventures
- **517** survivor mentors & judges
- **687M** media impressions



MetLife Inclusion Plus Challenge

- **10** countries
- **500** ventures
- **1,000** employees
- **1.2M** disadvantaged households served



George Barley Clean Water Prize

- **\$10M** grand prize
- **4-year** competition
- **90** teams
- **14** countries


Social Venture Partners - Austin

[What We Do](#)

[Who We Support](#)

[Get Involved](#)

[Events & News](#)

A photograph of the Austin skyline featuring several tall skyscrapers, a bridge over a river, and greenery in the foreground. The text is overlaid on the center of the image.

**Matching human and financial capital
with proven social innovation
to change Austin, Texas and the world!**

WHAT IS SOCIAL INNOVATION?

SOCIAL IMPACT

- Evidence-based programming
- Driven by moral obligation
- Avoid risk
- Avoid failure
- Consensus-oriented
- Limit expenditures on “infrastructure and overhead”
- Typical structure: not-for-profit
- Primary funding sources: public funding and philanthropy

SOCIAL INNOVATION

- Seek exponentially better solutions
- Accept risk and failure inherent in innovation
- Support experimentation, question everything, open to disruption
- Invest in talent and infrastructure
- Explore new business models (earned revenue)
- Tap into new funding sources

Mission

Money

Mission

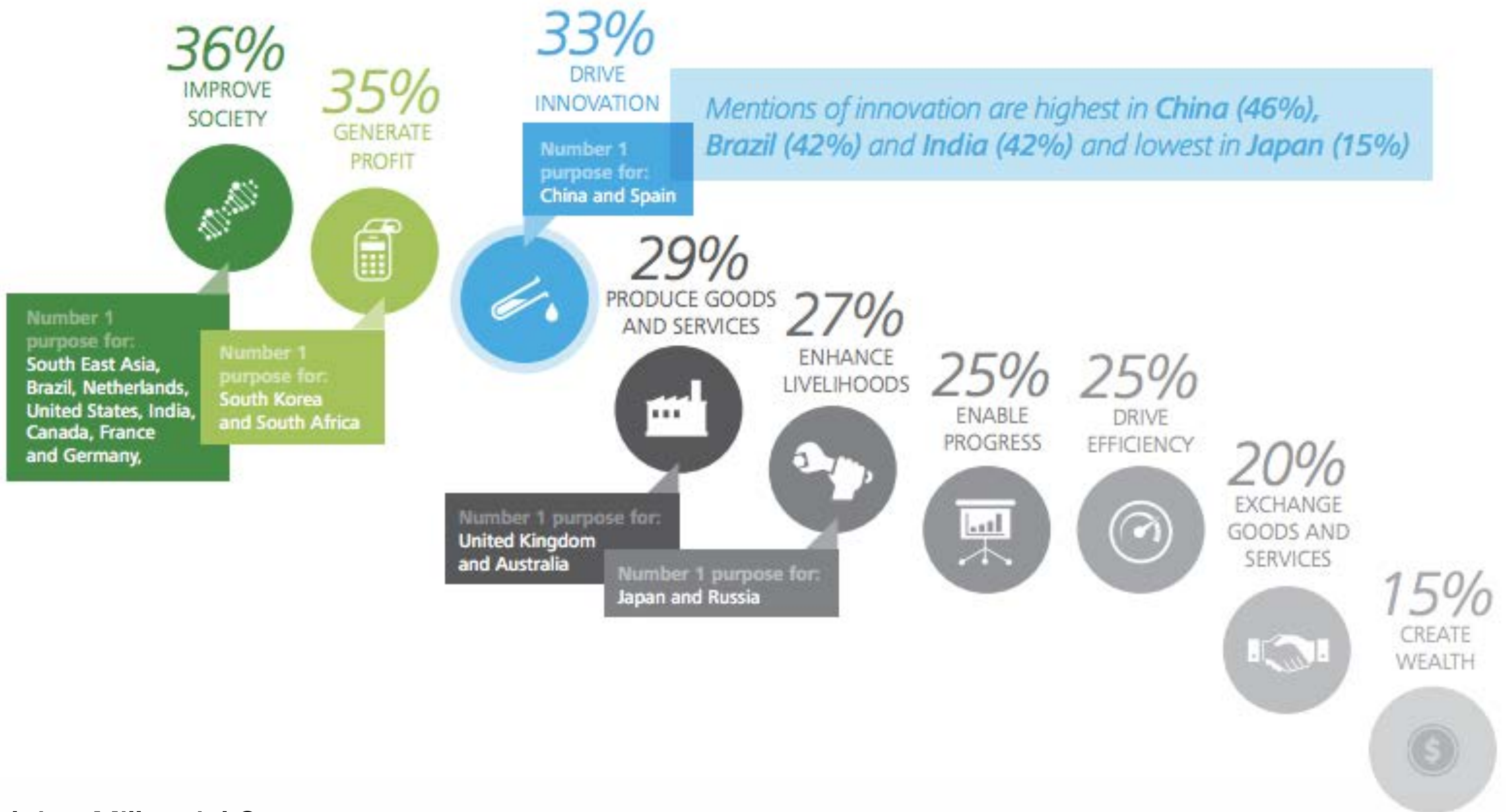
&

Money

UNDERLYING DRIVERS

- Public sector limitations (money, innovation)
- Need to serve more people with less money
- Existing solutions not able to scale efficiently
- New technologies (transparency, cost structures)
- New distribution of capital (impact investors)
- Changing behaviors of corporations
- Rise of the Millennials
- Wave of social entrepreneurship

The purpose of business is to...



“Entrepreneurship isn't about selling things -- it's about finding innovative ways to improve people's lives.

Until recently, most people in business focused on products and services that would appeal to consumers....

A new generation of entrepreneurs is using approaches from the commercial world and employing technology to tackle social and environmental problems.”

- Richard Branson, *Screw Business as Usual*



rgk CENTER
FOR PHILANTHROPY
AND COMMUNITY SERVICE



THE UNIVERSITY OF
TEXAS
AT AUSTIN

LYNDON B. JOHNSON
SCHOOL OF PUBLIC AFFAIRS



LBJ LYNDON B. JOHNSON
SCHOOL OF PUBLIC AFFAIRS



The power to do more

3825

Date May 16, 2011

Pay to the
order of

The University of Texas at Austin

\$

5,000,000.00

Five million dollars and 00/100

Dollars

THE UNIVERSITY OF
TEXAS
AT AUSTIN

Changing the world

Dell Inc.





INTEGRATION OF SOCIAL IMPACT

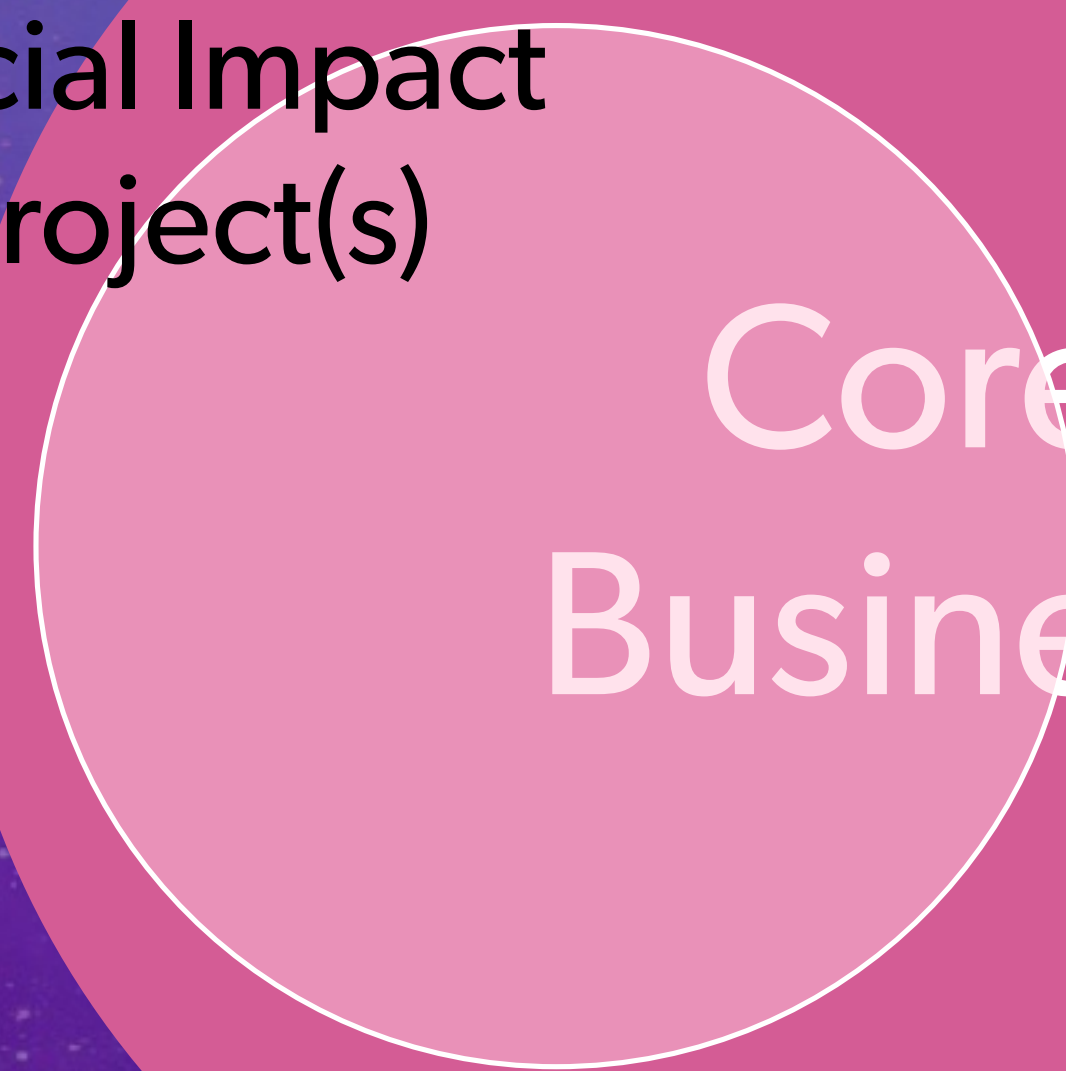
Social Impact
Project(s)



Core
Business

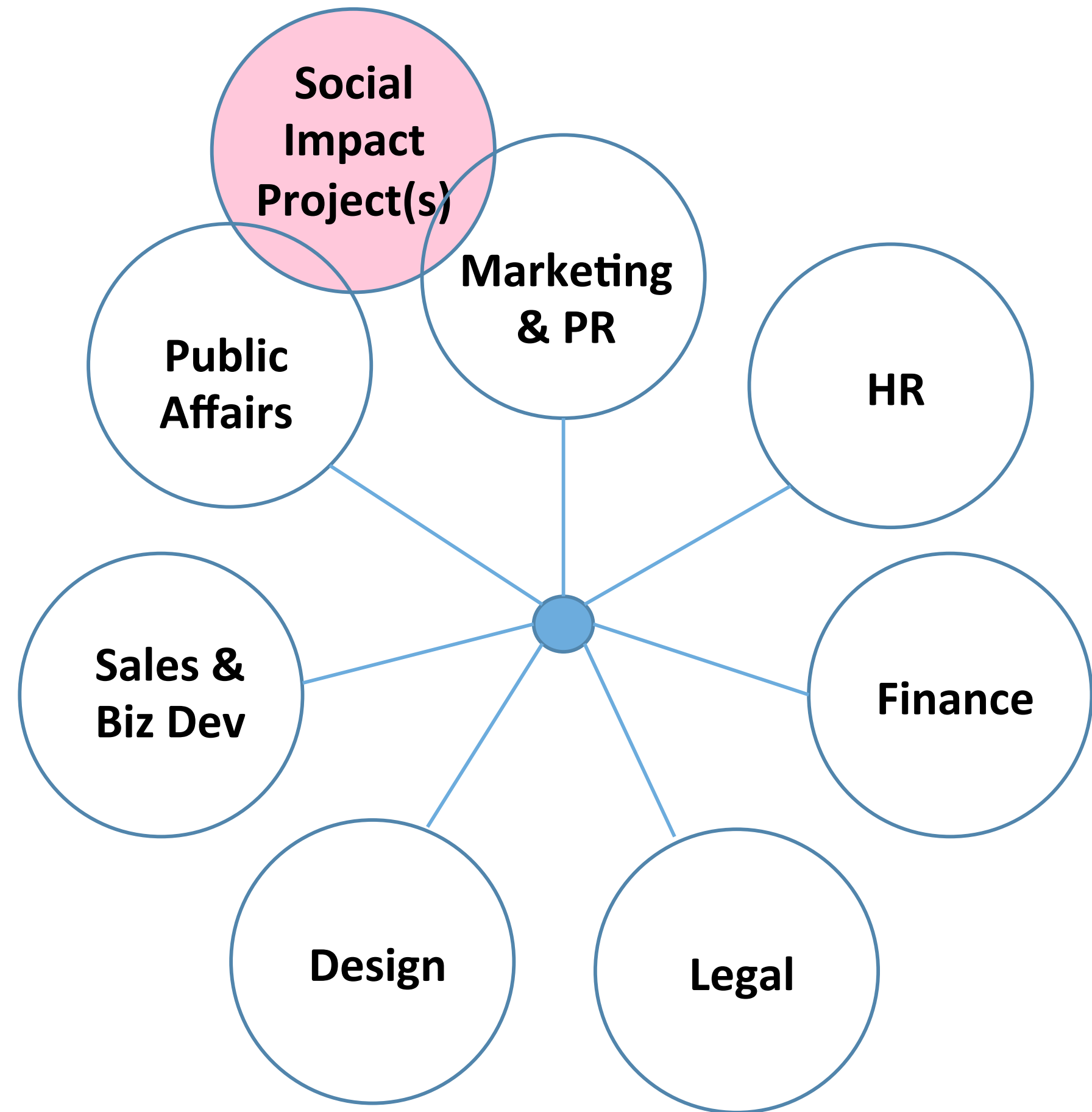


Social Impact
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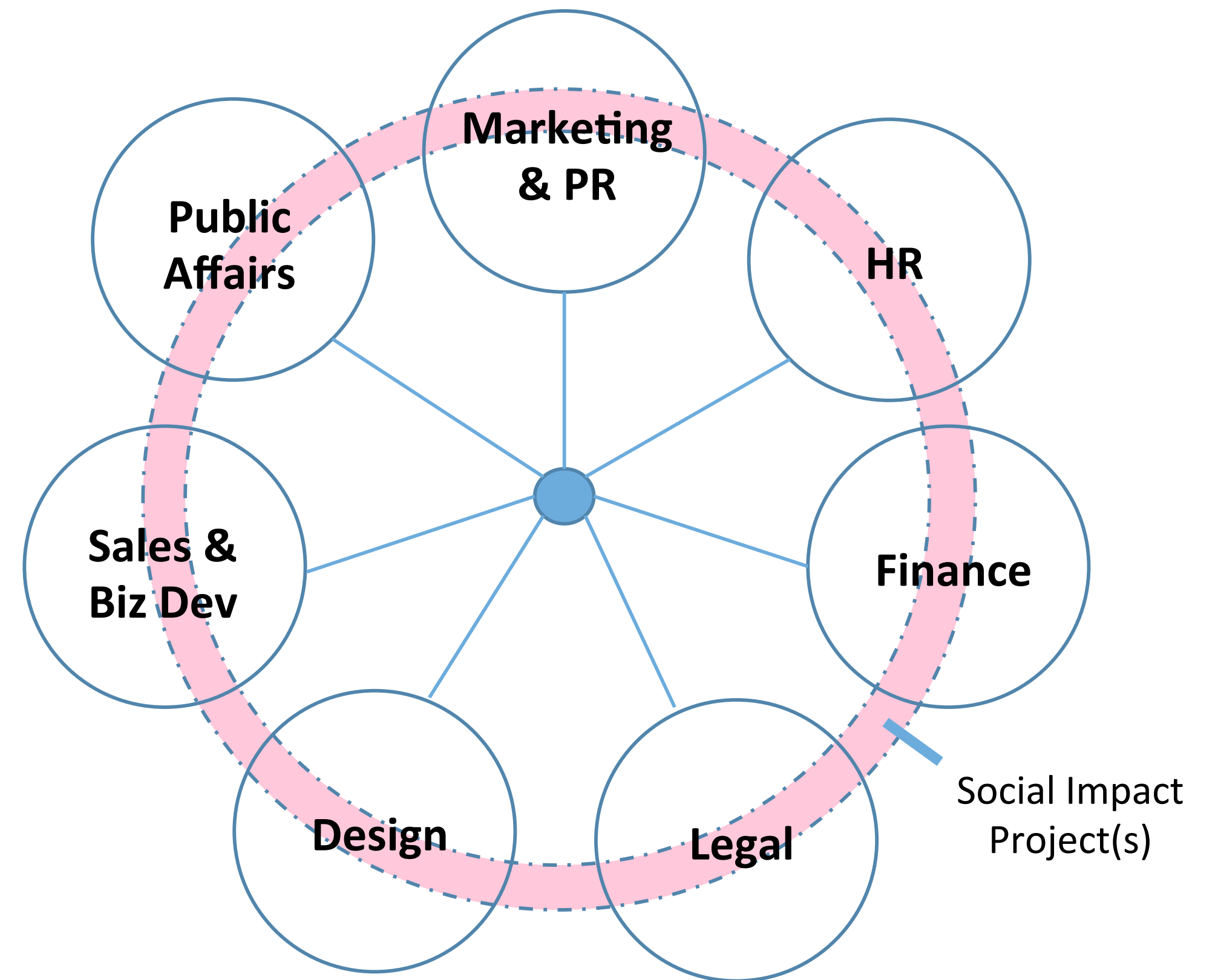
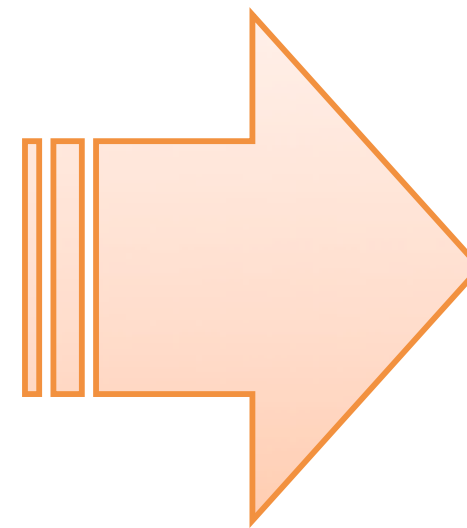


Core
Business

INTEGRATION OF SOCIAL IMPACT

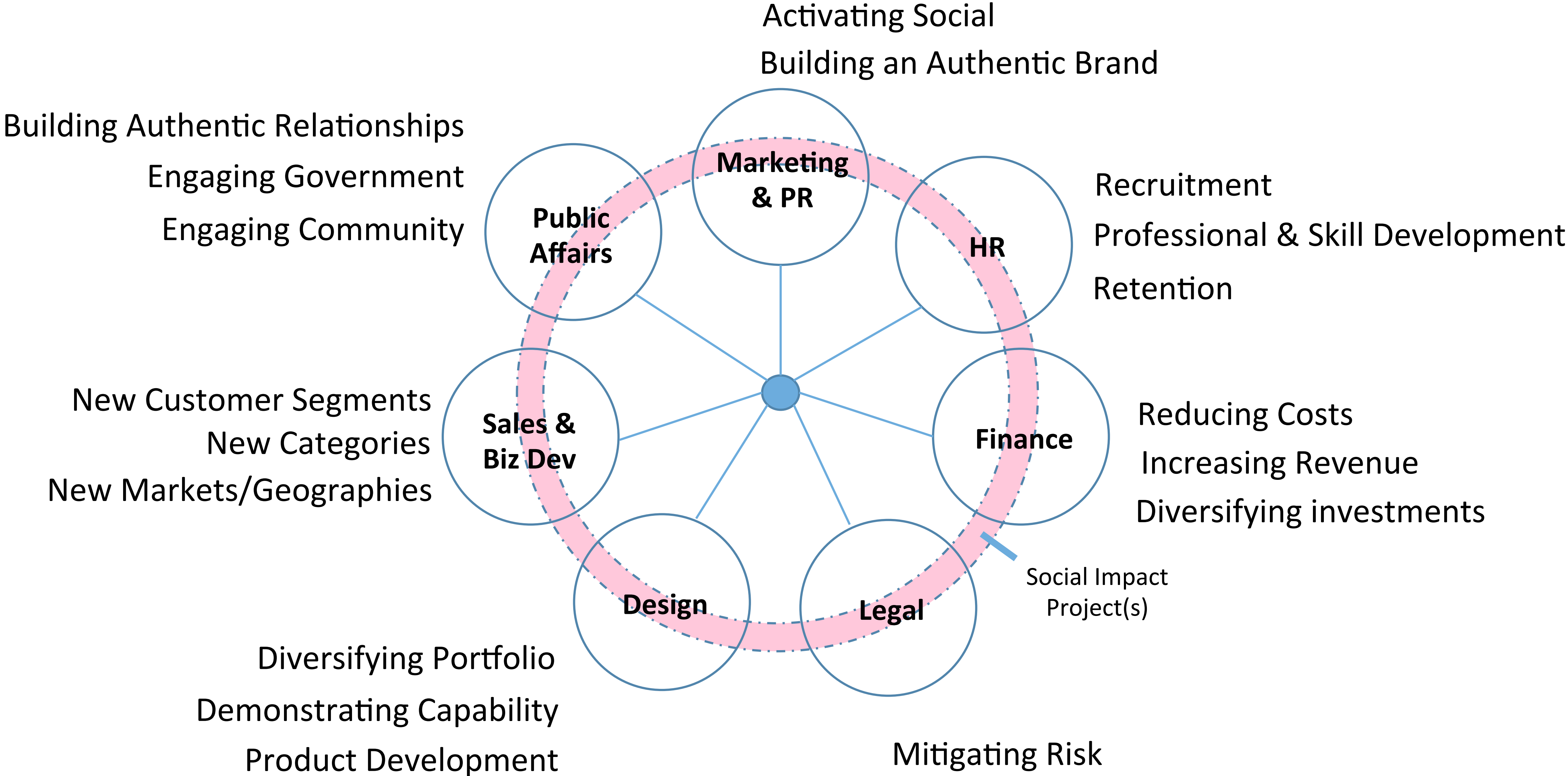


BEFORE



NOW

BENEFIT OF SOCIAL IMPACT



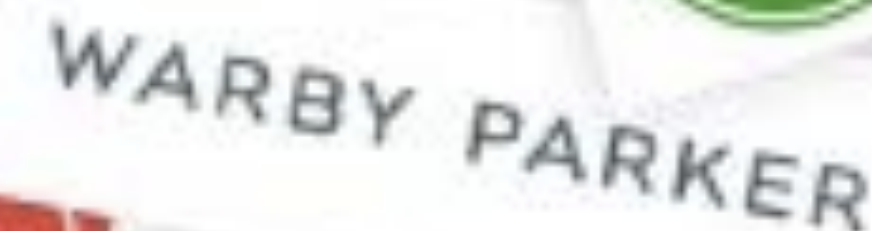


Source: Corporate Members of CECP

USING
BUSINESS

..... AS A
FORCE  GOOD

MEET *the* B CORPS 



SOCIAL ENTERPRISE SPECTRUM

MISSION MAXIMIZATION

PROFIT MAXIMIZATION

NON-
PROFIT

NON-PROFIT
WITH EARNED
INCOME

HYBRID

MISSION-
BASED
FOR-PROFIT

FOR-
PROFIT





TOMS

One for One



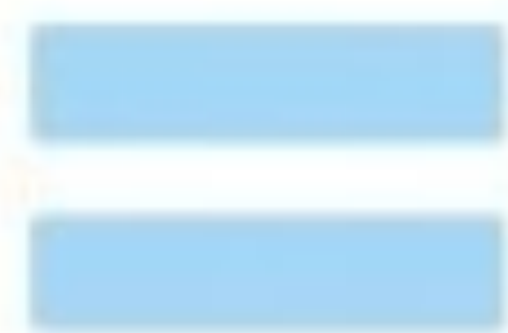
With every pair you purchase, TOMS will give a pair of new shoes to a child



One for One.™



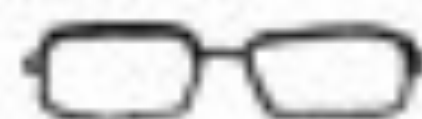
One pair of TOMS glasses



Sight for one person



Prescription
Glasses



or

Sight-saving
Surgery



or

Medical
Treatment





MEET OUR NEWEST ONE FOR ONE™

WITH EVERY BAG YOU PURCHASE, TOMS WILL HELP PROVIDE A
SAFE BIRTH FOR A MOTHER AND BABY IN NEED. ONE FOR ONE™.



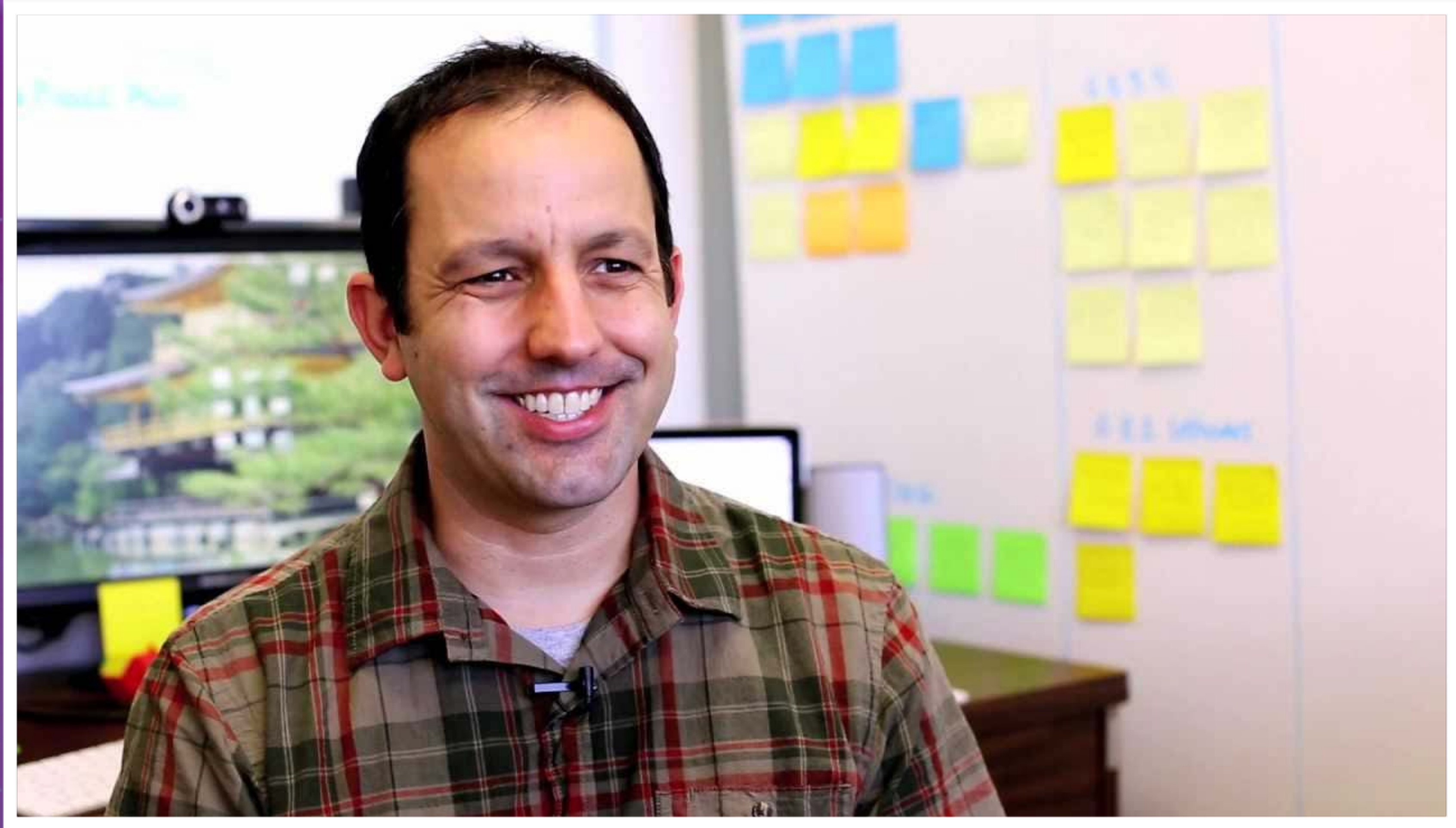
1 BAG OF COFFEE = 1 WEEK OF CLEAN WATER



TOMS SHOES - IMPACT

- 60 million pairs of shoes given to children in need
- Restored sight to 400,000 people in 13 countries
- Safe birth services for 25,000 mothers
- 335,000 weeks of safe water in 6 countries
- Introduced a new business model - “One-for-One”
- Inspired a generation of young people to “do well and do good”
- Launched the Social Entrepreneurship Fund to invest in early stage social entrepreneurs
- TOMS company valued at \$625M

ERINE GREY : AUNT BERTHA





Find food, health, housing,
job training programs and
more, anywhere.

Zip:

169,957 people use it (and growing daily)



EMERGENCY

136



FOOD

68



HOUSING

153



GOODS

61



TRANSIT

16



HEALTH

305



MONEY

193



CARE

356



EDUCATION

261



WORK

99



LEGAL

35

Food Pantry, Rent, etc...



Great news, Sugar!

627 programs in your area 78704

pick a category or type a search term



find

apply



A bit about you.

Your Full Name

Scott Ross

Do you have a nickname?

This is optional

Email

scott@gmail.com

Address

4321 Alphabet Road

Austin

TX

78704

I don't have an address

Phone Number

512-555-5555

Alternate Phone Number

This is optional

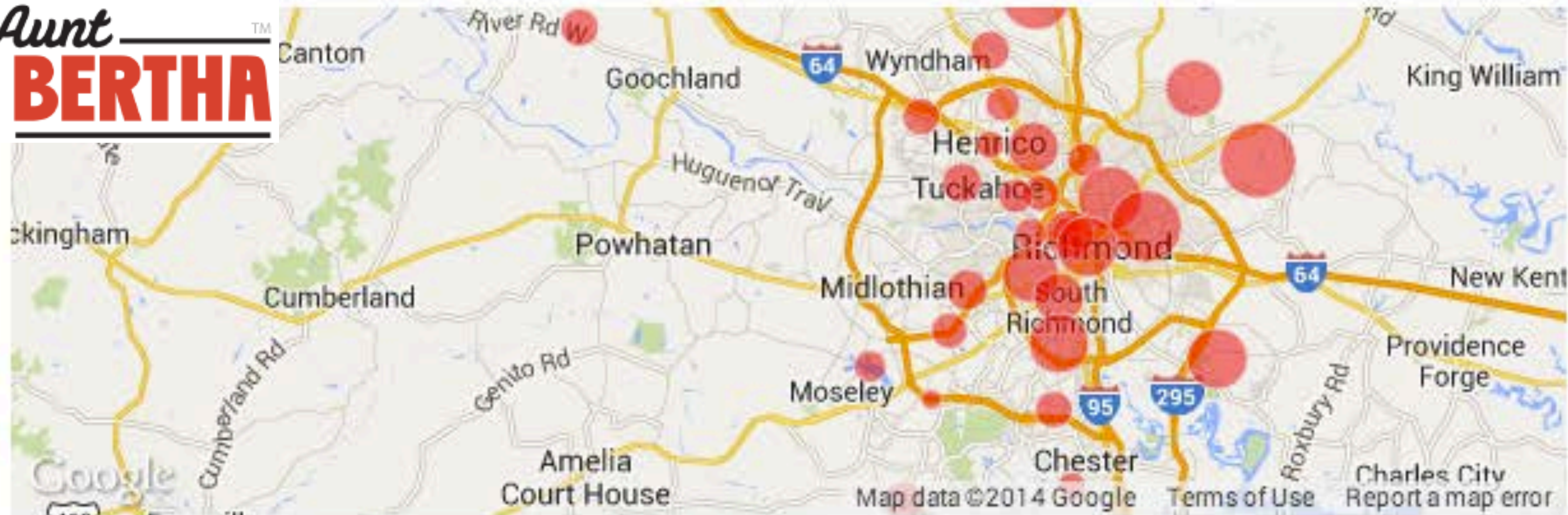
Your Full Name

*The information included in this application is accurate.

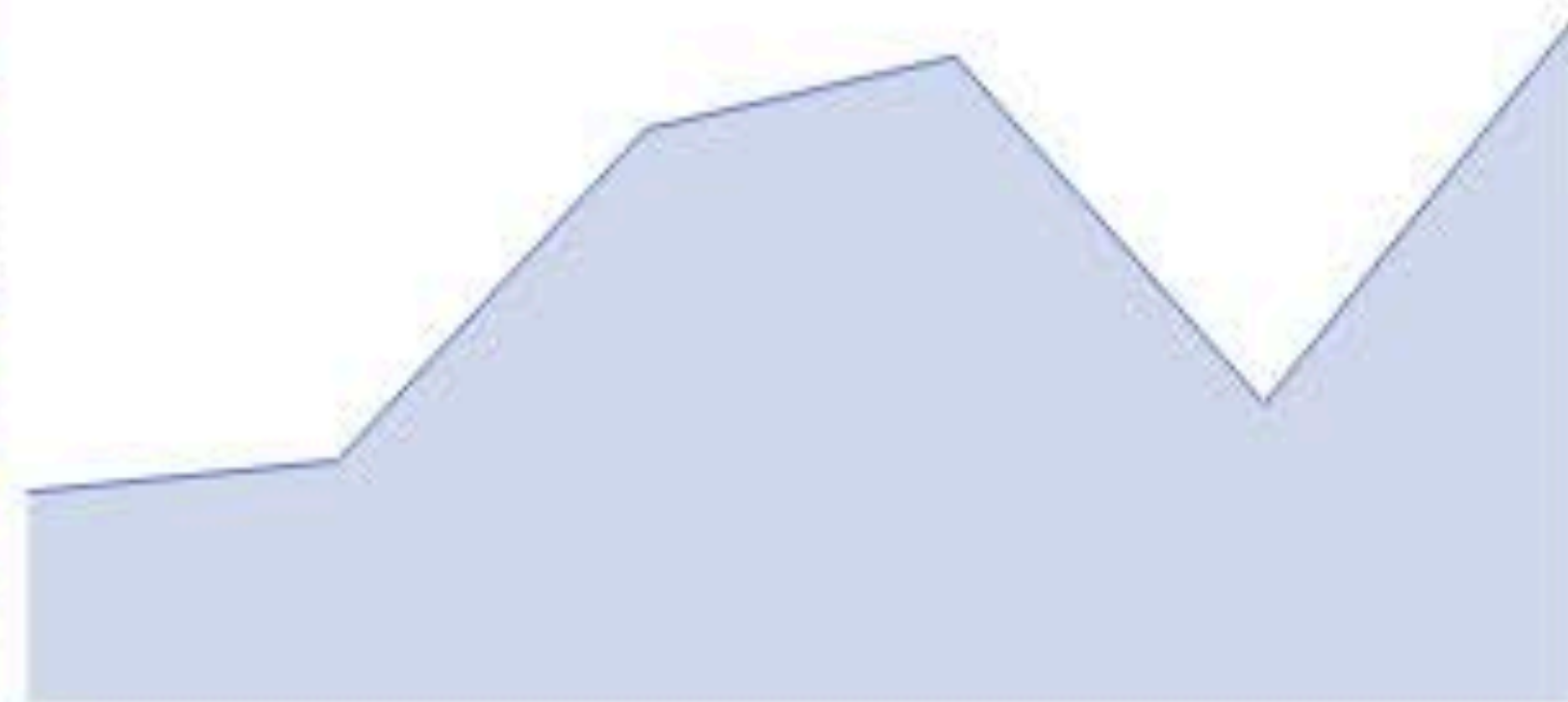
Submit!

It's a lot less expensive.

Aunt **BERTHA**™



Previous Six Months



Searches by Location

Count ▼	Percent	Zip Code	City	County
184	10.5%	23111	Mechanicsville	Hanover
141	8.0%	23223	Richmond	Richmond City
128	7.3%	23005	Ashland	Hanover
84	4.8%	23222	Richmond	Richmond City
64	3.6%	23231	Henrico	Henrico
64	3.6%	23219	Richmond	Richmond City
61	3.5%	23234	Richmond	Chesterfield
53	3.0%	23669	Hampton	Hampton City
51	2.9%	23116	Mechanicsville	Hanover
49	2.7%	23225	Richmond	Richmond City

23222 Search Data

Searches by Term

Search Term	Count	Programs ▲
help pay for food	2	1
tax preparation	1	1
Emergency Payments	7	2
rent	1	2
electricity	1	2

REACTION HOUSING



EMERGENCY SHELTER





SOCIAL ENTERPRISE SPECTRUM

MISSION MAXIMIZATION

PROFIT MAXIMIZATION

NON-
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WITH EARNED
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HYBRID

MISSION-
BASED
FOR-PROFIT

FOR-
PROFIT



ZANE WILEMON : UBUNTU









L.I.F.E. line 



STYLE for SPRING



The central graphic features a light blue watercolor wash background. At the top, the text 'STYLE for SPRING' is written in a mix of fonts: 'STYLE' in a simple sans-serif, 'for' in a cursive script, and 'SPRING' in a large, outlined, bubbly font. The text is flanked by two polaroid-style photos. The left photo shows a person's arm holding a white tote bag with a map of Africa and the 'LIFE' logo. The right photo shows a person in a hat carrying a similar tote bag. Below the text, there are decorative line-art elements including flowers and a butterfly. At the bottom, several pieces of beaded jewelry are displayed, including necklaces, bracelets, and earrings, each with unique geometric and abstract patterns in shades of purple, blue, yellow, and brown.



American Eagle

LIVE YOUR LIFE

READ THE BLOG





Café URINTU





UBUNTU

i am : we are

IMPACT

UBUNTU School
UBUNTU Heal
UBUNTU Green

MODEL

ENTERPRISE

UBUNTU Café
UBUNTU Made
UBUNTU Farm

EARNED +
CHARITABLE REVENUE

FORMERLY CTC INTERNATIONAL

UBUNTU creates community by building
businesses to sustain social impact.



GINA LAMOTT : ECORISE









CURRICULUM eco-audit

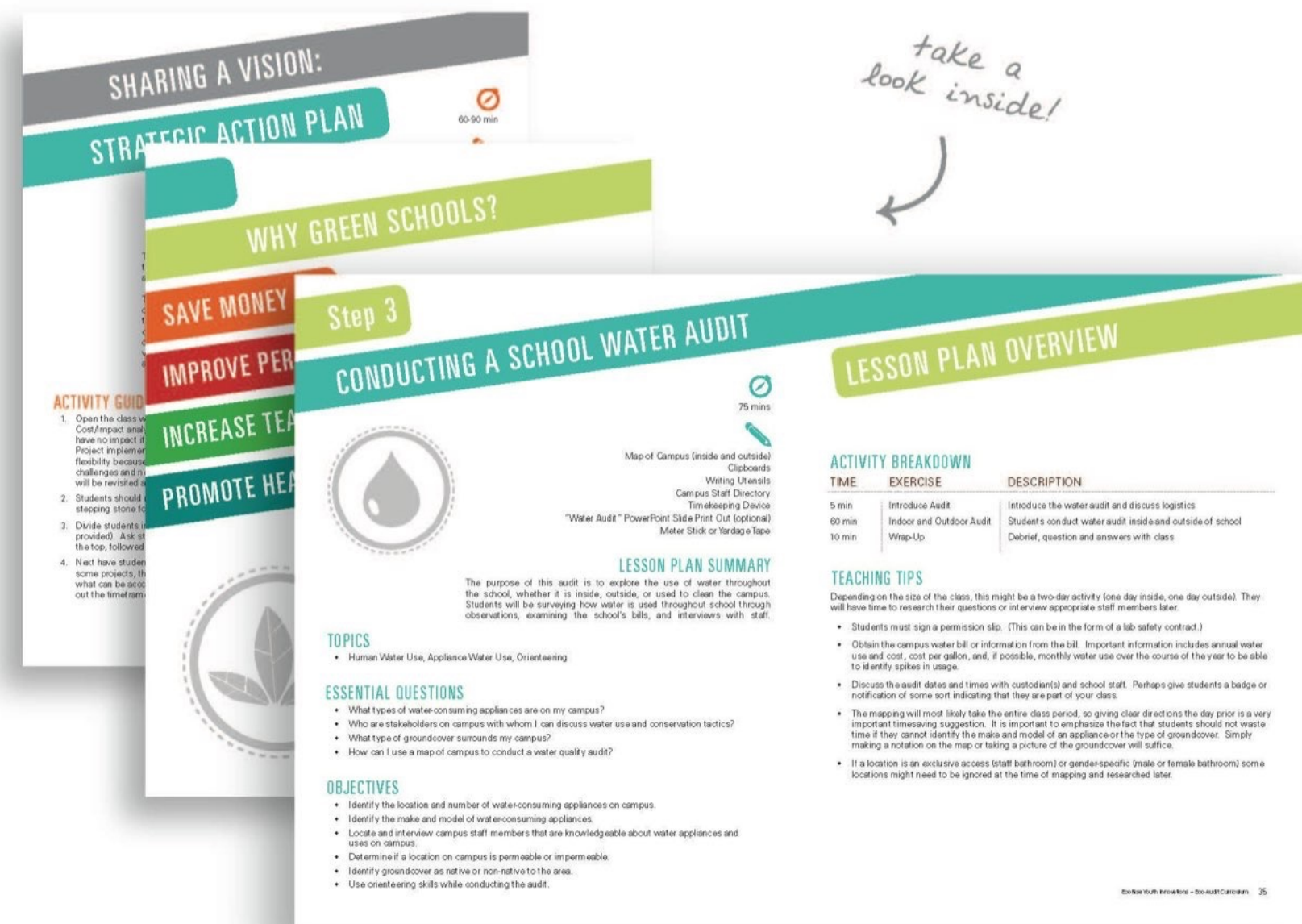
a student led road map to greener, healthier schools

CURRICULUM SNAPSHOT

The Eco-Audit is a comprehensive curriculum which will jumpstart and advance the sustainability movement on your campus. Students cultivate 21st century skills as they measure the environmental footprint of their campus, develop educational infographics, and create a strategic plan to green the campus in the short and long-term.

The Eco-Audit includes:

- **8 lessons** in the areas of water, energy, waste, food, air, transportation, and public spaces that introduce sustainability topics, highlight green school initiatives, and inspire students to take action
- **36 lessons** that equip students with the skills necessary to implement home and campus sustainability audits, including PowerPoint's, activity sheets, facilitator guides, and opportunities for extended research and science enrichment
- **14 Taking Action lessons** that guide students through the process of brainstorm, analyzing, and refining possible green solutions for their schools resulting in a strategic action plan



Topics Covered:



ENERGY



FOOD



TRANSPORTATION



WASTE



WATER



PUBLIC SPACES



AIR



CURRICULUM design studio

innovative strategies to solve your sustainability challenge

CURRICULUM SNAPSHOT

The Design Studio guides students through a creative problem-solving process as they invent innovative solutions to a specific sustainability challenge, such as reducing campus energy consumption, improving public transportation or increasing community access to healthy food.

The Design Studio includes:

- **40 interactive lessons** developed around inquiry-based learning and design-thinking methods
- **A comprehensive teacher's guide** including vocabulary, suggested resources and student portfolios
- **Activity examples** and templates for easy classroom use

The Design Process:



IDENTIFY



EXPLORE



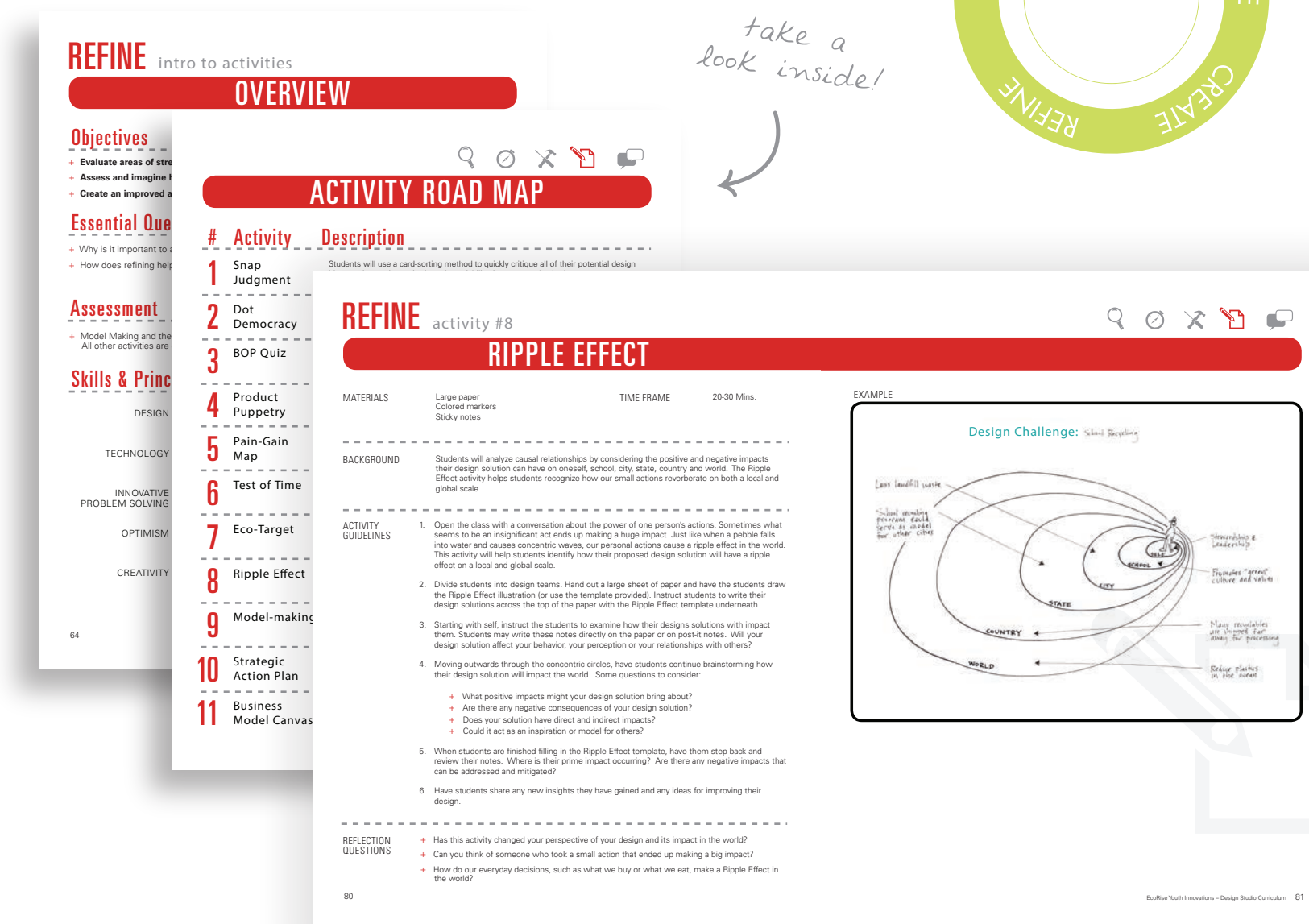
CREATE



REFINE



SHARE



take a look inside!



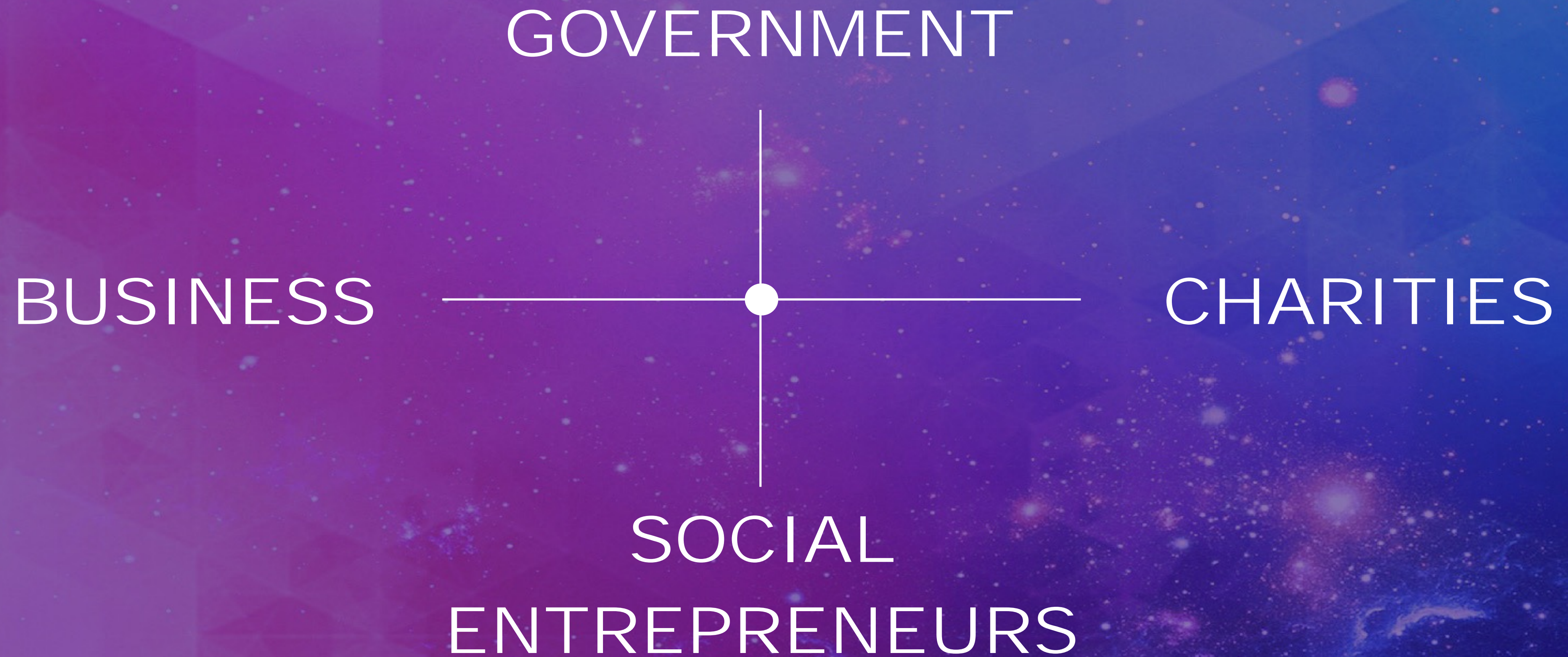
DONATE

[HOME](#) -[ABOUT](#) -[PROGRAMS + SERVICES](#) -[APPROACH + IMPACT](#) -[BLOG](#) -[CONTACT](#) -[GET INVOLVED](#) -*igniting* INNOVATION*for* EDUCATORS*for* GREEN PROFESSIONALS*community* SUPPORT

igniting a generation of innovation

EcoRise inspires a new generation of leaders to design a sustainable future for all. Our school-based programs empower youth to tackle real-world challenges in their schools and communities by teaching environmental literacy, social innovation and hands-on design skills.

WHAT IS THE SOCIAL ECONOMY?





The
SOLUTION
REVOLUTION

*HOW BUSINESS, GOVERNMENT,
and SOCIAL ENTERPRISES Are Teaming Up
to Solve Society's Toughest Problems*

WILLIAM D. EGGERS & PAUL MACMILLAN
HARVARD BUSINESS REVIEW PRESS

FARM VS. RAINFOREST

FARM

- Emphasize certainty
- Central planning
- Seek scale
- Conservative
- Uniformity
- High degrees of formality
- Silos of activity
- Rationally selfish actors
- Zero-sum transactions

RAINFOREST

- Embrace Ambiguity
- Decentralized iteration
- Seek innovation
- Dreamer
- Diversity
- High degrees of trust
- Extensive promotion of collaboration
- Extra-rational motivation
- Positive sum transactions

6 KEY INGREDIENTS

A Healthy Innovation Ecosystem

- Leadership
- Culture
- Resources
- Frameworks, infrastructure, policies
- Role Models
- Activities, engagement

(adapted from the Rainforest Scorecard from T2 Venture Creation www.t2vc.com)

RAINFOREST SCORECARD

Scoring

0 = disagree

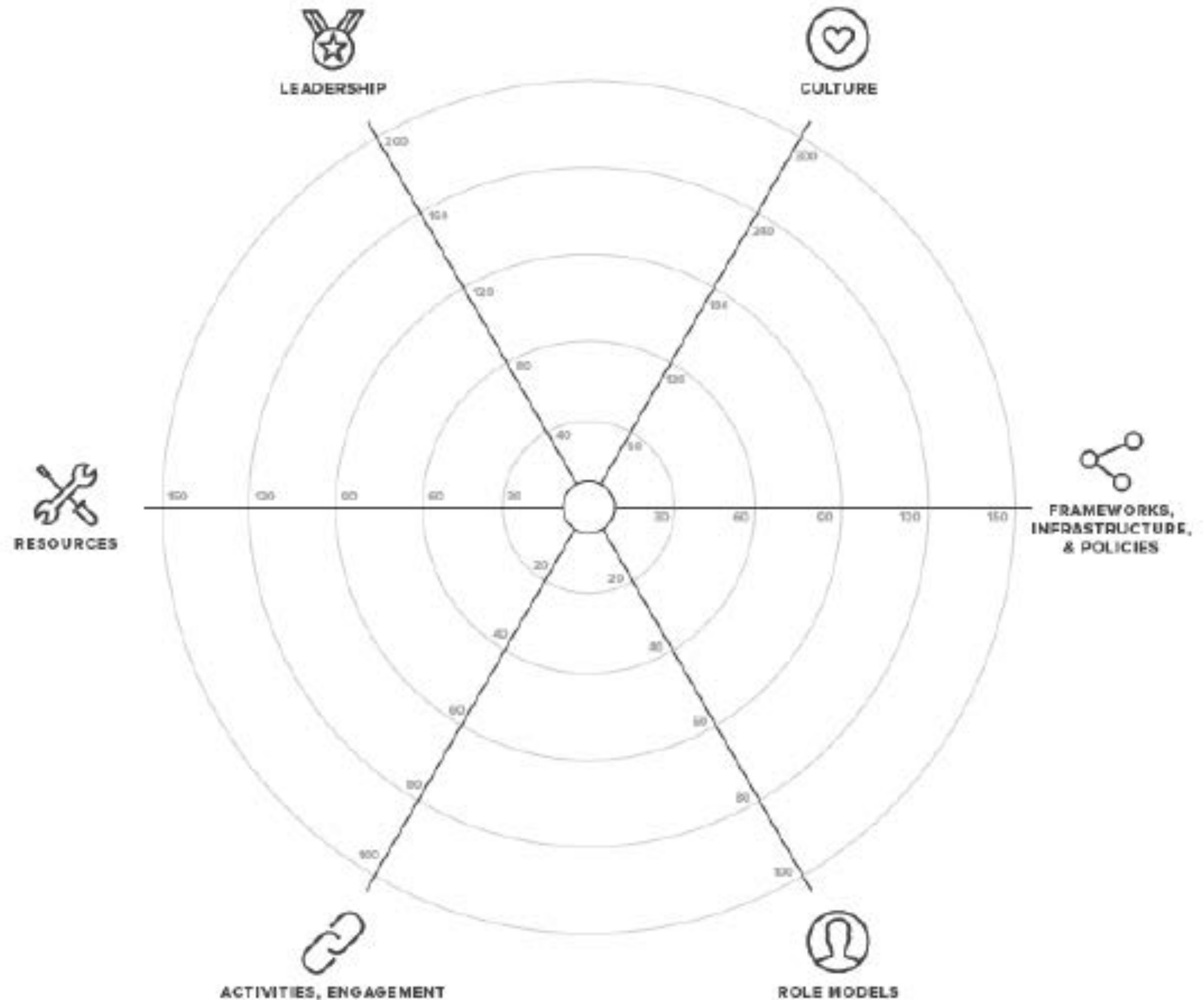
10 = moderately disagree

20 = neutral

30 = moderately agree

40 = agree

50 = strongly agree

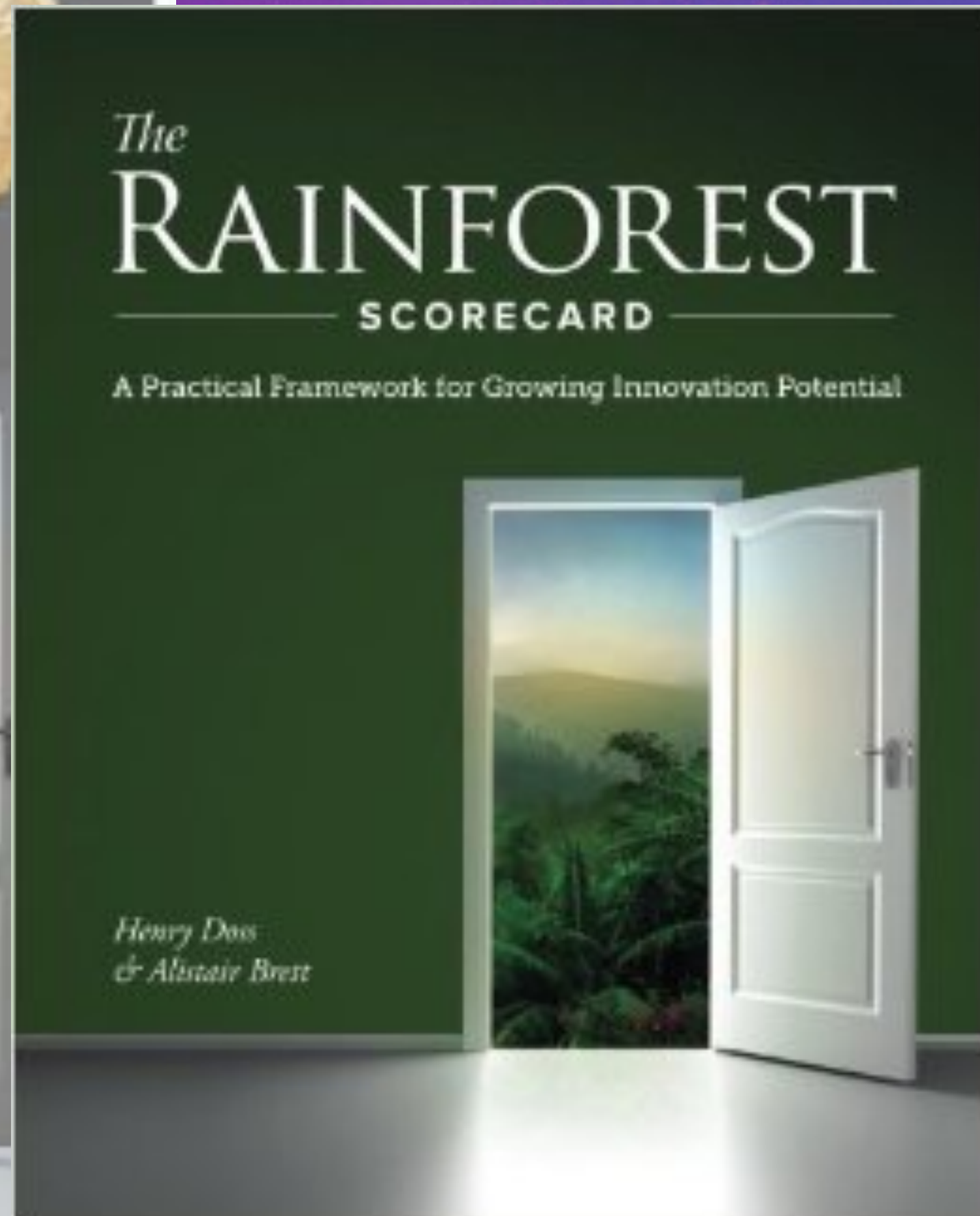




T2 Venture Creation - www.t2vc.com

www.therainforestbook.com

www.theinnovationrainforest.com



How do we create the conditions to spark the kinds of **organizations and collaborations** that can solve some of our community's biggest challenges?

5 THINGS THE SA GOVERNMENT CAN DO TO GROW THE SOCIAL ECONOMY

1. Procurement

2. Education & Skill Development

3. Incentivize Innovation

4. Attract Innovators

5. Provide Risk-Tolerant Capital

TAKE ACTION

Sign up - Encourage your friends and colleagues to sign up to the Don Dunstan Foundation mailing list to hear about news and events relating to the Residencies.

Share - Encourage your friends and colleagues to watch and share resources from the Thinkers in Residence.

Visit www.dunstan.org.au/socialcapital today.

DONDUNSTANFOUNDATION
INSPIRING ACTION FOR A FAIRER WORLD



LEADERSHIP

Points

Overall, ecosystem leadership promotes entrepreneurship

Leadership's perspective aligns with the perspective of others working to promote entrepreneurship

Leadership comes from diverse backgrounds and has diverse social, professional and cultural networks

Leaders are effective at communicating their visions and agendas

I understand the motivations of the ecosystem leaders

CULTURE

Points

Trust is an important cultural element and is widespread and easily created

People think in terms of “positive sum” or “win-win” situations

Failure is not viewed in a negative light

Calculated risk taking is viewed positively

People are often willing to help without expectation of immediate return

People are encouraged to dream and “think big”

RESOURCES

Points

It is easy for entrepreneurs to access funding for their ventures

Up to date, relevant and current information across a broad spectrum of topics is available

The ecosystem has a workforce that supports market demands

There are effective organizations that support mentorship for entrepreneurs

There are programs to train workers for top fields and those programs are widely accessible

FRAMEWORKS

Points

Stakeholders involved in entrepreneurship have strong communication channels & collaborations

I can identify and describe the key steps and key players to bring an innovation to life

Policies support innovation/entrepreneurship

There are effective mechanisms of feedback and stakeholders can learn from each other

Communications infrastructure is robust and compares to highly functioning ecosystems

ROLE MODELS

Points

Successful entrepreneurs are celebrated as role models

These role models are actively engaged in supporting entrepreneurship

These role models are widely known by the general public

Formal recognition is given to top entrepreneurs

There are systems to recognize and support high-potential future role models

ACTIVITIES

Points

There are numerous activities that promote entrepreneurship

These activities are effective

These activities span a large spectrum of technical domains and promote collaboration

These programs have a high degree of engagement among diverse groups of participants

There are effective means of development new high-engagement activities to promote entrepreneurship