Findings on Social Entrepreneurship

Web-COSI Study
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Overview of Activities 2015

1. London workshop, February
2. Report and mapping exercise, May
3. Survey, April/May
4. Focus groups – Vilnius (18th June), Riga (19th June), Amsterdam (6th July), Ljubljana (28th August)

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Areas of Exploration

1. data usage for starting a social venture
2. data to foster the venture (on-going)
3. data to measure impact
4. data to communicate the overall phenomenon of social entrepreneurship

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Key Findings from the Survey

- 174 responses (67% European Union)
- 95% said usage was important/very important
- 92% use official and unofficial
- 73% trust official, 62% trust unofficial (4% do not trust either)
- High number use own data 83% (55% publish).
- 79% expect usage increase over 1-2 years (50% expect their usage to change)

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Why use Data?

1st -   Measuring impact 68%

2nd -   Development good policy 62%

3rd - Conducting market research 52%

4th - Measuring social media or audience activity 49%

5th - Campaigning 42%.

6th - Assist in raising finance 41%

7th - Support your sales pitch 30%

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Data for Getting Started

- Start-ups tend to rely less on data due to lack of capacity
- Proof of concept or need important
- **Case:** *Eva Women's Aid*

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Data to foster the venture

- Raising 'sophisticated' forms of finance
- Operational needs e.g. measure 'team efficiency'
- **Case 1:** Annibox/Desolenator crowd funding "£4K video into a £150K' investment
- **Case 2:** *Babylon Health -* mobile technology enables disadvantaged to access high quality social benefits

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Data to Measure Impact

- Measure impact most distinguishes social entrepreneurs from mainstream purely commercial entrepreneurs
- Has become ever more sophisticated and mechanised
- Digital technologies has enabled measurement to be built into product/service design
- Driving public procurement e.g. UK government's Social Value Act
- **Case:** *Solarkiosk* (clean energy), *Bio Bean* (coffee waste), *Zacky Farm* (organic waste/fuel)

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Data to Measure the Overall Phenomenon of Social Entrepreneurship

- Relevant in assessing the sustainability of social businesses (e.g. employment, prosperity, survival rates
- Need to recognize/measure secondary benefits e.g. happiness caused by volunteering
- Move from traditional data gathering towards 'rapid, simple' indices (Case: *Centre for Citizenship Enterprise and Governance)*

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- Lots of people manipulate data inc. social entrepreneurs
- Users are more savvy/selective on what data to trust
- Users more likely to trust their own community's data
- Desire for simplification of data esp. official "government officials should run a start-up"
- Usage of data needs to become a 'habit'
- Digital is shortening user concentration e.g. video/seminars
- Digitalisation of data will change education e.g. recital of knowledge replaced by developing aptitudes e.g. sensitivity
- Data around health is in a crises e.g. food, fads
- Future usage examples - data driven CVs, black boxes in cars
- Asia will lead future developments because their users 'accept authority'

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Overall Trends

1. Usage of data becoming increasingly important
2. All major sectors engaged – some areas could undergo profound change
3. Availability of indices to harness peer-to-peer comparisons is relatively under-developed
4. Digital data usage has strong egalitarian characteristics e.g. access
5. Methodologies becoming increasingly sophisticated and multiple players are combining forces
6. Traditional post activity replaced by data gathering at concept and design stage
7. Designers and creative industry providers who use video, animation, info-graphics have become as important as researchers and analysts
8. Level of trust in statistics is relatively high but will it trust survive a 'scandal'?

Recommendations

1. Greater usage for business development/sales
2. Promote partnerships with analysts and access open source solutions to overcome social entrepreneur's 'time poor' and lack of resources
3. Greater visualization and accessibility of official data
4. Enhanced awareness amongst policy makers (and training) to measure indirect impact e.g. happiness, as well as core objectives
5. A common glossary of terminology
6. Data driven research into the impact of social entrepreneurship on job creation, efficient use of capital and its impact on wealth distribution
7. Data should be easy to <u>produce</u>, <u>analyze</u>, <u>manipulate</u>
8. Review change/progress in 2 years time

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Thank You

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