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Web-COSI
Web COmmunities for
Statistics for Social Innovation
INCREASING TRUST IN COLLECTIVELY
GENERATED STATISTICS



MELBOURNE
SOCIAL EQUITY
INSTITUTE

European Union Policy Seminar on the Usage of Data for Driving Social Entrepreneurship

Brussels 7 July 2015

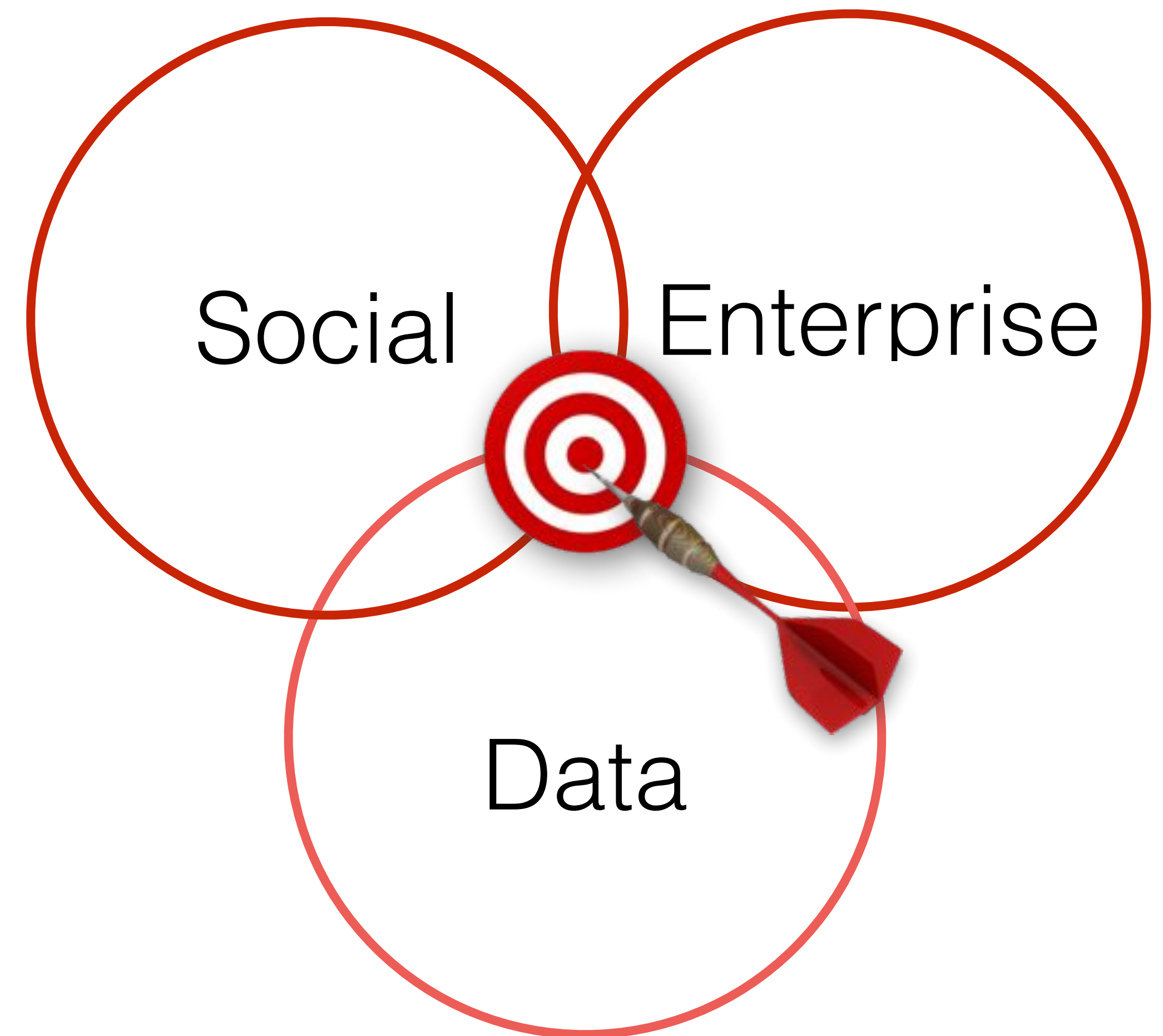
Needs of social entrepreneurs

Kelly Hutchinson, University of Melbourne, Australia



Overview

- Introduction
- Targeting how data drives social enterprises
- Case Studies
- Lessons Learned



Introduction

- Kelly Hutchinson
- Australian now based in Melbourne
- Ran 2 start ups in Cambodia and projects across Southeast Asia
- Masters research social entrepreneurship and ICT for development
- PhD research digital social innovation and public policy
- Pearcey Foundation, Australia 3.0, khonex consulting and i-genius Australia

Targeting how data drives social enterprises



Social

social good
social networks
connecting the crowd



Enterprise

operations
performance
sustainability



Data

mission impact
enabling services
creating new models

Data enabled health services in Pakistan

Integrated information management



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AMAN
FOUNDATION
TRANSFORMING LIVES

AMANHEALTH: A company setup under section 42 of The Companies Ordinance



- o 24/7 helpline Capacity to handle approximately 1200 calls per day
- o 37 Health Officers, 32 of which are nurses and 5 of which are doctors to provide basic and advance diagnosis and advice
- o Over 10,000 healthcare facilities mapped on its system enabling callers to seek information about the facilities in the vicinity by calling the TELEHEALTH number

Smartphones to help the homeless? 'Homeless Assist'



To Infoxchange,
HOMELESS APP?
WHAT A STUPID CONCEPT, THEY'RE HOMELESS, THEY DON'T HAVE MOBILE PHONES.
From Anonymous

Dear Anonymous,
We've got some myths to bust!

Did you know that;
Over 90% of people experiencing homelessness do have a mobile phone
AND
That latest studies suggest that over 70%+ of these people actually own a smartphone.

From Infoxchange

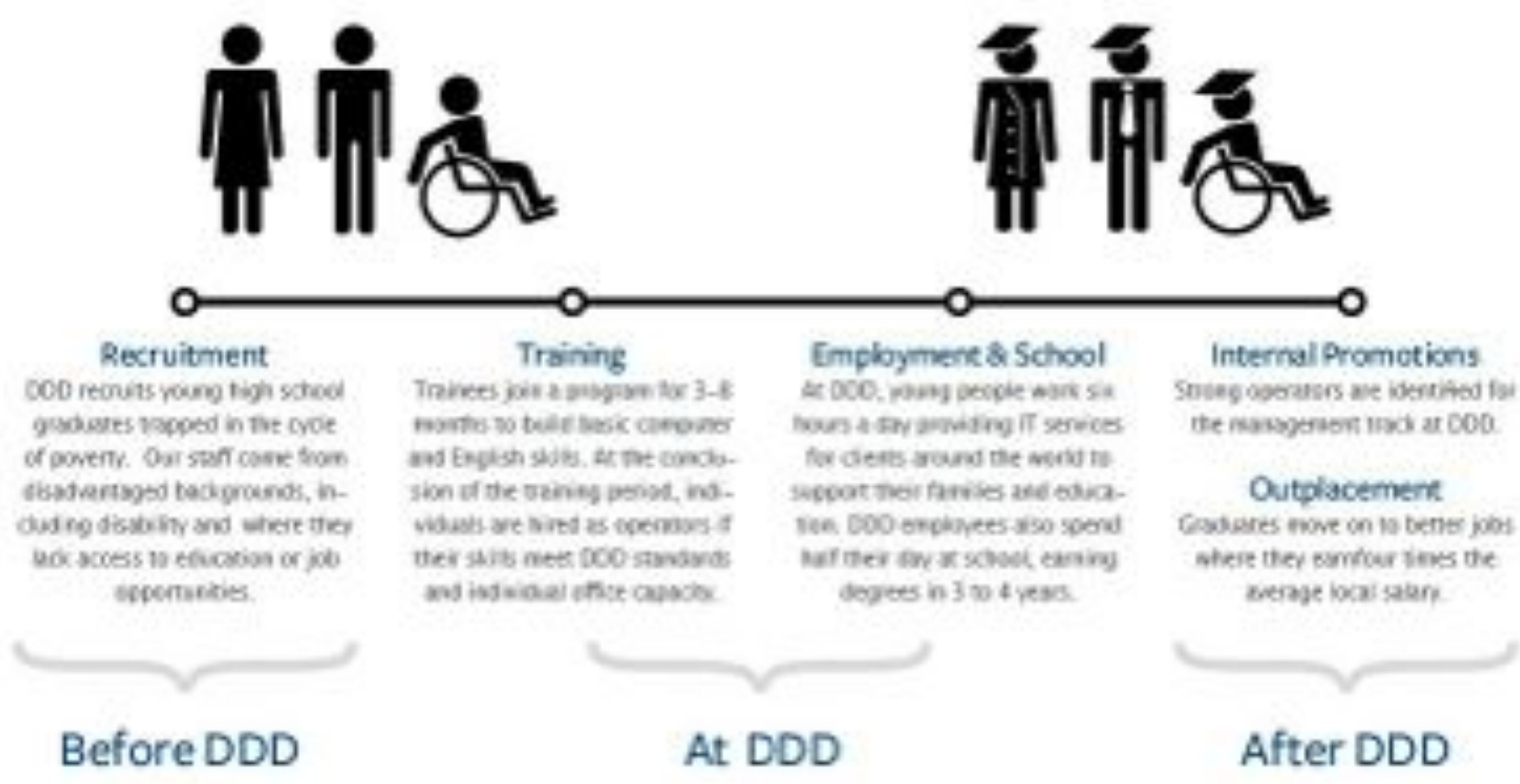
*= If you don't believe us ask ACCAN or the University of NSW



- o Providing people with information when they need it most
- o Connecting people with services
- o 24/7, location-based information
- o Won Google Challenge Australia grant \$500,000
- o Partnering with real estate and community services

21st Century Employment Opportunities

Impact Sourcing = BPO4good



TRANSFORMS LIVES

Digital Divide Data started with ten people in an office on a rutted dirt road in the capital of Cambodia. Today we work with more than 1,200 youth across Africa and Asia—and have inspired a global movement.

- o DDD delivers digital content, data and research services to clients worldwide
- o Back Office Services: finance & accounting and human resources
- o Won Social Enterprise, NGO and BPO Awards
- o Pioneering Impact Sourcing since 2001

Open Data Driven Services

Global from the UK to Australia



- o Community Insight UK has a proven track record, wide applicability and is a well-developed tool. It is currently used by over 80 UK organisations. Community Insight is a joint project from HACT and Oxford Consultants for Social Inclusion (OCSI).
- o Community Insight Australia has been granted direct access to custodians of government data, following a call for Big Data Public-Private Projects. A social enterprise startup in early growth stage raising funds from SEIF in a PPP.

Connecting = Crowd + Social Media

Funding Social Enterprises



Food Justice Truck raise over \$153,000 to aid asylum seekers & wins Social Enterprise Investment Award 2015



Kinyei raised 1.8 times more money on StartSomeGood than on Kickstarter to create employment, opportunity and great coffee in Cambodia



- o StartSomeGood is the world's leading crowdfunding platform for social benefit projects.
- o Since 2011, we've helped individuals, social entrepreneurs, non-profits and charities raise over \$5 million to make a difference in 30 countries around the globe.
- o Leveraging the power of social media and digital storytelling through an integrated platform

Lessons learned



- Data is integral to operations and social mission
- Data often drives the business/service model
- Cross platform use of data strengthens service delivery
- Social networks leveraged to drive engagement
- Transition from proprietary to open data may challenge business model
- All have been supported or awarded for their innovation

Thank you

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