

# Change-agents, social intrapreneurs and social entrepreneurs: rain-makers for the new economy

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# Blessed *Unrest*



How the Largest  
Social Movement in  
History Is Restoring  
Grace, Justice, and  
Beauty to the World

PAUL  
HAWKEN

AUTHOR OF  
THE ECOLOGY OF COMMERCE



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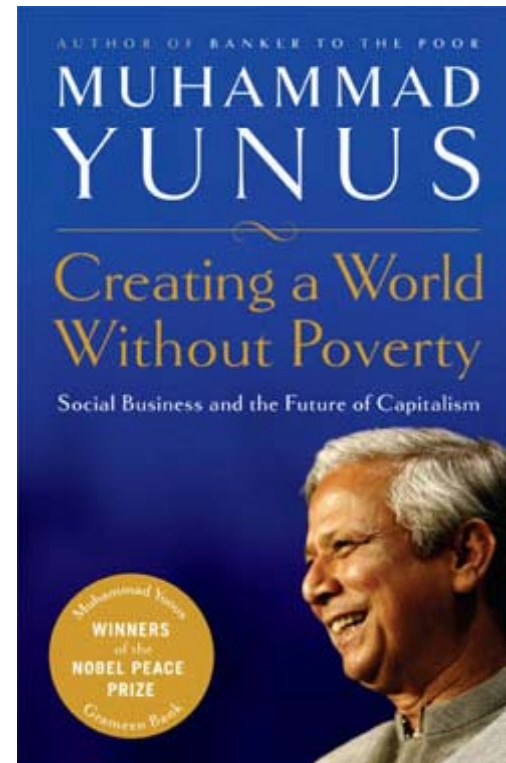
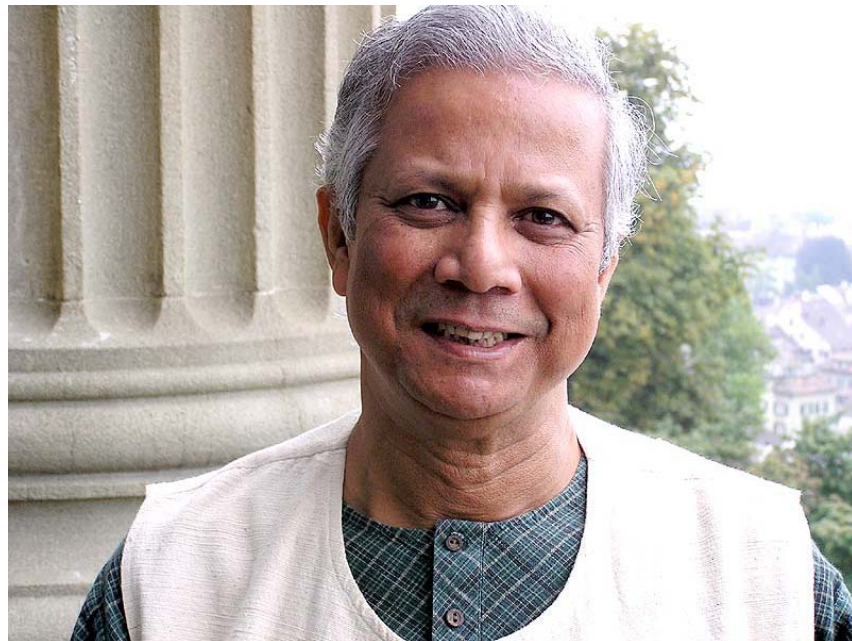
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# John Bird and The Big Issue



# Tim Smit & The Eden Project







**ASHOKA**

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## STORIES OF SOCIAL ENTREPRENEURSHIP



[Watch films about social entrepreneurs](#)

## WHAT IS A SOCIAL ENTREPRENEUR?

so-cial en-tre-pre-neur

n., 1. society's change agent: pioneer of innovations that benefit humanity.

## THE ELDER'S

Jeff Skoll supports The



**Meet the latest Skoll Award recipients:**  
Ambrosius Ruwindrijarto and Silverius Oscar Unggul (Telapak)

### What We Do:

The Skoll Foundation drives large-scale change by investing in, connecting, and celebrating social entrepreneurs and other innovators dedicated to solving the world's most pressing problems. Social entrepreneurs are proven leaders whose approaches and solutions to social problems are helping to better the lives and circumstances of countless underserved or disadvantaged individuals. [Find out more.](#) >>>

## IN THE SPOTLIGHT:



### [2010 Skoll World Forum](#)

This year's theme was "Catalyzing Collaboration for Large Scale Change". Watch archived [video streams](#) of sessions and [download podcasts](#) of the forum.>>>



### [Skoll World Forum on Social Edge](#)

The 2010 Skoll World Forum took place recently at the University of Oxford. Social Edge was there to report on every session! [Skoll World Forum 2010](#)>>>

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## SKOLL NEWS:

### [Camfed Releases Impact Report Showing Multiplier Effect of Girls' Education in Action](#)

2005 Skoll social entrepreneur Ann Cotton founded the Campaign for Female Education, or Camfed, 17 years ago with proceeds from a bake sale. Today, the organization operates across five African countries with programs that address education, chi...

### [Microfinance USA 2010 in San Francisco May 20-21](#)

Microfinance USA 2010, taking place in San Francisco on May 20 and 21 and hosted

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## SOCIAL EDGE:

### What's Happening Now:

- [It doesn't take an MBA -- or does it?](#)
- [Conflict conversations in the Middle East](#)

# Social intrapreneurs

- *A person within a large corporation who takes direct initiative for innovation(s) which addresses social or environmental challenges profitably.*
- *Doughty Centre for Corporate Responsibility, Cranfield School of Management, UK (2010)*

# Who are social intrapreneurs?

- Jo de Silva – Arup – creating a separate consulting entity within engineering consultancy Arup to tackle disasters and sustainability





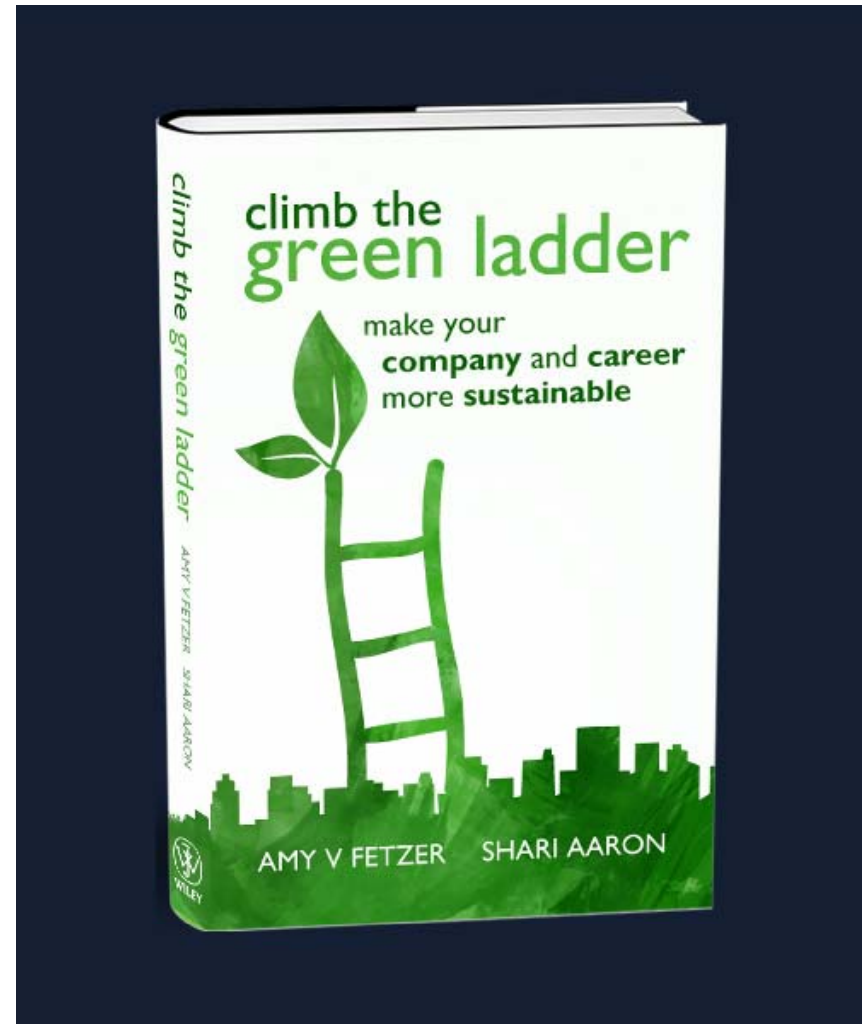
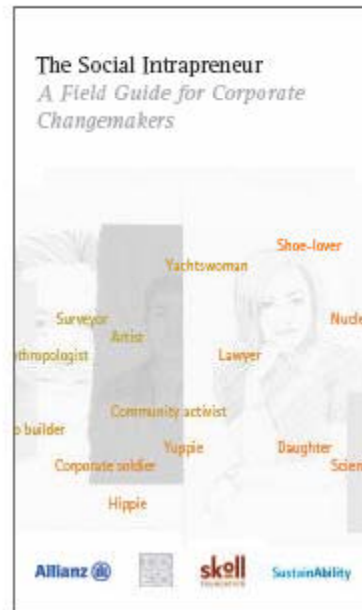
Michael Anthony – Allianz – Micro-insurance

# Our sources



## Making Your Impact at Work

A Practical Guide to Changing the World from Inside Any Company



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and Speeches »](#)**BUSINESS AND SOCIETY PROGRAM**

## First Movers Fellowship Overview

The First Movers Fellowship is offered by the Aspen Institute's Business and Society Program whose mission is to equip business leaders for the 21<sup>st</sup> century with a new management paradigm – the vision and knowledge to integrate corporate profitability and social value.

The Fellowship is for exceptional social **intrapreneurs** – accomplished innovators recognized as high potential performers in their companies. And they have a compelling idea about a new product, service, business process or model they urgently want to implement that will help their companies develop a culture in which business success is defined in financial, social and environmental terms.

The First Movers Fellowship experience offers these individuals a chance to become part of a growing community of innovators who share a passion about their work and belief in the new possibilities for business. It also serves as an innovation lab where Fellows develop the skills to make their innovations real and successful in their organizations.

### Why a fellowship program?

Social intrapreneurs can be found in many companies – large and small, and across industries. We believe that these innovators have the potential to develop the ideas and approaches that will help their own companies, and the business community as a whole, live up to its full potential as a vehicle for positive social change. But realizing their potential requires investment and nurturing. By identifying these First Movers, offering them the skills to be as effective as possible, connecting them with others to

**UPCOMING EVENTS**

BUSINESS AND SOCIETY PROGRAM

**First Movers Fellowship**July 19, 2010 - July 22, 2010  
Wye, MD**ASPEN INSTITUTE EVENTS**

UPCOMING

**AGLN Alumni Seminar:  
Pursuing the Good Life**May 16, 2010 - May 22, 2010  
Dead Sea, Jordan**Sharing Shakespeare 2.0: A  
Midsummer Night's Dream**May 17, 2010  
Aspen, CO

PAST

**Aspen Italia: Aspen Seminars  
for Leaders**May 14, 2010 - May 16, 2010  
Naples, Italy

# Doughty Centre interviews with 25 social intrapreneurs

## FROM SECTORS SUCH AS:

- Energy
- Telecoms
- Media
- Financial services
- Engineering consultancy
- Management consultancies
- Advertising & PR agencies
- Logistics
- Alcohol
- Retailing
- construction

## DEVELOPING BUSINESS IDEAS TO TACKLE e.g.:

- Banking services
- Micro-enterprises
- Agricultural development
- Climate change
- Waste
- Water
- Sustainable development
- Child labour

# The social intrapreneur's journey



© Imaginals: [www.imaginals.net](http://www.imaginals.net) – Maggie Brenneke

# Types of social intrapreneurs

- Resigned
- Frustrated
- Emergent
- Quiet
- Tolerated
- Empowered

# Mindset, behaviours, skills

- MINDSET
- Social value-creation
- Business AND social purpose combined
- Values of sustainability
  
- BEHAVIOURS
- Persistency and self-belief
- Learning
- outreach

# Skills of social intrapreneurs

- Entrepreneurship
- Marketing and communications
- Partnership-building
- Deep understanding of their business
- Capacity to build trust and find “sponsors” and champions

# Enabling environment for social intrapreneurship

- INSIDE THE COMPANY
- OUTSIDE THE COMPANY

# Business case for social intrapreneurship

- **Sustainability**
- **Talent**
- **Innovation**
- **Reputation**



- Do you know more social intrapreneurs that you would be prepared to identify to our research team?

What are Mindset, behaviours and skills of empowered social intrapreneurs?

What insights can you share on enabling environment inside and outside company?

The social and the business potential of  
Social intrapreneurship: eg Vodafone





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