



Social Enterprise, Economic Development & the Great Commission

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Presentation Outline

- Introduction
- Poverty Cure Video
- Entrepreneurship and Social Entrepreneurship
- How do Christian Missions relate to Social Entrepreneurship
 - BAM as Social Entrepreneurship
- How do we move forward?
- Questions and Answers



Introduction



- Who am I and how did I get here?
 - Personal background
 - Mission background



Poverty Cure Video

Discussion

Entrepreneurship – What is it?

- The activity related to taking initiative to innovate and create (Bosch, 2015)
 - Entrepreneurs are instrumental in the creation of new enterprises, the growth of the economy, the promotion of learning, and innovation in the world.
- As God's image bearer in the world, we have the creative capacity to continue to shape this world (Brown and Kinghorn, 2015)
- God invites us to join Him in his ongoing, creative work, growing in our relationships with Him and with one another as we do so (Crouch, 2013)



How does entrepreneurship relate to us as God's creation?*

- Human dignity
- Created to be creative – the economics of exchange:
 - Creation of value through the practice of mutually benefit exchange
 - The use of our God-given talents that create specialization
 - A source of value and fulfilment in a given social setting
 - Achieving beneficial ends such as: interdependent growth, participation, and mutually edifying activity

*Adapted from Horst and Greer (2014): “Entrepreneurship for Human Flourishing”



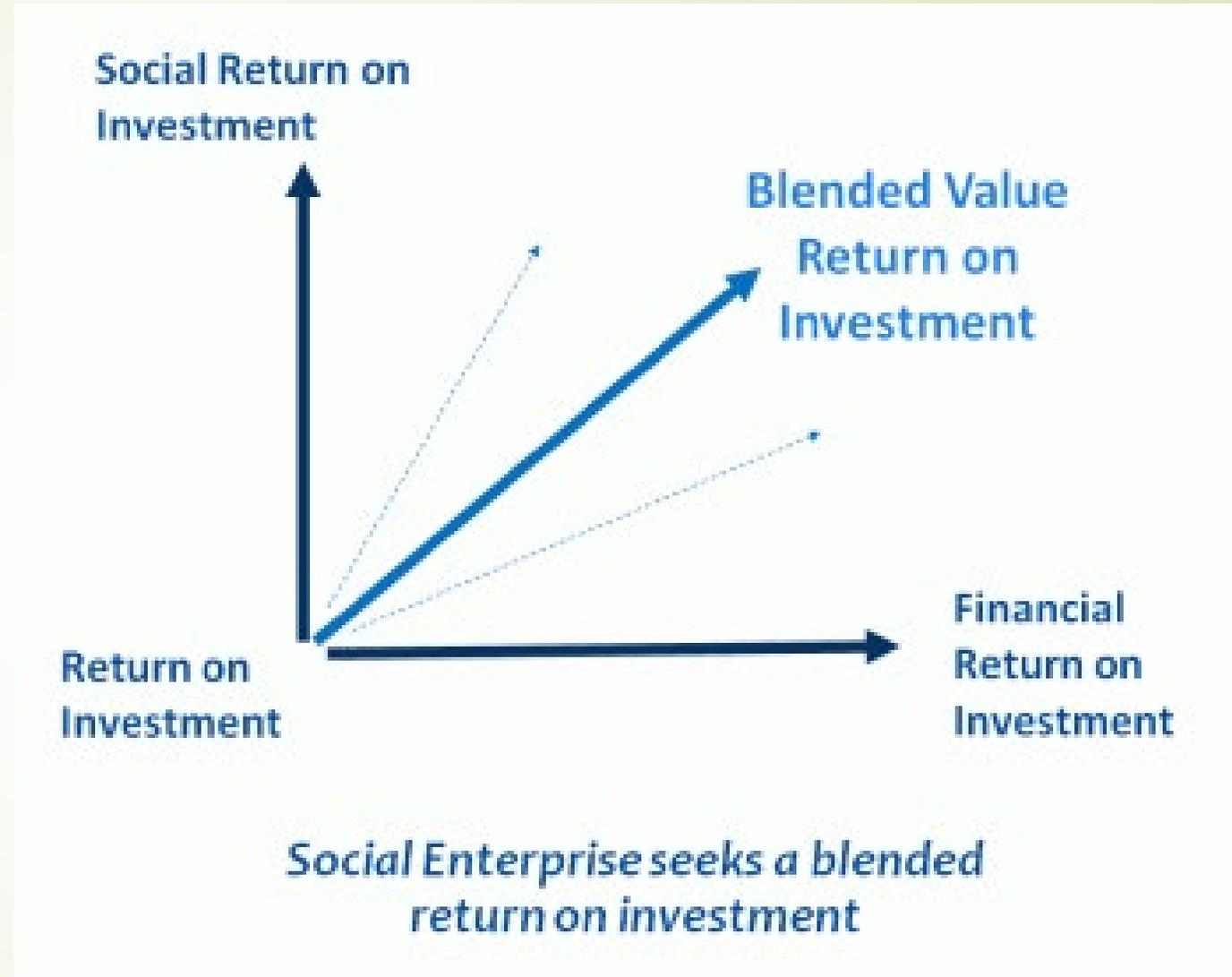
Social Entrepreneurship – What is it?

- Gregory Dees (1998)
 - Social entrepreneurship combines the "passion of a social mission with an image of business-like discipline, innovation, and determination"
 - Regular entrepreneurs improve the state of the world by building a successful business, but the social entrepreneur's main measure of success is not only wealth creation but "mission-related social impact."

The attempt to correct externalities created by the free-market

Social Enterprises

- they are businesses;
- they create community impacts and social values;
- they are much more a means to achieve value





Social
Entrepreneurship
in Two-third
World – the
impetus

- ▶ Muhammad Yunus wins the Nobel Prize in 2006 for his work in alleviating poverty in Bangladesh through micro loans
 - ▶ Yunus founded Grameen Bank which developed an innovative way to provide small loans to the poor, many of whom were women.



Social Entrepreneurship – What is it?

Alex Nicholls (2009): Social entrepreneurship is focused on the intersection of three dimensions:

- Sociality:
 - Social entrepreneurs should focus on adding value to society by assisting underrepresented, oppressed, and marginalized members of a society
- Innovation: creative problem solving
- Market orientation: focus on demand and exchanges of goods and service

Why has social entrepreneurship become more popular in the US?

- The perceived corporate greed
- 2008 financial crisis:
 - *a lack of transparency and a lack of access to information about corporate behavior, can have far-reaching, even global negative ramifications*

AGWM
Compassion
Link Journal
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- Social Entrepreneurship is defined as:
 - “Using solid business principles in economic development and income generation to positively impact those in need. In missions this approach will be integrated with a purposeful proclamation of the Good News.”

<https://www.compassionlink.org/assets/compassion-link-volume-7.pdf>

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- ▶ For the missionary and local church, economic development...has a goal of building the capacity of people to be able to help and support themselves and their families. In the process, the goal is for the people to be reconciled to Jesus and to find His will and plan for their lives
 - ▶ Butrin (2010) “From the Roots Up: A Closer Look at Compassion and Justice in Missions”



Social Enterprise Spectrum

Purely
Philanthropic

Mixed

Purely
Commercial

Adapted from Bosch (2015); Dees (2001)



BAM is a subset of social entrepreneurship but not synonymous (Bosch, 2015)

- ▶ BAM is a for profit commercial business venture that is Christian-led, intentionally devoted to being used as an instrument of God's mission (missio Dei) to the world, and is operated in a cross-cultural environment, either domestic or international (Neal Johnson, 2011)
- ▶ BAM is self-funded, laity driven, intentional, holistic, and cross-cultural (Rundle, 2014)

Business as Mission as a subset of Social Enterprise

➤ STRATEGIC USE:

- the intentional pursuit of both “good business” (profitable, ethical, high quality) and “good ministry” (Gospel-centered, culturally relevant, caring for the whole person). These two elements must be the combined focus of the enterprise and not simply a by-product or side benefit.

➤ AUTHENTIC BUSINESS ACTIVITIES

- the activities and functions performed in the operation of a business must be legitimate and contribute to the success of the business. The business does not exist simply to provide access to a region or to support extra-curricular ministry activities.

- <http://ecgroup.wordpress.com/2008/01/01/what-is-business-as-mission/>

Business as Mission as a subset of Social Enterprise

➤ **HOLISTIC TRANSFORMATION**

- The believe in the power of Holy Spirit to transform individuals and communities on all levels (physical, spiritual, emotional, behavioral) and thus seek to be instruments of that transformation by revealing Christ through the business.
- Incarnational, holistic, and strategic presentation of the Gospel in today's globalized world
 - It is not a replacement for traditional mission but as a strategic supplemental approach

Strategic Economic Paradigm

1. An economic stimulus strategy

- Create valuable products and services to meet people's needs
- Create jobs
- Jobs create wages and buying power
- Increase purchasing power will improve living standards, health, housing, food, education, and opportunities
- This process will allow people to retain the dignity, self esteem, healthy pride, and realistic hope

Strategic Economic Paradigm

2. A community transformation strategy

- “Kingdom business is for profit ventures designed to facilitate God’s transformation of people and nations. Business enterprise becomes a mission tool for ministering to those with real needs, both economic and spiritual. “ Kenneth Eldred
- The efforts have a commitment to a sustainable transformation

Strategic Economic Paradigm

3. A universal development strategy

- ▶ This strategy can be applied where there is rampant or endemic poverty or underdevelopment
 - ▶ Developing world
 - ▶ Urban centers in developed world
- ▶ Regardless of locale, all poor people, marginalized people have dreams, ambitions and families, and all want a better life, but they need jobs, they need hope, and they need Jesus

Strategic Mission Paradigm

- ▶ **In using business enterprise: “the emphasis is on mission as transforming community through business with an intentionality that Jesus is made known, encountered, and followed”**

▶ **Mats Tunehag**



Holistic Mission

- ▶ The holistic mission means:
 - ▶ Showing the love of Jesus to people in need by ministering to each of them as a whole human being and trying to address all of their needs and pain.

What is needed to be successful in social entrepreneurship?

- The power, resources, and creativity of the Holy Spirit working within us
- The God-instilled gifts, the experiential business and trade skills, and the human and financial capital necessary to launch the selected business
- An understanding of the cultural, political, and economic context in which the business is conducted, the context's mission history, and the mission methods best suited for that setting (include ABCD)
- Proper and adequate preparation, training, and planning for the many demands, roles, and functions required in business



Common Characteristics of Entrepreneurs

- Creativity
- Innovation
- A family history of entrepreneurship
- An ability to recognize opportunity and to take advantage of it

Source: Bosch (2015)

INNOVATIVE TENACITY EXPERTISE PASSIONATE FOCUSED RESOURCEFULNESS INFECTIOUSNESS GOAL ORIENTED LEADERS ECSTASY

INNOVATIVE Social entrepreneurs think 'out of the box'; they find the best possible solution for a problem even if it appears to be unconventional

TENACITY Social Entrepreneurs challenge the status quo; they exploit opportunities and refuse to give up.

PASSIONATE Social entrepreneurs have a strong belief and passion in what-ever they do. They will not stop until they have realized their goal.

EXPERTISE Social entrepreneurs have very deep knowledge in the fields they pursue. This allows them to find new solutions for existing problems.

INFECTIOUSNESS Social entrepreneurs can influence people around them to support their mission and work.

FOCUSED Social entrepreneurs see and act upon what others miss: opportunities to improve systems; create solutions; and invent new approaches that bring social change.

RESOURCEFULNESS Social entrepreneurs operate within a social context rather than the business world, they have limited access to capital and traditional market support systems. As a result, they must be exceptionally skilled at mustering and mobilizing human, financial and political resources.

GOAL ORIENTED Ultimately, social entrepreneurs are driven to produce measurable returns or outputs.

LEADERS Social entrepreneurs are natural leaders, they have the ability to lead and inspire others.

ECSTASY Social entrepreneurs have a bright outlook on life; they realize their efforts improve the lives of many.



How do we
move
forward?

- ▶ Courageous Conversation
 - ▶ Evaluate what happened to AGWM social entrepreneurship efforts
 - ▶ What was successful? What was missing? What can be improved?
 - ▶ ENLACE, Global Teen Challenge, Project Rescue Nepal, Sustain Hope, others?
 - ▶ Do we recruit qualified people to do the social entrepreneurship efforts?
 - ▶ How can we train missionaries to be better social entrepreneurs?
 - ▶ Professional Development – partnership with AG Higher Education Institutions



Q and A



ABCD (Asset Based Community Development)

- ▶ Identifying Community Assets and Resources

- ▶ <https://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/identify-community-assets/main>



Resources

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