

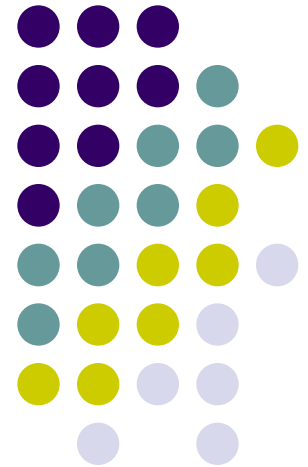
# Service Learning in Social Enterprise

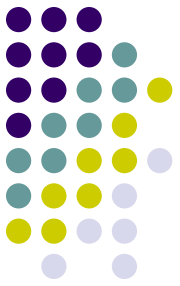
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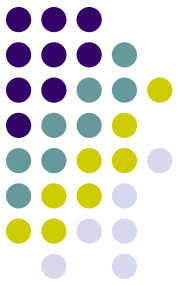




# Presentation Outline

- Development of Social Enterprise in HK
- Concepts of service learning (SL) and social enterprise (SE)
- Connecting SL to SE
  - Some key standards of high quality SL
  - Case examples in HK
- Guidelines for assessment

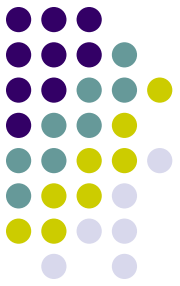
# Development of SE in HK



## SOCIAL ENTERPRISE INCUBATION CENTRE(SEIC)

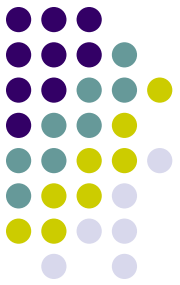


HKCSS-HSBC  
Social Enterprise  
Business Centre  
社聯·滙豐社會企業商務中心  
*Innovate · Invest · Incubate*  
創新 · 投資 · 孕育



# Development of SE in HK

- Social Enterprise Incubation Centre (SEIC)
  - Undergraduate and professionals
  - <<http://www.seic.hk/Home>>
- Heep Yunn School
  - Secondary school high form
- HKCSS-HSBC Social Enterprise Centre



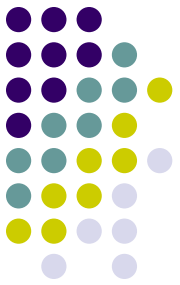
# Concept of SL

- Student's role: determined by the community needs, not by the learning goals of the student / institution (Lemieux & Allen, 2007)
- Enhance classroom teaching and learning interest, extend learning to the community, provide reflection time (Corporation for National & Community Service, 1990; Kesner & Eyring, 1999)



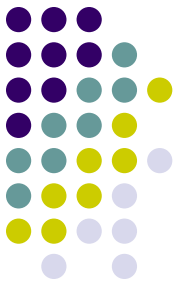
# Concept of SL

- To foster personal growth and civic responsibility (Colby, Beaumont, Ehrlich & Corngold, 2008)
- Context based social experience
- Higher order thinking skills (Billing, 2004)
- Social networking
- To develop career path



# Concept of SE

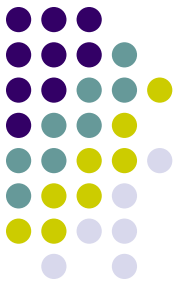
- Social Enterprise A Strategy for Success, UK Department of Trade & Industry (2002:7)
  1. ***Not being driven by the need to maximize profits for shareholders and owners***
  2. The surpluses are principally reinvested for that purpose in the business or in the community
  3. A business with primarily social objectives



# Concept of SE

- OECD concept of SE (1999)
  1. Allocation and management of economic resources
  2. ***Integrates disadvantaged groups into the labor market while providing goods and services***
  3. ***Uses an entrepreneurial approach and draw upon the local environment to enhance their social and economic performances***



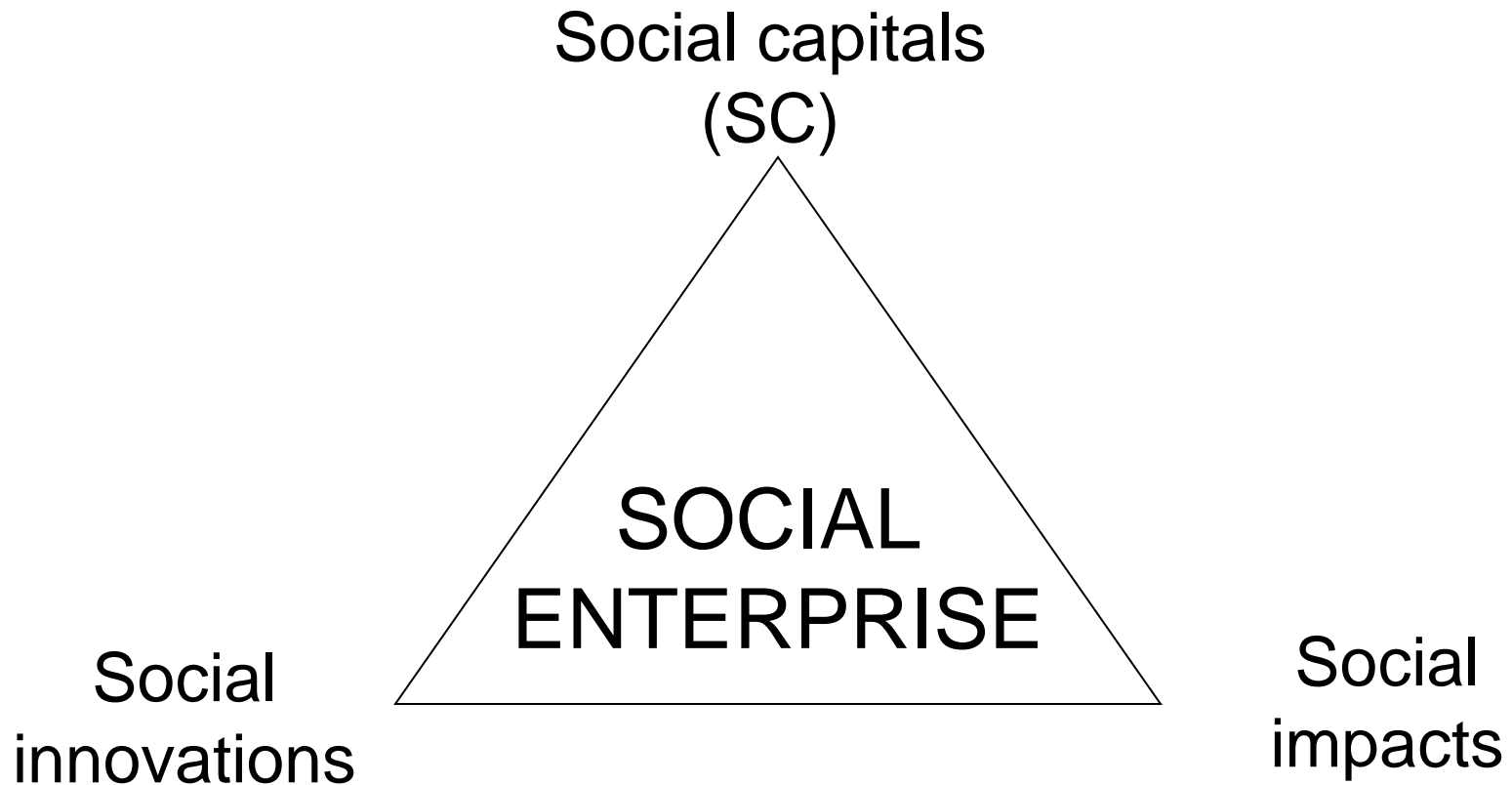
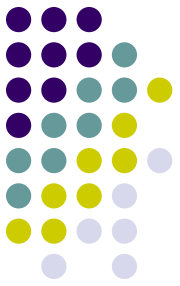


# Concept of SE (Reference)

- Nonprofit Enterprise and Self-sustainability Team ([www.nesst.org](http://www.nesst.org))
  - generate some of income in support of ***non-profit organisation mission***
- Virtue Ventures LLC ([www.virtueventures.com](http://www.virtueventures.com))
  - any business venture created for a social purpose
  - ***mitigating or reducing a social problem or a market failure and to generate social value***
  - operating with the financial discipline, ***innovation*** and determination of a private sector business.

# Triadic Nature of SE

## - Raymond Yim



# Triadic Nature of SE

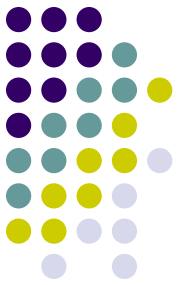
## - SOCIAL CAPITAL



- Foley and Edwards (1997) stated the relationships between SC and SE
  1. ***SE is private organization formed and sustained by volunteers***
  2. ***SE is able to maintain relational networks***
  3. ***SE connects people with each other and build trust***

# Triadic Nature of SE

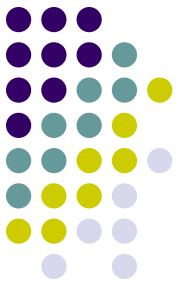
## - SOCIAL INNOVATION



- The Canadian J.W. McConnell family Foundation states the three process of social innovation:
  1. ***Social entrepreneur adopting a new program or concept that they may think add value to act on this opportunity requires leadership and vision***
  2. When the idea is developed in greater detail and start-up resources are secured
  3. When the idea is implemented, strengthened and made more effective

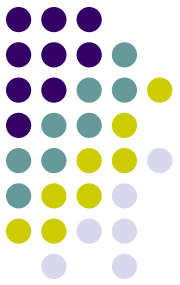
# Triadic Nature of SE

## - SOCIAL IMPACT



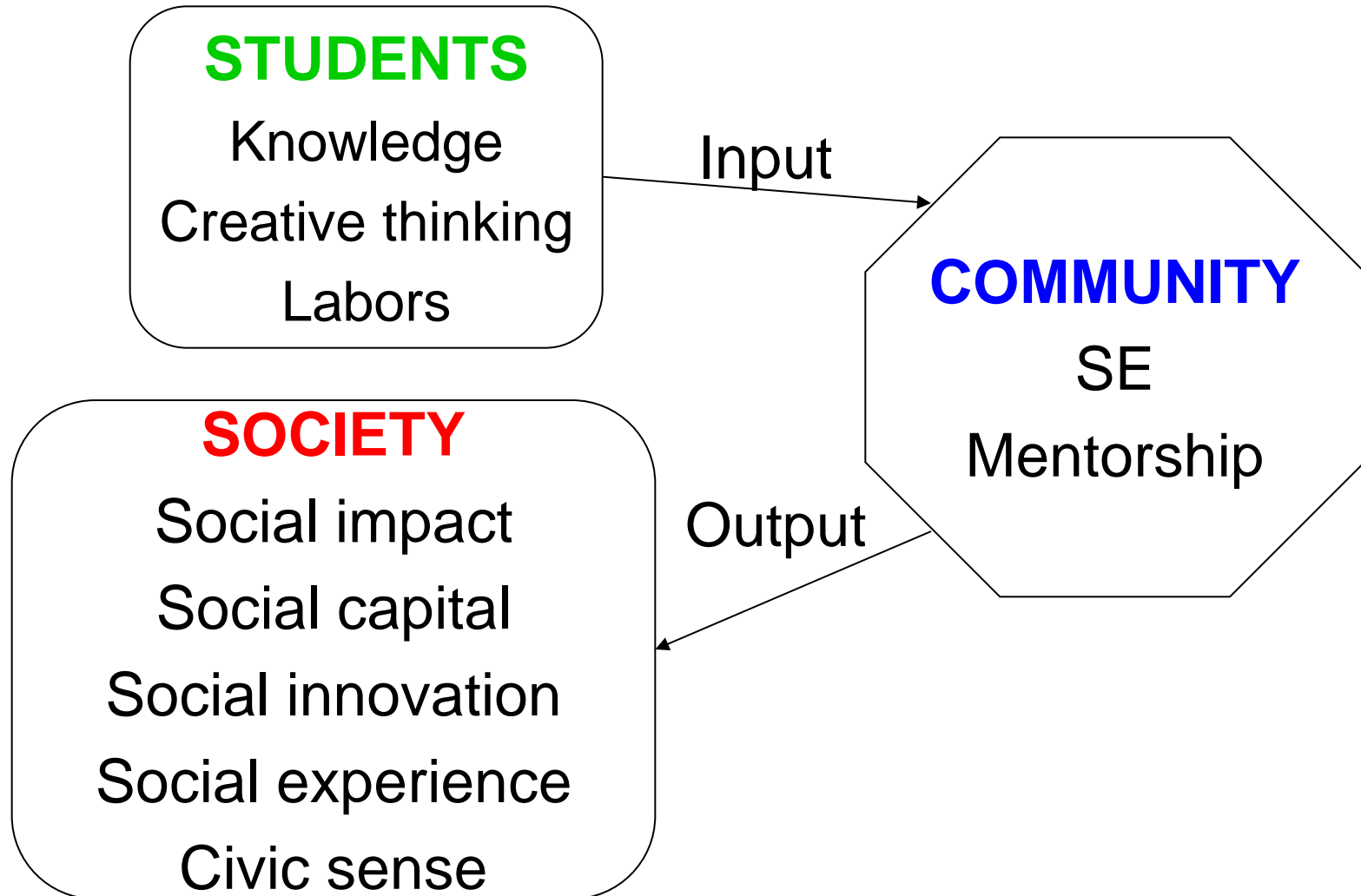
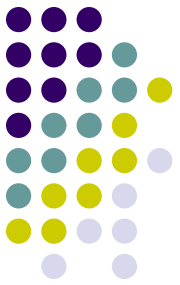
- International Principles of Social Impact Assessment:
  - SIA involves the ***process of analyzing, monitoring and managing the intended and unintended social consequence, both positive and negative, of planned interventions*** (policy, plan, program, project) and any social change processes invoked by those interventions its primary purpose is to bring out a more sustainable and equitable biophysical and human environment

# Connecting SL to SE – with some key standards of high quality SL

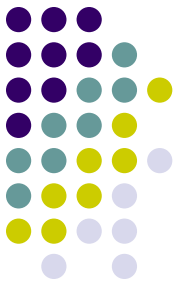


- Service-Learning
  - Meaningful service
    - Identify community need and provide mentorship
  - Civic responsibility
  - Active engagement and creative thinking
  - Knowledge and value sharing
  - Career development and networking
  - Evaluate the social impact of project
- Social Enterprise
  - Non-profit
  - Social objective
  - Social entrepreneurship
    - Design and implement entrepreneurial project
  - Social innovation
  - Social capital (network and trust)
  - Social impact

# Connecting SL to SE – a win-win model (Raymond Yim)



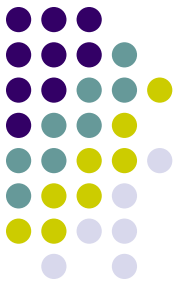
# Connecting SL to SE – Type I



- Community need to some extent identified
- SE balance of budget
- Identification of new market niche
- Serving as SW intern, voluntary workers
- Provide consultations

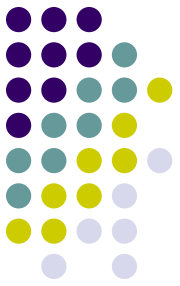


# Connecting SL to SE – Type I



- Tuen Mun Café
  - NGO-managed SE
- Stewards Ltd Company
  - SE owns a Limited Company (by shares)
- MentalConnect Ltd.
  - NGO set-up a SE
- Senior Citizens Home Safety Association
  - SE registered as a NGO
- Fullness Hair Salon
  - Social Entrepreneur owns a SE (limited by shares)
- YMCA hotel
  - NGO owns large scale business operations

# Connecting SL to SE – Type II

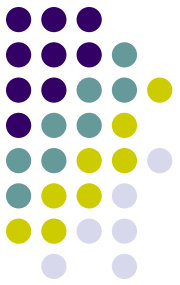


- SE deficit, identifying the need of community, draft business plan, conduct market research and assist in project implementation
- SEIC and CUHK partnership
  - Business plan and site visit
- Heep Yunn School
  - Victoria Park foodstall



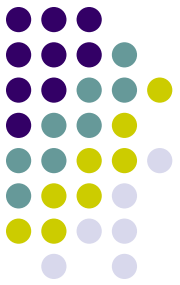
# Overseas Models of SL

- Pure SL: send students out to community to serve
- Discipline Based SL: students presence in the community throughout the semester
- Problem Based SL: student vs. community like consultant vs. client
- Service Internships: students work 10 – 20 hours in a community setting
- Undergraduate Community Based Action Research: for rare students experienced in community works.
- Capstone Courses: for final year students to transfer from world of theory to world of practice.



# Points to note

- Student evaluation of community need is a valuable asset that should be documented
- Objective assessment of the feasibility of student's business plan by community and independent person
- Service prioritized, then learning



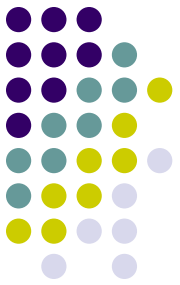
# Points to note

- To SE business or non-profit groups:
  - Primary client – disadvantaged group
  - Secondary client – customers
  - Tertiary client – SL students
- Action research – consultation not decision making
- SEIC professional consultancy Vs undergraduate extended classroom learning – service quality
- Impact of withdrawal from serviced community or SE



# Assessment

- Constructive feedback from the service recipients
  - Community members and customers
- Self-evaluation by students
  - Based on reflection on project's social impact
- Objective assessment by academic supervisors
  - Service goal achieved?
  - Learning goal attained?



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