

# ACTIONS BETWEEN PROFIT- MAKING AND AID: **IMPROVING** **SOCIAL ENTREPRENEURSHIP FOR** **FOOD SECURITY**

Conclusions and recommendations from the synopsis report  
and its relation with SES4Food.



## 1. INTRODUCTION TO MAPPING



## WIDER TRENDS AND OBSERVATIONS



- Increasing role of private sector in food security
- Development organisations embrace concept of social entrepreneurship
- Many programmes for social entrepreneurs have been established – a lot has been achieved, e.g. opening up new partnerships

*Now on cross road: emerging questions based on experiences and lessons learned need answers.*

## SOCIAL ENTREPRENEURSHIP AND FOOD SECURITY



Three specific opportunities for social entrepreneurship for food and nutrition security (Vervoort, 2014):

- To link across domains, food systems and across geographical levels
- To reframe dominant narratives in the market by empowering vulnerable groups
- To educate and develop stakeholder networks to facilitate change.

# BEFORE THE SYNOPSIS REPORT

- Pop-up Friday with Dutch social entrepreneurs dedicated to food security (February 2015)
- Literature review on social entrepreneurs as change makers for food security (August 2016)



# MAPPING PROJECT: **WHY?**

## Incomplete picture

- Overall there is few information available on social enterprises that work on food security
- A clear overview on who and what is supporting social entrepreneurs in the food value chain was not available.
- Studies were top-down and researching similar social entrepreneurs, excluding the less usual suspects.



# VALUES OF THE SOCIAL ENTERPRISE

- The economic or **entrepreneurial dimension** guarantees that the productive activity represents the reason for its existence.
- At the heart of the social enterprise is the **social mission** with the intention to increase social or environmental impact.
- Decision-making is not based on capital ownership, but on the **voice of stakeholders** who are affected by the activity.

(EMES)



# OBJECTIVES OF THE MAPPING PROJECT

- Find social entrepreneurs through bottom-up approach
- Collect practical information and get insight in their strenghts and weaknesses
- Identify through the social entrepreneurs from whom they get support and what support is offered to them
- Gain insight in their main oppotunities and threats in the wider ecosystem



## 2. RESULTS OF THE MAPPING



**7 COUNTRIES**

**256 SOCIAL  
ENTREPRENEURS  
MAPPED IN  
USHAHIDI TOOL**

**152 SURVEYS**

*“Half of the social entrepreneurs in the sample received **neither financial nor non-financial support** from professional regional, national or international organizations or institutes”*

## Reasons?

- Social entrepreneurs who work outside the main cities are less connected with professional support organizations.
- There is a mismatch between top-down support and bottom-up needs; creating resource, knowledge, awareness and network gaps between social entrepreneurs and the support organizations.
- Non-existence of a network and awareness about available support outside the own community.
- Many support programmes are offering good support, but act as isolated islands; there is no coordination to reach out beyond the usual suspects.



*“**Open dialogues** and cooperation between social entrepreneurs could contribute to **solution-seeking** for some of the main challenges they face, and some of which could lead to new social businesses”*

*“Support organizations admit that they are **less connected with the rural areas** and need to understand their own specific challenges of reaching and **delivering support** to social enterprises working in rural areas or with rural stakeholders”*





## 3. EMERGING ISSUES



## HOW TO REACH BEYOND THE USUAL SUSPECTS?

Building a social entrepreneurial ecosystem that gives all social entrepreneurs equal opportunities.

## **HOW TO INCREASE IMPACT?**

Cooperation will make support programmes more effective.

## **HOW TO BUILD BRIDGES BETWEEN ACTORS?**

When social entrepreneurs and support organizations organize themselves they could jointly tackle common bottlenecks.

Starting a dialogue creates new business opportunities, stimulates social innovation and reduces gaps that have evolved between them.

## HOW TO DEVELOP UNIQUE PROFILE AND CONTRIBUTION FOR EACH ORGANIZATION?

Each support organization is in search for its unique profile, positioning and contribution to the social entrepreneurial ecosystem.

Sharing insights, starting a dialogue and initiating jointly actions will help develop a clear and unique profile. (Hence, it should not be seen as a threat.)

## 4. CONCLUSIONS

## FOLLOW-UP ON RECOMMENDATIONS



- To increase the potential of social entrepreneurship for food security and to improve the ecosystem, SES4Food has been initiated.
- The mapping team, including the local teams (LinkinPins) in the seven partner countries understand that this is only possible in a jointly effort with stakeholders.

