



Society Day:

A day of dialogue, debate, networking

Entrepreneurial Undertaking & Social Innovations for a Sustainable Future

A symposium organised under auspice of Swiss Embassy in Korea and the DAW International of ETH Zurich

Date: 15.11.2014

Time: 9.00-12.30, 14.30-18.00

Space: Museum of Art, Seoul National University¹; 1, Gwanak-ro, Gwanak-gu, Seoul

Title: Entrepreneurial Undertaking and Social Innovations for a Sustainable Future

Key Words:

Social engagement, innovation, sustainability, commitment, research and development, hybridity, new business models, creative endeavours

Curated by: Prof. Lichia Yiu and Prof. Raymond Saner

(updated: 08.11.2014)

Context

Current events have taught us that business as usual is no longer sufficient in dealing with multiple challenges posted by the unfreezing of status quo, extreme disparity between the rich and the poor and difficulties of the public agents in addressing mounting sense of exclusion and despair. While sustainability of the global system is being discussed at the United Nations, societies and communities need also to be engaged in this deliberation in order to identify locally appropriate measures and innovations to tackle the local manifestations of the global disparities and shared malaise.

Real system change can only be brought about by practices that are socially, economically and ecologically sustainable. This new type of practices is not about alternative choice, rather it is about changing of mind sets and realigning the institutional set up with collective behaviour offering opportunities to correct the multiple imbalances. The way forward however is often not clear nor linear.

¹ [http://english.visitkorea.or.kr/enu/SI/SI_EN_3_1_1_1.jsp?cid=1752538;](http://english.visitkorea.or.kr/enu/SI/SI_EN_3_1_1_1.jsp?cid=1752538)

Observing individuals, groups and organizations in this context, a trend has emerged towards experimentation and reconfiguration of socio-economic conditions of living. Individual, group or institutional actors are reshaping the social, political and economic landscapes with their imagination, energy and empathy. Calls for inclusive growth and care for the bottom of the pyramid have led to the legitimatisation of social concerns with a business twist and acumen.

A new breeds of entrepreneurs does not consider profit maximisation as the Holy Grail of their business endeavour. Rather they are working toward common good and shared values. From skunk innovations to frugal technology and to 100% recycled design, these radical innovations have turned resource constraints into drivers for innovation. Social entrepreneurship, impact investing, solidarity economy have altered the eco-system of the help economy and transforming it from charity to activist philanthropy, corporate social responsibility, global compact, stakeholder engagement and further to partnerships and co-design of common futures.

Such social entrepreneurship is the result of “innovative thinking” in concurrence with an “opportunity for change” where both opportunity and innovation are not only about solving known problems, but about tackling novel and the unknown challenges ahead. Social entrepreneurship is also a result of “shared interests” in concurrence with an “opportunity to participate in co-producing public goods”. Incubators, spin-off and social initiatives have not only challenged aging organizations but also give rise to the new “hybrid equilibrium” or “ecosystem of re-alignment” in the new economic landscape. .

Imagining change, experimenting with innovative ideas, formalisation of socio-economic initiatives and reshaping political and economic circumstances are all part of the process of social innovation, but which or what comes first? Reshaping society is not without consequences and most of the time this is a process of acknowledging multiple perspectives, factors and voices. Creating a culture of socially engaged individuals and respect for multiple perspectives and voices need to be built on the intangible asset of “knowledge” and diverse and multiple eco-systems. The technological shift and the interaction in the “between” spaces, where society, sciences, art and innovation converge shows that the traditional approach to entrepreneurship is narrow in scope and limiting in regard to generating new solutions. Sizing opportunities and initiating innovations rely much more on an unconventional set of attitudes and skills.

Drawing on knowledge from science, technology, psychology, sociology, management theories and the arts, the conference aims to generate insight into the new horizons, drivers and barriers for breakthrough innovations, which move creative ideas forward to social entrepreneurship and social innovations. Reflections will also be made by looking into these individual creative expressions and by identifying enabling policy environment to foster creative energy, moral courage and entrepreneur spirit.

Audience

This conference will bring together experts and practitioners with different perspectives who will share, their experience and who will dialogue across disciplines and welcome scholars, researchers, business minded individuals, social entrepreneurs and those interested in points of convergence, sustainable approaches and knowledge production.

Chairmanship

This “Society Day” will be co-chaired by

Mr. Chong-Soo LEE, CEO of the Korean Social Investment Fund², Seoul.

Prof. Raymond SANER, Professor Em., International Management and Organisations, Basle University; Co-Founder, Centre for Socio-Eco-Nomic Development

Preliminary Programme

10.00 -10.15

Opening and

Mr.Chong-Soo Lee

Prof. Raymond Saner

Welcome Address

Mr. Nicolas Descoeurdes

10.15-11.00

Keynote Speech: Raphael Cohen, Serial entrepreneur and business booster, Professor of Entrepreneurship, University of Geneva³

“How NGO’s and social organizations can leverage partnerships to generate more impactful outcomes”

11.00-13.00

Panel Discussion:

“Social Creativity and Entrepreneurial Incubation”

Opportunities, challenges and enabling factors for the development of social entrepreneurship and business success. (Annex 1)

Moderator:

Dr Lichia Yiu, Co-founder of CSEND, Geneva

Panellists:

Each panellist will have 15 minutes to present their ideas and work in the field of social enterprises and present ***3 main messages*** that they want to convey to the audience.

(in sequential order)

- ♣ **Byung Tae Lee**⁴, KAIST Institute, Professor of MIS, College of Business Administration
- ♣ **Jun Suh Lee**, CEO, Ecojun
- ♣ **Susan Schneider**, Professor Emeritus, University of Geneva
- ♣ Peter Lee, Founder and CEO, Nolgong⁵

The audience will subsequently use mobile based apps to vote which of the 3 messages of each panellist is considered by the most relevant for them.

² <http://www.social-investment.kr/eng/social/seoulsocial.php>

³ http://entrepreneurship.unige.ch/modules/entrepreneurship/direction_enseignants/_cohen.html

⁴ <http://business.kaist.ac.kr>

⁵ <http://nolgong.com/ABOUT-NOLGONG>

Each message voted as most important by the audience will be jointly addressed by the panel in a round table fashion. This round table will be joined by Prof. Alexander Stuck.

13.00-14.00

Networking Reception

Hosted by the Embassy of Switzerland, **Mr. Nicolas Descoedres, Deputy Head of Mission**

14.00-14.45

Concerto Violin by Hyung Joon Won

"Flights and Furies and Dances of Death"

14.45-15.00

Coffee Break

15.00-16.00

Keynote Speech:

"Nouvelle Vague Toward Sustainable Future: Social Investment and Social Economy"

A remarkable achievement in technology and economy for the last few decades left us enormous challenges threatening the sustainability of our life. But conventional approaches have failed to stop the vicious cycle of the problems. A paradigm shift is inevitable. New solutions and models need to be adopted. Why are people talking about social economy and social investment? Are they really the answer for the sustainable future?

Mr. Chong-Soo LEE, CEO of the Korean Social Investment Fund⁶, Seoul, Korea

16.00-17.45

Panel Discussion:

"Culture, Art and Social Economy: Different currencies and social innovations"

New forms of organising social and economic activities are emerging sometimes labelled as alternative economic arrangements. Garden varieties of many such grassroots innovation have changed the quality of localised relationships, distribution of economic opportunities and rights to self-reliance. (Annex 2)

The panellists will share their experiences and observations on how new forms of social economy function and how they can be made sustainable.

Moderator: Prof. em. Susan Schneider, University of Geneva, Business and Society

Panellists

Each panellist will have 15 minutes to their work in the field of social economy and deliver ***3 main messages*** that they want to convey to the audience.

(in sequential order)

- ♣ **Raymond Saner**, Professor Emeritus, International Management and Organisations, Basle University; Co-Founder, Centre for Socio-Eco-Nomic Development

⁶ <http://www.social-investment.kr/eng/social/seoulsocial.php>

- ♣ **Naree Lee**, Managing Director, D.Camp, DreamBank (Banks Foundation for Young Entrepreneurs
- ♣ **SUN, Mi Seo**, Founder & CEO, Playplanet⁷

The audience will subsequently use mobile based apps to vote which of the 3 messages of each panellist is considered by the most relevant for them.

Each theme voted by the audience will be jointly addressed by the panel in a round table fashion. This round table will be joined by Mr. Chong-Soo Lee.

17.45-18.00 Closing Words



⁷ www.letsplayplanet.com

Annex 1

Panel 1: “Social Creativity and Entrepreneurial Incubation”

Moderated by Prof. Lichia Yiu, Centre for Socio-Eco-Nomic Development (CSEND)

There are many unmet demands in the social sector of our societies, such as caring for the aged, the handicapped and the marginalised groups including immigrants, minorities, and down trodden. Solutions to provide equitable services need to come from innovative ways to use existing financial and other immaterial resources to meet these demands.

Since the publication of “The Bottom Billion”, the general public has become more aware of the costs of unfettered capitalism and of the market failures resulting in misallocation of resources and crowding out of opportunities to grow by the whole population. A generation of entrepreneurs with insights into the underbelly of the capitalism toiled to create different forms of “social” services and goods to meet the needs of the underserved population.

Social entrepreneurs work in the “real” economy and compete on the basis of quality, cost and speed of producing their goods and services without charging a high profit margin. Like all entrepreneurs, starting up a business with or without a social mission requires creativity, innovation and stamina to succeed. This panel brings together Swiss management professors with the Korean entrepreneurs in a conversation to review the entrepreneurial journey in capturing opportunities, overcoming challenges and leveraging enabling factors for social enterprises and social impact.

This conversation will be conducted from two different perspectives; one from coaching and mentoring perspective, the other personal.

Annex 2

Panel 2: “Culture, Art and Social Economy: different currencies and social innovations”

Moderator: Prof. em. Susan Schneider, University of Geneva, Business and Society

As the world becomes more and more integrated, social and economic problems become more and more complex. We need a new way to approach solving these interdependent issues. We need to design processes that best utilize resources in a sustainable and inclusive manner and to explore the role of culture, art and technology in finding solutions. This panel will address what is needed to enable and support social entrepreneurship. This requires convergence of business, society, culture, technology and a new mindset, a multidisciplinary approach involving multiple stakeholders. How can this be promoted in the digital context given the new tools, the new space, and virtual reality? What are the possible alternatives we might imagine?

New forms of organizing social and economic activities are emerging. Grassroots innovations are changing the quality of relationships at the local level, the distribution of economic opportunities and encouraging self-reliance. The panelists will share their experiences and observations on how new forms of social economy can function and what is need to promote it. Examples will be given of how various Swiss initiatives created new “currencies” through cultural “events” and how these events represent a collaborative effort at the community level to promote identity, solidarity as well as employment. Another example is that of how the Seoul government created the social space and incentives, through collaborative budgeting, to promote social innovation. Social entrepreneurs, D.Camp and Playplanet, will provide concrete examples of supporting young entrepreneurs and promoting eco-tourism and advise us as to what is needed to support these efforts. Discussion will also focus on how to scale up these initiatives in order to have sustainable, or more importantly flourishing, societal impact.