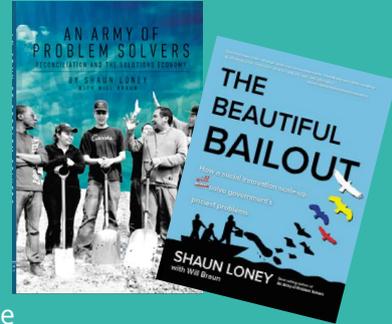


SOCIAL INNOVATION FOR CIVIL SERVANTS



This program is designed for Civil Servants in all levels of government, and will illustrate how you can enable solving social problems using a market-driven approach.

WHAT IS IT?

Social innovation is a term used to describe new, novel and unique approaches to solve societal problems. The Social Innovation for Civil Servants bundle will provide real case studies, change your perspective on problem solving, and offer tangible tools to take action. Review historical examples of government policy that are counterproductive, see how current policy can hinder or support social outcomes, and get a glimpse on how businesses and organizations external to government are increasingly working to address these issues.

WHO IS IT FOR?

Designed for Civil Servants from all levels of government, this certificate will illustrate how Civil Servants can enable solving social problems using a market-driven approach.

WHY IS IT IMPORTANT?

Governments use funding when they are engaging non-profits that are working to reduce expensive problems such as incarceration, diet-related diseases, homelessness and children in care. Funding is usually limited, unpredictable, administratively burdensome and not connected to outcomes. Shaun describes transformative tools of social innovation that allow governments to create markets for solutions. Shaun gives examples of how these tools are already being used by governments across Canada which essentially turns government from a funder into a customer. These outcomes oriented relationships get resources to solution providers and save governments money, risk-free.

CONTACT US TO GET STARTED.

ASK A QUESTION

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THE COURSES INCLUDE

Through a series of six online courses, the program provides a good overview of social innovation, its tools, examples, and practical steps in how you can apply what you've learned to your work.

1. INTRODUCTION TO SOCIAL INNOVATION

If social innovation is a new term for you, you may be wondering what it is all about. There are many definitions but we like to say that social innovation “is the process of making it easy for problem solvers.” For us, this transformation is about turning the government from a funder into a customer – a key necessity for government policy. This idea is explored deeply in this course.

2. WHY IS THIS SYSTEM BROKEN?

Before Shaun committed full-time to the social enterprise sector in 2008, he worked in government as a political advisor and a senior civil servant for 11 years. He learned, at senior levels, government’s power to change circumstances and also to be stubborn to change. He started asking questions: why will governments write seven-digit cheques to monopoly food retailers who sell mostly unhealthy food, but refuse to support food grown locally by innovative social enterprises? Why will governments pay outside companies to bring heat and power into a community rather than pay a First Nation-owned and operated utility to provide job-creating and locally-generated renewable energy at a lower price? Why won’t governments buy goods and services from social enterprises that employ ex-cons, greatly reducing their chances of ending up back behind bars and saving government money through reduced recidivism rates? These questions and more left Shaun Loney uneasy, and were what ultimately drove him to work in social enterprise. The answer to these and other questions lie in this course.

3. EXAMPLES FROM THE SOCIAL ENTERPRISE SECTOR

Social enterprises can help tackle some of society's most stubborn problems. They hire people no one else will hire and they do business where the private sector won't or can't. These feisty, caring businesses combine the “community orientation” of non-profits with the market tools that are used in the private sector. It's the use of these market tools that allow us as a society to grow and greatly expand the good that we do in community. People know social enterprises will hire them because of their criminal records, because they have little work experience or because they live in the inner city. The line-ups are incredibly long. This course covers the movement of social enterprise, what it is with examples, and what it means for government.

4. THE TOOLS FOR SOCIAL INNOVATION

As governments start embracing social innovation, social enterprises will become an increasingly disruptive force, delivering the depth of transformation that ride-sharing apps have brought to the taxi business and AirBnB has brought to the accommodation sector. We're excited to describe this imminent convergence of social innovations that will result in non-profits, for the first time in history, having the resources to ramp up our cost-saving ideas. And, how governments can get involved in, and ultimately benefit from, this movement.

5. COMMUNITY DRIVEN OUTCOMES PURCHASING

One reason we have problems in the first place is because there are no markets for solutions. We are left with a situation where non-profits can save governments huge amounts of money, but they are starved for resources. Investors can't fill the void because governments keep all savings generated by non-profits. Why would anyone invest in solutions if there is no financial return? Social innovation addresses this important deficiency by giving value to the financial savings that social enterprises and non-profits offer.

The financial beneficiary of the work that non-profits do is nearly always government. If we are reducing homelessness, governments financially benefit because there is an associated decrease in emergency ward visits and things like the use of expensive psych beds or trips to police stations for disorderly conduct. If we are reducing the alarming trends of diet-related diseases such as diabetes, governments will need fewer doctors and dialysis treatment beds, and so on. Governments, though, haven't yet valued these financial benefits. This, in a nutshell, is the problem behind the problems.

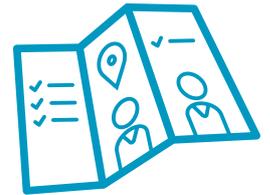
6. THE RISING AGE OF THE INTRAPRENEUR

An intrapreneur is someone who uses entrepreneurial principles within their organization to create new initiatives or improve existing ones. Their orientation is to focus on and address a problem (whether that be a customer, social or organizational problem), and work to create change in their organizations. Given that we live in times that are changing more rapidly than ever, and social and environmental problems are growing as we grow as a global population, intrapreneurship is needed now more than ever. This course will identify what makes an intrapreneur, and how anyone can adopt these skills for use in their own organizations to make lasting change.

These courses can be taken sequentially, with each building on the last, or you can take them as and when you require knowledge on a particular topic.



ABOUT OUR PROGRAMS



The **Social Enterprise Institute** provides world-leading learning for social enterprises, purpose-driven businesses, and enterprising nonprofits.

Developed by international experts, each of our programs offer the practical knowledge, tools, and confidence you need to master a topic. You can dive deep into one subject bundle, or take a series of bundles over several subjects that will provide all the foundational knowledge needed to develop a successful social enterprise.

Our interactive, video-based training programs are completed online at the pace, location and time of your choosing. You learn with a global community of social entrepreneurs and coaches, and can ask questions and get feedback at any time.

If you want to develop your skills and build your social enterprise as part of an incredibly supportive online community, our programs are for you.



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The Social Enterprise Institute is the world's school for social enterprise. We bring all the knowledge and tools you will need to start, manage, and grow an amazing social enterprise... plus a supportive global community of peers, instructors, and coaches.

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