

Impact.Ed Presents

The Promise of Social Entrepreneurship Education

We believe social entrepreneurship is the way to
shift the equilibrium towards a just society.

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ABOUT IMPACT.ED

We are a collective that exists to create an optimistic future through K12 social impact programs.

We envision learners using creative confidence to contribute to equitable, just, and generative systems.

We are a pluralistic-by-design community. Membership is selective, based on demonstrated commitment to diversity, inclusion, equity, justice, and agency-for-all.

We model entrepreneurial learning in the way that we collaborate as a community of social impact educators.

Clyde, Meghan, Jeanna, Miki and Annie

About Us



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Our History

We first started our work together virtually in 2018 because we all believed the world should be a just place for all.

Our team, which spans three time zones, is committed to creating connections, convening people and contributing thought and action leadership around social impact.

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Since our initial launch, we collaborated virtually from the fall of 2018 until March of 2020, when we finally met in person to host a small event for a diverse group of entrepreneurs and educators who believe in our mission and vision. This event, *Junto 2020*, was sponsored by University of Pennsylvania's Catalyst GSE, thanks to founder Kevin Moore, and it marked the official launch of our organization beyond our core team. Since then we have hosted numerous happy hours, and invited over 60 diverse voices to our community to learn and grow with.

Our community is growing and so is our impact. It is in that spirit that we are renaming ourselves, and recommitting to this work

“Democracies flourish when large numbers of citizens acquire the capacity to shape civic and economic life. Social Entrepreneurship is a process that enables citizens to do that.”

Azadeh Tajdar

What is Social Entrepreneurship

Social entrepreneurship shifts the equilibrium of an unjust society.

As the systems supporting education and society unexpectedly faces the need to reinvent itself, the relatively new field of social entrepreneurship holds great promise as a pathway toward deeper learning, equity, and student agency. Simply defined, social entrepreneurship is any venture that operates with "the imperative to drive social change" and create "lasting, transformational benefit to society" (Martin & Osberg, 2007). In other words, social entrepreneurship seeks to shift an unjust equilibrium in society.

Education too has long been seen as a vehicle for justice in society. So when schools adopt a social entrepreneurship curriculum, they have the opportunity to grow as purpose-driven organizations where students and teachers work together to build an optimistic future. This is the promise of social entrepreneurship education that inspired a group of educators and practitioners to co-found Impact.Ed (originally SocEntEDU) in 2018.

Impact.Ed is a community that is pluralistic by design and committed to understanding various systems of social change and the biases that exist within them. We believe that social entrepreneurship education should be built upon three pillars of action.



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Shift the Equilibrium Towards a Just Society

Connect

We connect and nurture a community of people interested in social entrepreneurship education. We create a network within which people can share ideas, tools, and other resources.

1

2

Contribute

We contribute diverse perspectives and experiences that are necessary to function effectively as an R&D lab where social entrepreneurship educators participate and learn together.

Convene

We bring together a diverse community of educators and social entrepreneurs to share their work and thereby design more meaningful learning experiences.

3

The Core of Social Entrepreneurship

The creation of prosperity is rooted in more deeply understanding people (culture, community, history, context) and place (land, ocean, community) as foundations for developing purpose.

As a community of learners, Impact. Ed works to take note of the potential perils of social entrepreneurship education. Solving problems to make change can be a powerful part of learning but it can also obscure realities that do not align with good intentions.

The philanthropic intentions of social entrepreneurship can hide the reality that efforts to build businesses for the good of society sometimes have the opposite effect. Because it actually sustains the status quo of power structures in society, social entrepreneurship may actually help to sustain the inequity and oppression it seeks to combat and “act as a colonizing movement – having negative impacts on communities, disrupting existing support structures, pushing people out of housing, and exacerbating tensions across racial, class, and gender divides” (Ignite Institute). In the classroom, this can be particularly dangerous because young people may not always be able to consider how they might be contributing to the very problem that they are working to solve.

Anand Giridharadas argues this point in his book, *Winners Take All: The Elite Charade of Changing the World*. Questioning the efforts of “doing-well-by-doing-good” elites, Giridharadas names the often unseen realities of philanthropy in a world where eight people possess as much wealth as the bottom half of the world’s population, approximately 3,900,000,000 people. In his analysis, Giridharadas concludes that: “Much of what appears to be reform in our time is in fact the defense of stasis.”

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Shift the Equilibrium Towards a Just Society

Broadening our Definition of Capital

The production and distribution of capital is unequal at best

Adopting the Eight Forms of Capital economic model (see next page) will help to align social entrepreneurship efforts to greater prosperity. Using this inclusive set of design principles will make social entrepreneurship more human-centered, because people will be able to better access all of the value they add in a community. Beyond that, people will have greater capacity to recognize the multiplicity of capital held by every member of a community.

Impact.Ed recognizes that we need to broaden our beliefs about wealth and prosperity in order to better understand social impact, to work for a just present and future for all.

Within the context of how we define social entrepreneurship then, wealth and prosperity is rooted in a deep understanding of people, place, context, and positive change. Knowledge of the interconnectedness of people, place, and prosperity must anchor social entrepreneurship if it is to be a liberating force that results in greater equity. Prosperity created through social entrepreneurship can only truly be realized when it strengthens the people and place where it originated.

JOIN OUR COMMUNITY



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Shift the Equilibrium Towards a Just Society

EIGHT FORMS OF CAPITAL

Financial capital is our primary tool for exchanging goods; it can also be used to oppress people, or liberate people. But value comes in many additional forms.

Social Capital

friends, relationships, community influence

Material Capital

possessions, house, car, bike

Living Capital

microorganisms, soil, water, plants, animals

Experiential Capital

success, failure, wisdom, embodied experience

Cultural Capital

traditions, rituals, festivals, history, the arts

Intellectual Capital

knowledge, ideas, innovations

Spiritual Capital

karma, meditation, prayer, yoga

Financial Capital

money, credit, investments

The model above is from Ethan Roland's *Regenerative Enterprise*

With Gratitude

We are so grateful for **Paul Kim**, a founding member of our team for producing the majority of the copy for this report. We also want to shout out to **Kevin Moore** and **Christian Talbot**, who as founders alongside us and Paul, helped shape the thinking in this report.

Impact.Ed Team

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Miki Tomita, Founder and Chief Executive Officer of Education Incubator

As an organization that promotes the use of social entrepreneurship as a teaching tool, Impact.Ed seeks to contribute to education efforts that shift the unjust equilibrium in society.

Understanding both the promise and the potential peril of social entrepreneurship in education, we heed the advice of product designer Pavel A. Samsonov and work to help students and teachers design solutions that work for everyone “who will be impacted.” This is particularly today as so many social inequities are being made visible by the COVID-19 crisis.

JOIN AN IMPACT CIRCLE

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We regularly host happy hours, which are free for our community members. We also have multiple spots available to join upcoming **Impact Circles**. Don't miss out on your opportunity build an optimistic future together.