



SocEnt in Germany

Berlin, March 2015

Dennis Hoenig-Ohnsorg

Ashoka Germany

dHoenig-Ohnsorg@ashoka.org

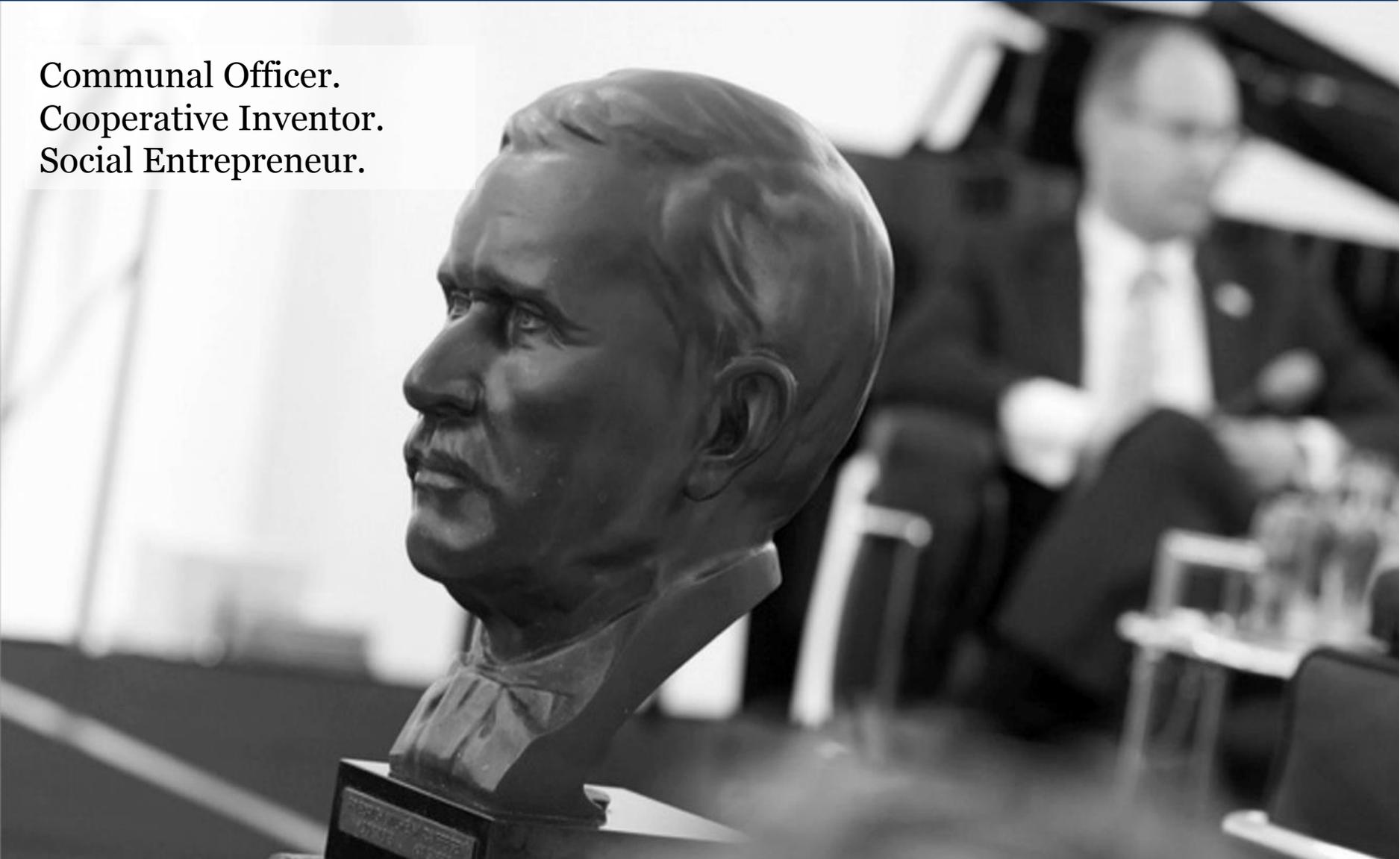
Twitter: Mojo4Change

There have always been Social Entrepreneurs

Friedrich Wilhelm Raiffeisen, Cooperative Banking



Communal Officer.
Cooperative Inventor.
Social Entrepreneur.



But it is new to call them that way

Jimmy Wales, Wikipedia



IT-Startup.
CEO.
Ashoka Fellow.



Discovering Hands allows a paradigm shift: Disability? Ability!



Bart Weetjens trains rats to sniff landmines and thus help in their detection.



Kailash Satyarthi

...Nobel Peace Prize 2014



^ Awards and honours

Satyarthi has been the subject of a number of documentaries, television films.^[27] Satyarthi has been awarded the following national and international

- 2014: **Nobel Peace Prize**^[1]
- 2009: Defenders of Democracy Award (US)^[28]
- 2008: Alfonso Comin International Award (Spain)^[29]
- 2007: Gold medal of the Italian Senate (2007)^[30]
- 2007: recognized in the list of "Heroes Acting to End Modern Day Slavery"
- 2006: Freedom Award (US)^[32]
- 2002: **Wallenberg Medal**, awarded by the **University of Michigan**^[33]
- 1999: **Friedrich Ebert Stiftung Award** (Germany)^[34]
- 1998: Golden Flag Award (Netherlands)^[35]
- 1995: **Robert F. Kennedy Human Rights Award** (US)^[36]
- 1995: The Trumpeter Award (US)^[37]
- 1994: The Aachener International Peace Award (Germany)^{[38][39]}
- 1993: Elected **Ashoka Fellow** (US)^[40]

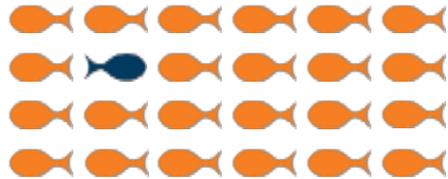
^ See also



What we do



Search & support of
>3.000 leading Social
Entrepreneurs in 80
countries.



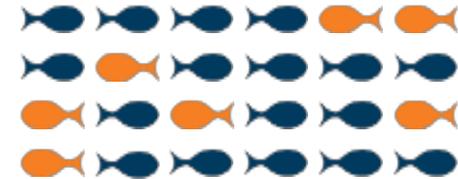
Ashoka Venture

Activating resources &
building an ecosystem
for the growth of their
solutions.



Ashoka Fellowship

Helping everyone to
become a Change-
maker.



Temporary Initiatives



How do we do it?



Supporting young Social Entrepreneurs



Programm
**Engagement mit
Perspektive**

Weiter bei Mutti wohnen
Projekt dicht machen
Irgendeinen Job annehmen

**CHANGEMAKER
KARRIERE
MIT DEM
PEP STIPENDIUM**

**Deadline
26.4.2015
www.pep-deutschland.de**

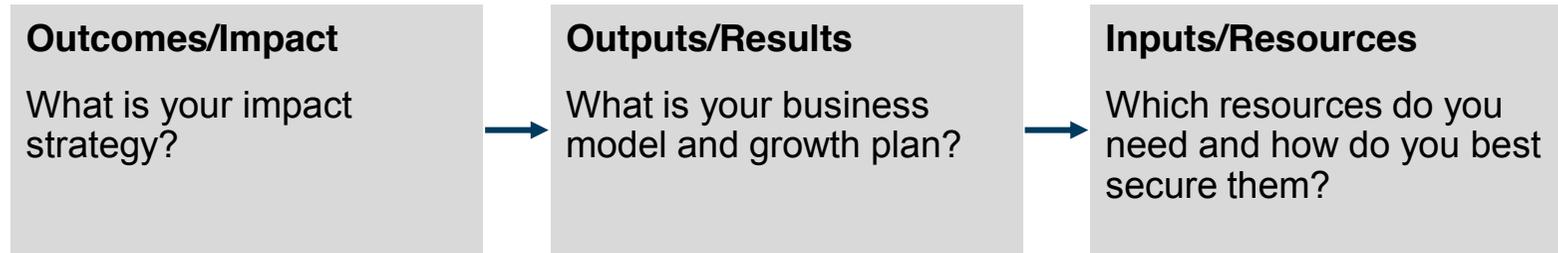
**Mach Dein Projekt zum Beruf.
Mit dem PEP Vollzeitstipendium**

Ermöglicht durch
 

Deconstruct Social Entrepreneurship.



The Business Case: Impact first!



Legal Entity: Form follows function



Nonprofit

Enables donations and public support
Restrict revenue generation
Culturally established as “social”

Forprofit

More flexible in revenue generation
Attractive to investors



Leveraged Nonprofit

continuously depending on outside philanthropic funding, but with sustainability through interest of partners in the continuation of the venture.



Hybrid Organization

Non-profit & for-profit entity due to some degree of earned income



Social Business

For-profit entity to provide a social or ecological product or service. The main aim is to reach more people in need.

Talent: leverage the potential



Activist Talents

Volunteers

Members

Volunteer Management

Professional Talents

Pro-Bono

Staff

Human Resource Management

Scaling: Speed vs. Control



Level of control



39% will expand the size of their organization



Only **7%** of Fellows have used franchising

More „business-like“ growth

More „movement-like“ growth



Over **40%** of Fellows plan to use a media campaign



61% of Fellows scale their impact through changing policy



57% are creating a grassroots movements



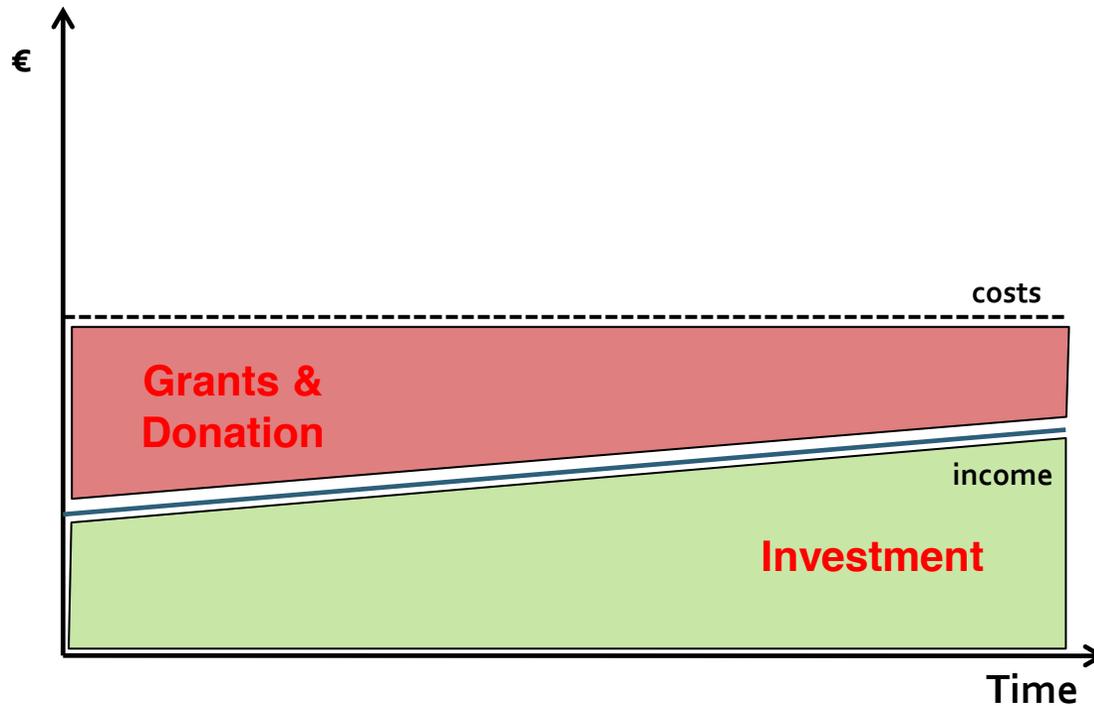
46% are using open source strategies

Speed in spreading

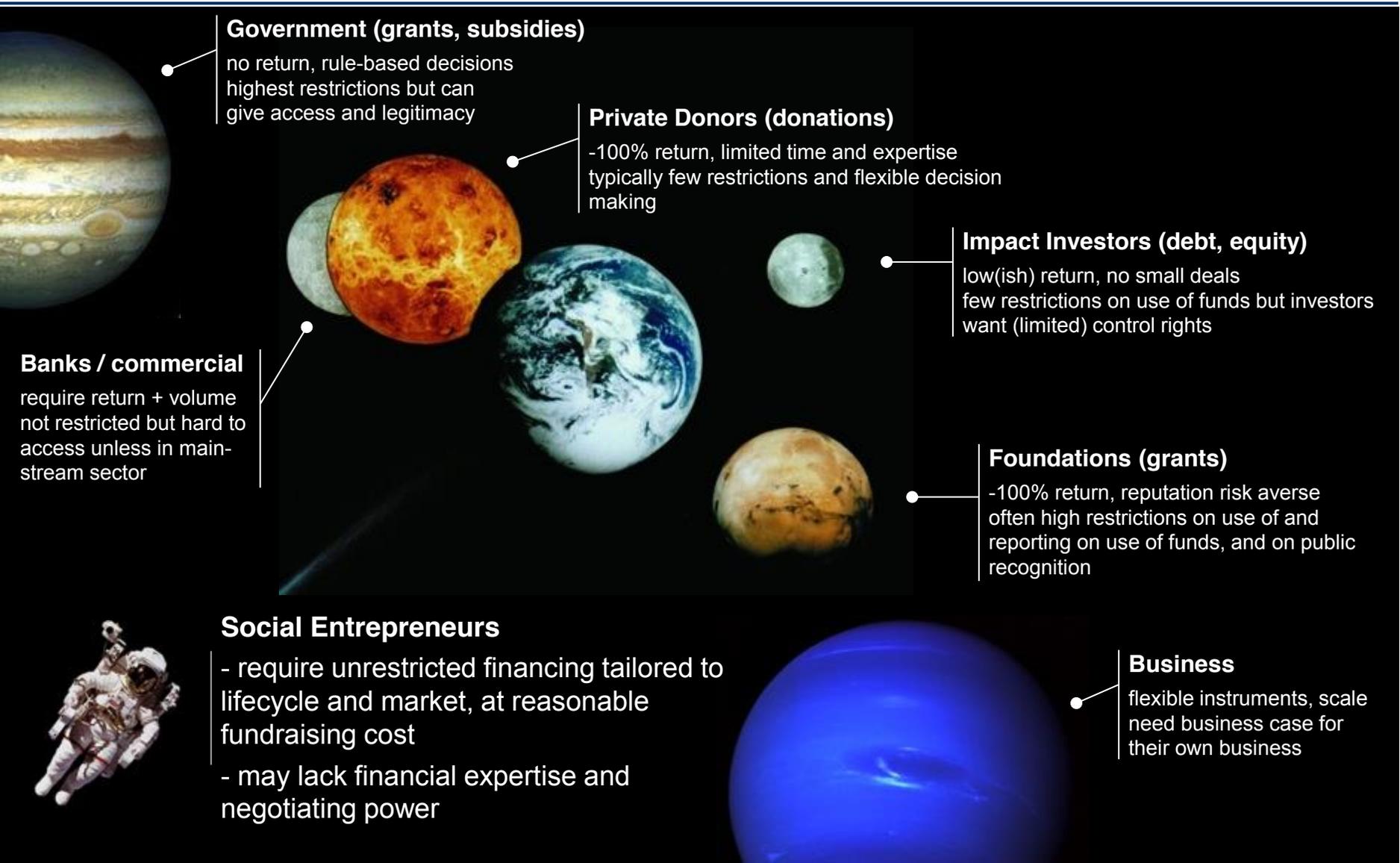
No earned income no business case?



Never profitable = ~~grants only~~ Hybrid/Social Finance



Hybrid/Social Finance: traveling the system



Government (grants, subsidies)

no return, rule-based decisions
highest restrictions but can
give access and legitimacy

Private Donors (donations)

-100% return, limited time and expertise
typically few restrictions and flexible decision
making

Impact Investors (debt, equity)

low(ish) return, no small deals
few restrictions on use of funds but investors
want (limited) control rights

Banks / commercial

require return + volume
not restricted but hard to
access unless in main-
stream sector

Foundations (grants)

-100% return, reputation risk averse
often high restrictions on use of and
reporting on use of funds, and on public
recognition

Social Entrepreneurs

- require unrestricted financing tailored to
lifecycle and market, at reasonable
fundraising cost
- may lack financial expertise and
negotiating power

Business

flexible instruments, scale
need business case for
their own business



SocEnt in Germany in 2025

...what will and/or needs to happen



SocEnt in Germany in 2025

...what will and/or needs to happen



SocEnt in every
Accelerator and Incubator

More SocEnt
investability

Venture Philanthropy
converted in impact
investment

Hybrid legal
entities

Ministry of Social
Economy

Solutions vs. Problems
in media

Transfer
Agencies

**Berlin #1 city in the
world for Social
Innovation &
Startup-Culture!?**

National & local
strategies on
Social Innovation

Public funding
for SocEnt

Talent interested in
joining SocEnt Startups

Accelerator Programs by
Welfare Organizations

Impact driven
public spending

Check in with me and proof me wrong in 2025



Dennis Hoenig-Ohnsorg
dHoenig-Ohnsorg@ashoka.org
Twitter: Mojo4Change