"Designing Entrepreneurship Solutions"
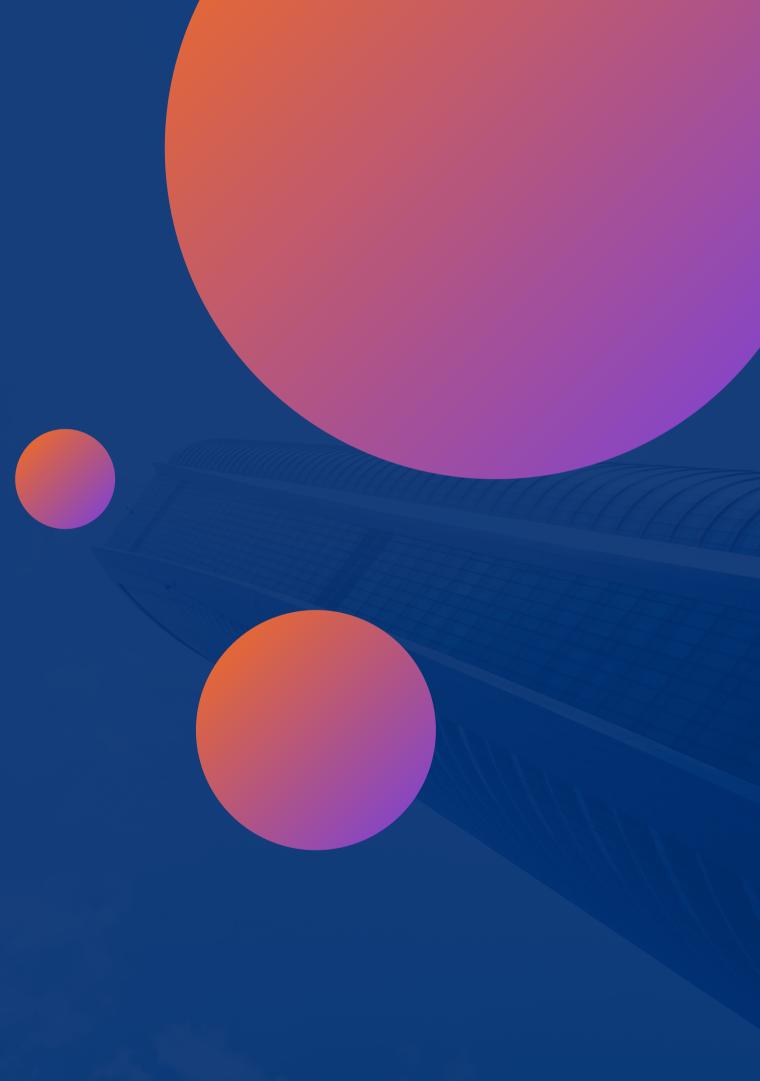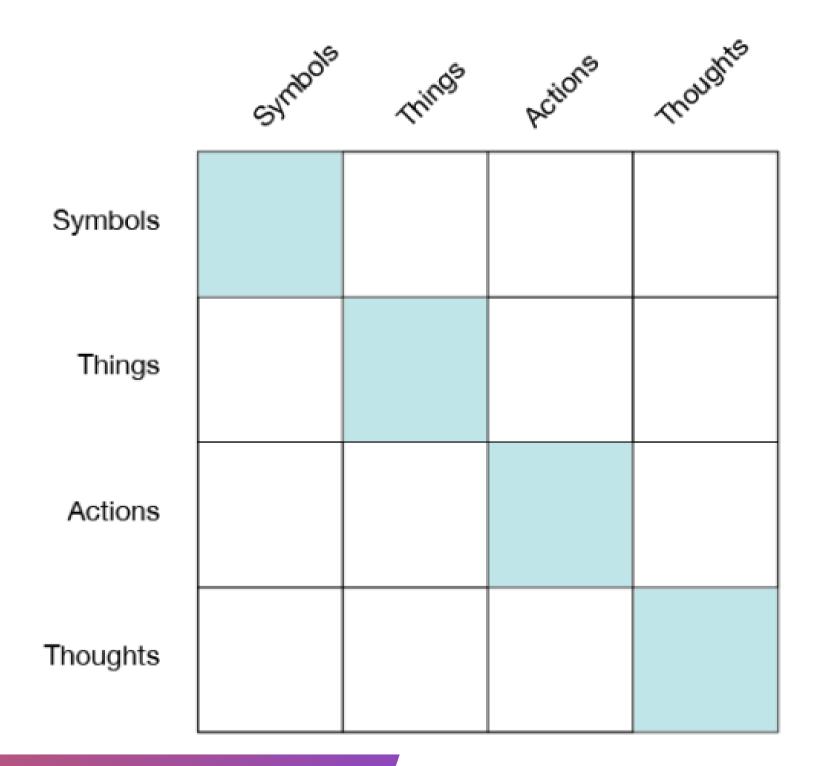
DRPDNM

Design

To explore how design is deployed by social entrepreneurship we revisited the literature regarding the relationship between design and the creation of artefacts. Buchanan (2001) defined four orders of design in the twentieth century .

Case 1: Haedus – expanding the social impact through collaborations

Haedus aims to provide socio-emotional education to children from deprived communities. The socio-emotional education is vital for the development of children because it provides the mechanisms that determine life-satisfaction. They designed a service that seeks to reinforce these skills through learning programmes based on Neuroscience, pedagogy practices and Design Thinking.

Social Entrepreneurship: An Innovative Solution to the World's Food Insecurity?

Social entrepreneurs and innovators <u>are using tech-based solutions to tackle global poverty</u>, <u>improving the agriculture value chain for farmers</u>, and contributing greatly to the reduction of the world's growing food insecurity problem.

Often, social entrepreneurs face limitations to growth and development of their product/ service due to lack of financial resources and non-supportive environments.

4 Steps To Creating a Social Purpose for Your Brand

Step 1: Choose a Social Issue or Need

If you need some ideas to get you started, consider these:

- Produce environmentally friendly products.
- Serve an underserved community.
- Distribute jobs and profit to communities in the developing world.
- Focus on philanthropic activities.
- Develop technology that supports sustainability, education, or nutrition.
- Preserve important limited natural resources through your practices, inventions, and investments.

Step 2: Create a Social Purpose Statement

A clear statement declaring your social purpose is a moral compass for your business. It can serve as a gut-check to help you stay true to your vision when considering business and social initiatives.

Step 3: Design Initiatives That Support Your Statement

Once you have your purpose statement, it's time to craft plans that will help you carry it out.ou can give back to your community by sourcing locally, fostering education through on-the-job training, or providing co-op workspace or other support for upcoming socially conscious businesses.

Step 4: Include Your Social Purpose in Your Brand Narrative

To establish yourself as a social entrepreneur, you need to weave your efforts into your brand story, or brand narrative, in a way that lets your customers know your values and actual efforts. This helps people become aware of where you stand socially as a company. It also builds trust with consumers, especially if you share measurable results.

How Design Thinking Can Help Social Entrepreneurships

01 Design thinking involves an explicit attempt to engage with both typical *and* atypical users, so we develop a deeper understanding of how our solution will touch many types of users.

02 IDesign thinking can be a particularly valuable tool for social entrepreneurs

03 Design thinking also stresses the need to rapidly prototype the solution so that the designers can get feedback as quickly as possible.

04 Solutions, whether they are products, services, processes or teams, that have come about through design thinking are more likely to be adopted quickly, because they have been created with the end users in mind