**Social Enterprises and Social Science:
Introduction to Collaboration**

**Tuesday 15 September 2020
11.30am-1pm**

Zoom

Running Order

11.30am   Welcome
Kevin Fearon, Queen's University Belfast

11.35am   Introductory Remarks
Janene Ware, Director at Innovate Communities

11.45am   Dr Evi Chatzipanagiotidou and Dr Fiona Murphy
Queen's University Belfast

11.55am   Richard Good
The Turnaround Project

12.05pm   Jennifer Neff
Elemental

12.15pm   Dr Martin Kelly and Professor Ciaran Connolly
Queen's University Belfast

12.25pm   Discussion

1.00pm   Close

Knitstanbul and Social Enterprise

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Fiona Murphy and Evi Chatzipanagiotidou
Queen's University Belfast

Defining Social Entrepreneurship

Definitions of social entrepreneurship are broad and varied, with one of the clearer understandings being advanced by Austin et al. (2006: 2) who describe social entrepreneurship as an "innovative, social value creating activity that can occur within or across the non-profit, business, and public sectors".

The story of Knitstanbul

- Knitstanbul was founded in 2014 by Malika Browne, a British writer and expat who had lived in Syria and Turkey for a number of years. As Syrians started to arrive in large numbers to Istanbul, she felt the need to reach out and develop some kind of support and assistance in what would become a tale of ethical response and encounter, and so the idea of a crafting business was borne.

Knitstanbul

The knitters produce baby knitwear and sell through ETSY and their webpage. One of the key issues for Knitstanbul has been how to sustain and scale the business with the constant movement of its knitters out of Turkey and on to other European contexts.

Towards a community of practice

'Without Knitstanbul, I would just stay at home, stay at home alone, and do nothing, now I have new friends and a way of making some money, we have all been through the same kinds of things, and we can talk to one another and think about our old and new lives.'

Knitstanbul crocheted Lifejacket for World Refugee Day 2019

helping people serving sentences to turn around their futures

working to turn around…

- the futures of people who are serving sentences in prison or in the community

- the wider community, encouraging others to support people on that journey

The Turnaround Model

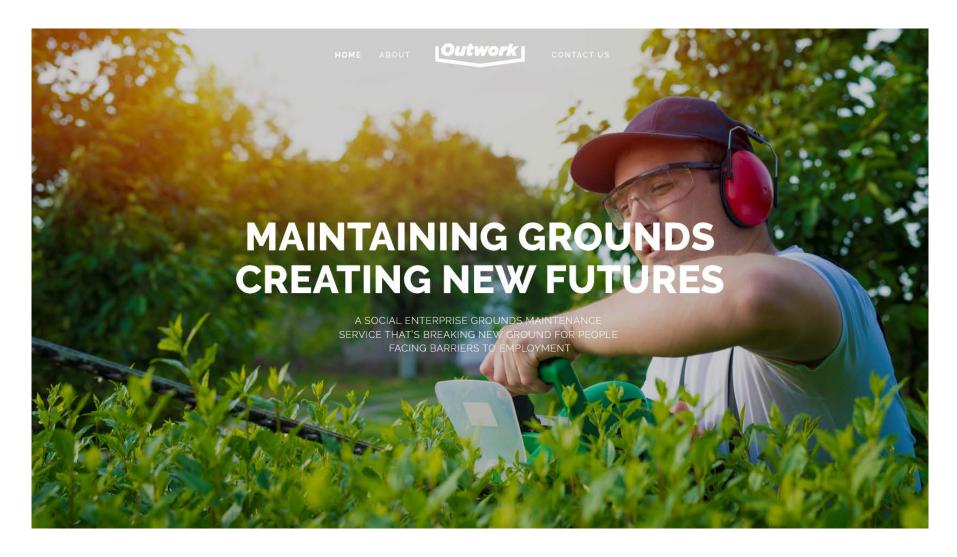# The Turnaround Model

Transitional training and employment

- to experience and demonstrate competency in real jobs before and after completing sentences

- differs from conventional environments: more supportive, flexible ethos, taking account of complex issues people face

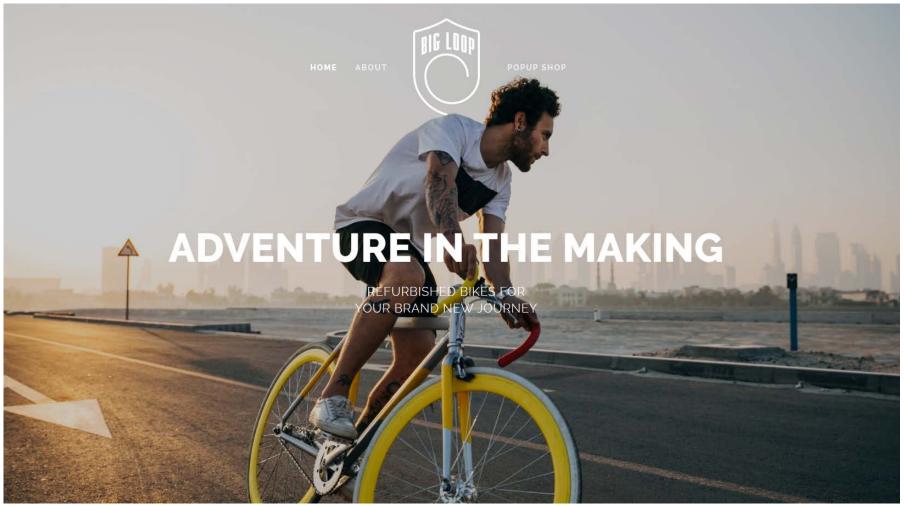bas   e
                                        nities

ADVENTURE IN THE MAKING

REFURBISHED BIKES FOR
YOUR BRAND NEW JOURNEY

The Turnaround Model

Strengths-based support

- Respecting self-determination and strengthening personal 'agency'

- Each person supported to develop their own personal 'Turnaround Plan'

- Individual coaching provided to support achievement of plans

- each person encouraged to use their own learning to support others

Transitional training & employment

Shared, supportive communities

THE TURN AROUND PROJECT

The Turnaround Model

Transitional training & employment

Strengths-based coaching

Shared, supportive communities

- people who have served sentences and others who have not

- engaged in supporting its own members and others in wider society

- to shape how people are perceived by themselves and by others

- to strengthen sense that everyone has something to offer.

THE TURN AROUND PROJECT

THE TURN AROUND PROJECT

turning around futures…

REFER, CONNECT, SUPPORT, TRACK, MEASURE & REPORT

Collaborating to scale and better measure the uptake and impact of community health and wellbeing

ELEMENTAL
The social prescribing people

Jennifer Neff
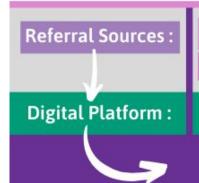Co-founder & Co-CEO
Elemental Software
@Jen_Elemental @Its_Elemental

- Find **referral pathways from GPs and others to community based hubs**
- **Increase access to programmes and services** that improve people's lives
- Operating as **paper based** and very admin heavy
- Need to **demonstrate impact**
- Need to be able to **track attendance and impact of interventions**
- Want to **provide a clear picture for**

CARE MERSEYSIDE ; Covid-19 response flow

Referral Sources :	GP REFERRAL	SELF REFERRAL	EXPRESS REFERAL (via website)	BIG HELP PROJECT	KNOWSLEY CRISIS SUPPORT
	OTHER 3RD SECTOR PARTNERS				

Digital Platform : ELEMENTAL

CARE MERSEYSIDE

ASSESSMENT (1 to 1)

PHYSICAL HEALTH

MENTAL HEALTH ACTIVITIES

CREATIVE ACTIVITIES

CRISIS SUPPORT FOOD BANK

SOCIAL INTERATION

EMPLOYMENT SUPPORT

EDUCATION & LEARNING

CARE MERSEYSIDE

- Can now **connect GPs directly to our service**
- Delivered a training programme for volunteers and new staff around digital social prescribing
- Transformed our service to a **cloud based service** reaching a population of 52,000 people
- **Created a realtime and interactive database of services**
- **Attract many partners** who saw the design as pioneering and to whom we could provide reports
- **Lay the foundations** of a sound premise to apply for funding and went from receiving £0 to £300,000

This week one of our 'phone a friend' volunteers demonstrated a beautiful act of proactive kindness.

Paolo is buddied up with a gentleman who recently lost two dogs, he is bereaved and isolated. As a result of their conversation, Paolo has completed a dogs trust adoption form for his buddy and printed it as the gentleman doesn't have access to a printer. We see this gesture as such an above and beyond act of kindness.

Having something to look forward to or having a project gives us hope and does so much for our health and well-being.

Paolo you're a natural in helping with small steps to empowerment.
Such compassion. We can't wait to hear how the journey continues and we really hope 'helping someone adopt a dog' is something we can add to our social prescribing journey.

Thank you Paolo!

CARE
MERSEYSIDE
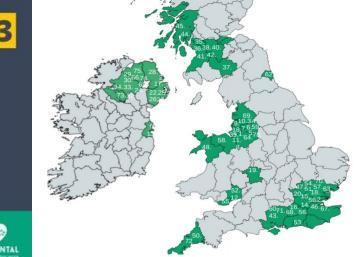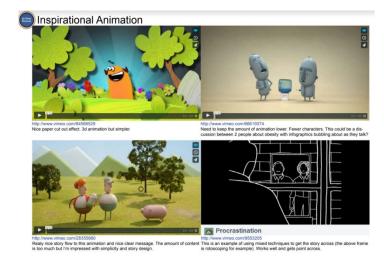
LEADING, INFLUENCING POLICY & PRACTICE ON
SOCIAL PRESCRIBING

WANT TO KNOW MORE?

EXPLORE OPPORTUNITIES TO COLLABORATE & INNOVATE

Many organisations need a digital partner to help them support, scale and measure the impact of community health and wellbeing. If you are interested in knowing more and/or need a digital partner please email Helen McPeake
Email: helen@elementalsoftware.co

ELEMENTAL'S COMMUNITY PACKAGE

A digital social prescribing package that's completely customised to ensure Voluntary and Community organisations can receive manage and track referrals, enhance community connections and report on the effectiveness of their services and programmes.

Email: Cahir@elementalsoftware.co to find out more or arrange a 1-1 demo.

QUESTION TIME

Contact

Jennifer@elementalsoftware.co

https://elementalsoftware.co

REFER
TRACK
CONNECT
MEASURE
SUPPORT
REPORT

Social Enterprises

Social Enterprises and Social Science: An Introduction to Collaboration

Professor Ciaran Connolly and Dr Martin Kelly

Introductions

- Queen's Management School

- Centre for Non-for-Profit and Public Sector Research

Background

- NI context – Social enterprise represent a fundamental element of a rebalanced and more plural economy in Northern Ireland.
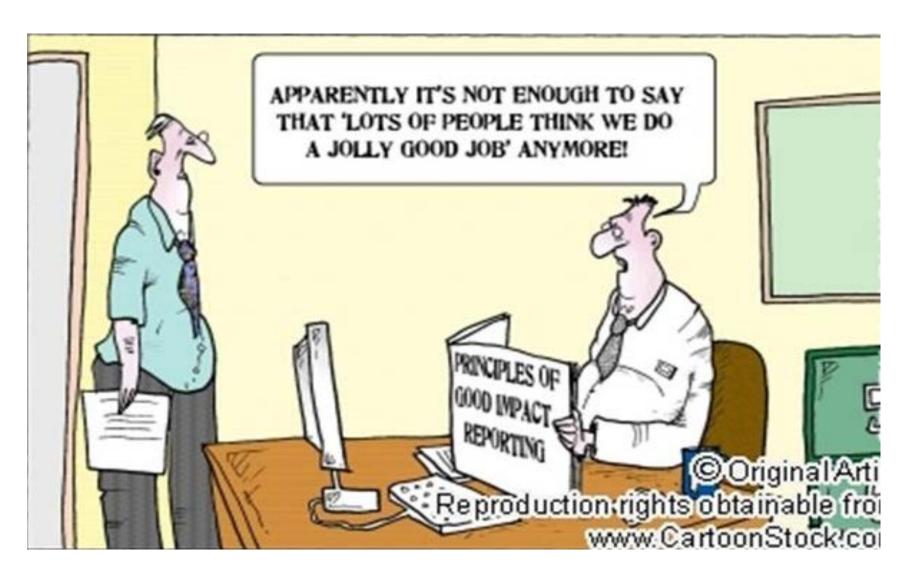
- Social enterprise model reminds us of the importance of mobilising innovation, people and technology to address social problems.

- Balancing financial and social sustainability.

- Creating and measuring social value / performance – how do we do it?

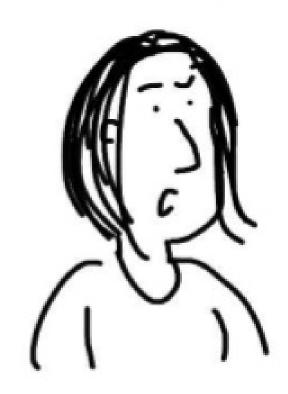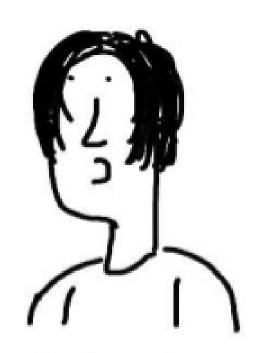# Reporting performance and impact – the next frontier for SEOs?
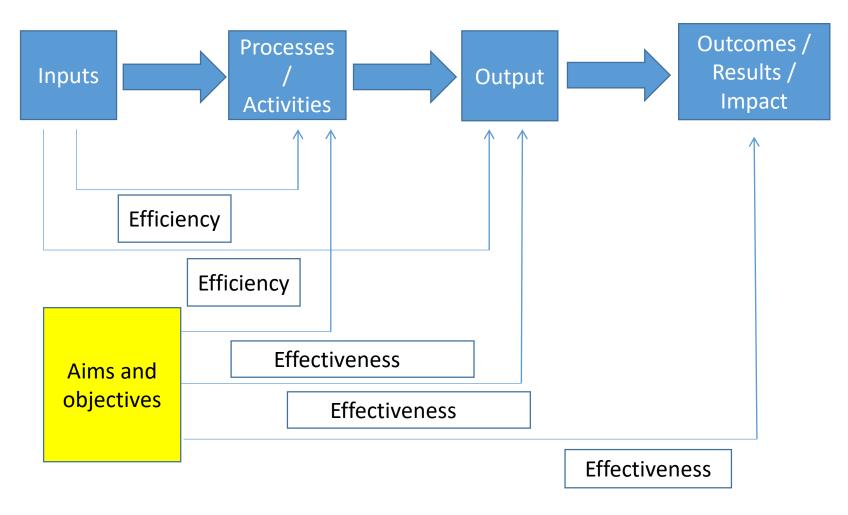
How to measure performance and impact?

Research

- We found many SEOs do not provide constructive /voluntary (performance) information to their stakeholders, at least through the annual report, and that their focus is on satisfying legal obligations.

- SEOs, in balancing their business and social objectives, need to pay attention to the various mediums by which information on these objectives are measured and communicated to stakeholders.

- https://www.emerald.com/insight/content/doi/10.1108/AAAJ-01-2019-3828/full/html https://www.emerald.com/insight/content/doi/10.1108/17508611111182386/full/html

Demonstrating impact: some examples

- Twitter [Barnardo's Scotland]

- Animated Annual Report [Dementia UK]

- Videos [WaterAid]