

Oishei's Vice President, Paul Hogan recently served on a panel to discuss "Social Innovation" at the Lumsden and McCormick 2009 Exempt Organizations Conference. Listed below are resources for additional information on the topic.

Stanford Social Innovation Review: www.ssireview.org

The Center for Social Innovation at the Stanford Graduate School of Business just made it easier to get up to speed with the latest thinking around global social and environmental issues. The "Research by Topic" section of its new website has all of the Stanford Graduate School of Business social innovation related resources organized by topic. For those interested in healthcare, international development, environmental sustainability, social entrepreneurship, philanthropy, and more, the Center made all the relevant faculty papers and cases, *Stanford Social Innovation Review* articles, campus speaker, events, podcasts, and videos available at: <http://csi.gsb.stanford.edu/research-by-topic>

Nonprofits rethinking business model

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The region's nonprofit service providers are faced with the toughest of challenges: How to deal with increased demand while facing declining revenues. To continue reading, go to:

http://buffalo.bizjournals.com/buffalo/stories/2009/11/09/daily33.html?surround=etf&ana=e_article

Second Helpings needed to try something different. Finding money for the agency's burgeoning hunger-relief and job-training programs was difficult, and additional growth would only add to the challenge. So leaders asked themselves an increasingly common question: What else can we do? And like a growing number of its not-for-profit peers in Indianapolis and elsewhere, Second Helpings thinks it has the answer in a for-profit venture. To continue reading, go to:

<http://www.ncdsv.org/images/MoreNot-for-ProfitsTryFor-ProfitVentures.pdf>

In many respects, the social enterprise revolution has been a great success. It has fostered an emphasis among nonprofits on achieving measurable results for clients; it has encouraged sound financial planning and fiscal responsibility. It has made many organizations more dynamic, more innovative, more efficient, and more effective.

But the field has been prone to extremes. In a zest to take social enterprise to the limit, some have emphasized starting businesses as vehicles by which to both earn money to support mission-driven work and as new tools with which to address social problems, and even as magic bullets with which to achieve both aims at once. This report embraces the broad notion of social enterprise as flexible and entrepreneurial entities, but it raises cautions about the more specific notion of nonprofits operating businesses. To continue reading, go to:

http://www.seedco.org/documents/publications/social_enterprise.pdf

Social Entrepreneurship Revisited

Not just anyone, anywhere, in any organization can make breakthrough change. To continue reading, go to:

http://www.ssireview.org/articles/entry/social_entrepreneurship_revisited/

Social Entrepreneurship: The Case for Definition

Social entrepreneurship is attracting growing amounts of talent, money, and attention. But along with its increasing popularity has come less certainty about what exactly a social entrepreneur is and does. As a result, all sorts of activities are now being called social entrepreneurship. Some say that a more inclusive term is all for the good, but the authors argue that it's time for a more rigorous definition. To continue reading, go to:

http://www.ssireview.org/articles/entry/social_entrepreneurship_the_case_for_definition/

Capitalism at the Crossroads: Aligning Business, Earth, and Humanity by Stuart L. Hart

Synopsis

Capitalism is indeed at a crossroads, facing international terrorism, worldwide environmental change, and an accelerating backlash against globalization. Companies are at a crossroads, too: finding new strategies for profitable growth is now more challenging than it has ever been. Both sets of problems are intimately linked. In this book, readers will learn how to identify sustainable products and technologies that can drive new growth while also helping to solve today's most crucial social and environmental problems. Drawing on his experience consulting with leading companies and NGOs worldwide, Hart shows how to become truly indigenous to all the markets and avoid the pitfalls of traditional 'greening' and 'sustainability' strategies. This book doesn't just point the way to a capitalism that is more inclusive and more welcome: it offers specific techniques that can be used to recharge innovation, growth, and profitability in enterprise.

Soundview Executive Book Summaries

Stuart Hart has written some of the most pivotal and provocative articles about the implications of sustainable development and environmentalism for business strategy in the *Harvard Business Review*. In *Capitalism at the Crossroads*, he explains how corporations can help to create a sustainable force of global development for everyone on the planet. Showing how there is no inherent conflict between improving the world and achieving economic prosperity for all, Hart shows how responsible corporate growth can be done. Copyright © 2005 Soundview Executive Book Summaries

Biography

Stuart L. Hart is one of the world's top authorities on the implications of sustainable development and environmentalism for business strategy. He is currently S.C. Johnson's Chair of Sustainable Global Enterprise at Cornell's Johnson Graduate School of Management and Hans Zulliger Distinguished Professor of Sustainable Enterprise at Kenan-Flagler Business School, UNC. His consulting clients range from DuPont and Hewlett Packard to Procter and Gamble and Shell. With C.K. Prahalad, he wrote the seminal article **The Fortune at the Bottom of the Pyramid**. His article, *Beyond Greening*, won the McKinsey Award for Best Article in Harvard Business Review.

Note: this book is available online at numerous outlets including:

<http://www.betterworldbooks.com> (Better World Books contributes to global literacy efforts with every purchase, making it an excellent example of Social Venture Enterprise!)

<http://search.barnesandnoble.com/Capitalism-at-the-Crossroads/Stuart-L-Hart/e/9780136134398>

<http://www.amazon.com/Capitalism-Crossroads-Aligning-Business-Humanity/dp/0136134394>