765 INC: THE POWER OF THE COLLECTIVE

Co-location and Social Enterprise

Agenda

This presentation covers the theory of clustering especially as it relates to social enterprise. We will look at the theory and how it can help define a new future for social entrepreneurship in Winnipeg.

The intent of this research was to provide a framework for integrating the theory into practice in the hope of improving community economic development in Winnipeg's Inner City.

Social Enterprise

Shared Spaces

Research

Recommendations

SOCIAL ENTERPRISE

What is Social Enterprise?

An organization that focuses on both financial and social outcomes but can include environmental outcomes as well.

Ultimately adapts the capitalist system of economic organization to incorporate social considerations.

Social outcomes such as skill development and employment are the goals of a social enterprise – the financial aspects are more a means to an end.

Triple Bottom Line

Community Economic Development

Financial Return on Investment

Environmental Protection

Social Enterprise Centre

The Social Enterprise Centre is an amalgamation of three smaller social enterprises:

- **BUILD**
- **Manitoba Green retrofit**
- **Pollock's Hardware**

And home to:

- **CCED-NET**
- **Aboriginal Circle of Educators**
- **LITE**
- **Housing Committees**
- **Citizen Bridge**

CLUSTERING

Shared Spaces

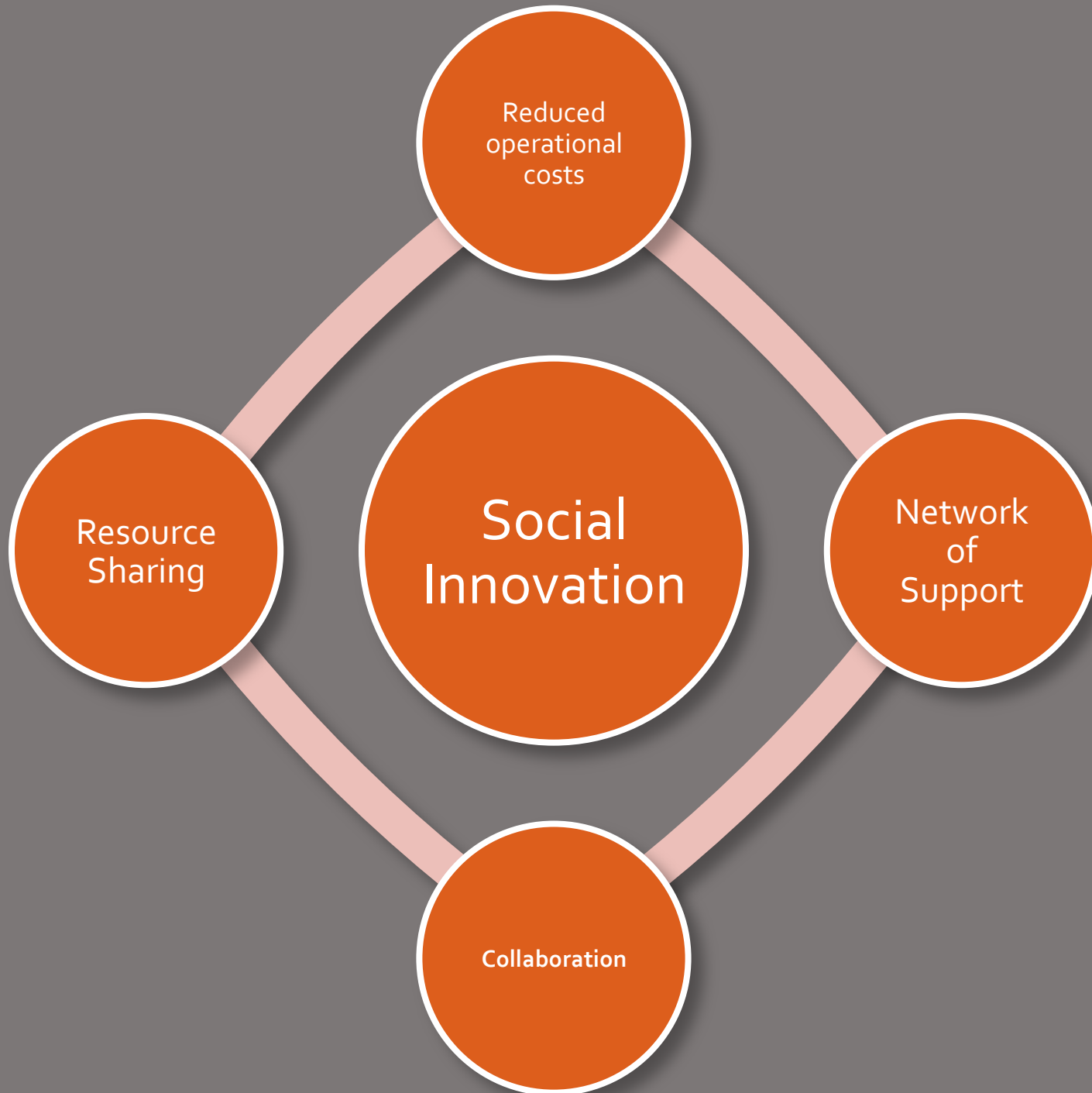**A social innovation that catalyzes social innovation!**

PHYSICAL SPACE

↓

COMMUNITY

↓

INNOVATION

Sharing Space, Sharing Success

Tangible Benefits

Space	Networks	Ideas
Professional space	Like-minded peers	Exposure
Access to building facilities	Access to talent	Immersion

Source: Centre for Social Innovation

Tangible Benefits
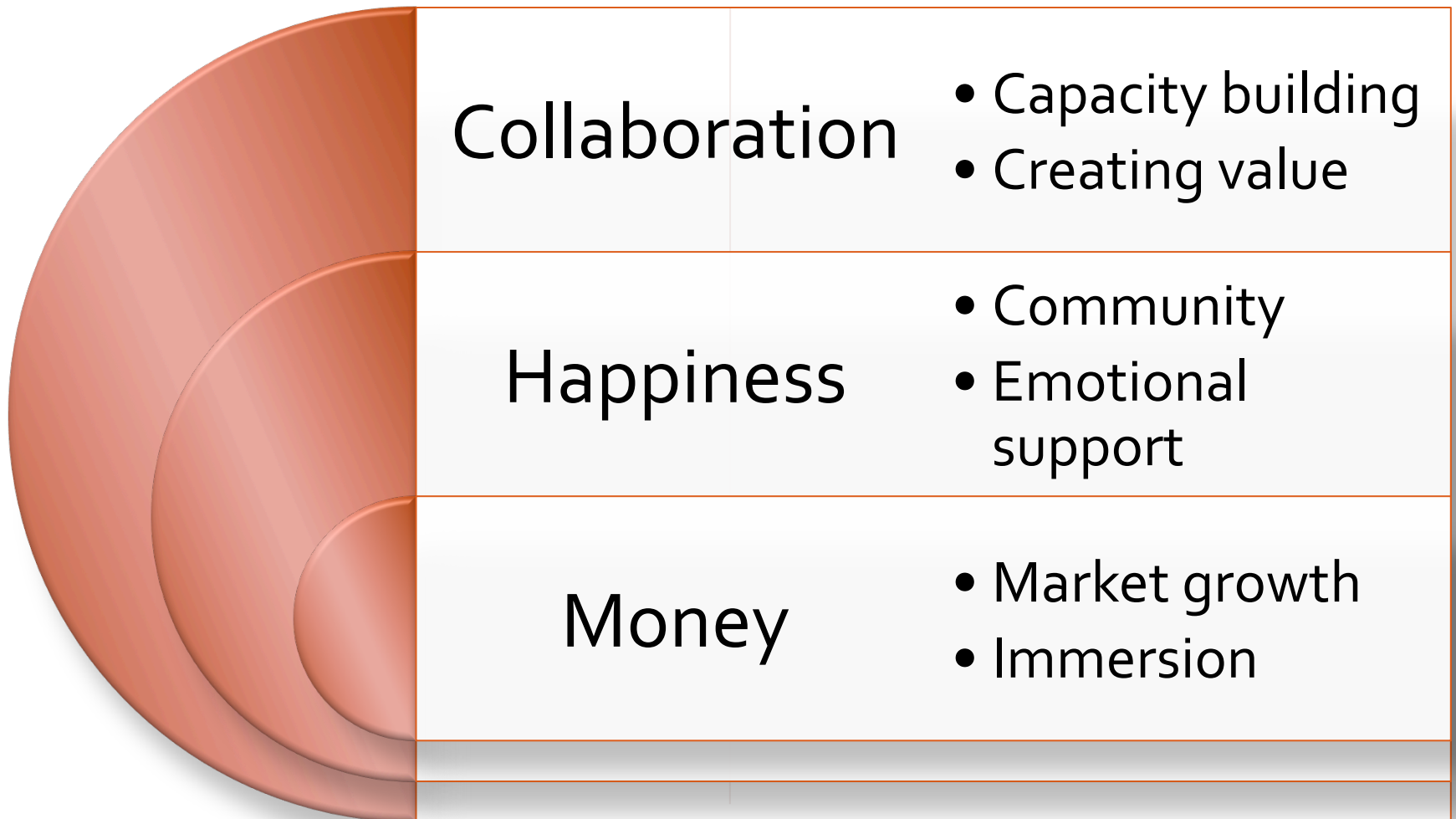
Collaboration	• Capacity building • Creating value
Happiness	• Community • Emotional support
Money	• Market growth • Immersion

RESEARCH

Tides Organization (San Francisco)

1. The Non-Profit Centers Network
2. International Concept
3. Space, space, space.

4. Cost savings
5. Information Collaboration
6. Community connections

Tides Organization (San Francisco)

Challenges

1. Design of space
2. Trust building
3. Clear expectations

Advice

1. Relationships
2. Clear expectations
3. Shared services

The Hub (Halifax)

1. Space, space, space
2. Incubator for non-profits, free lancers
3. Eclectic community of passionate individuals
4. Informal connections
5. Social innovation
6. Breaking through silos

The Hub (Halifax)

Challenges

1. Managing the corporate aspect of social enterprise
2. Need government support

Advice

1. Engage a broad spectrum of people
2. Engage in learning with a variety of mediums
3. Keep it interesting and about the human experience

The Tenants

The SEC offers more direct lived experience and inspiration than if you're learning in a different environment – it's more of an immersive experience.

More community building events would be welcome to facilitate relationships and awareness.

Quarterly meetings to give updates and to stay informed.

Having multiple sources of information and knowledge is a definite benefit. Awareness of grants, webinars, workshops greatly impact the ability to do the job more effectively and efficiently.

It is the informal nature and internal building of networks that have grown organically in that show there is less need for formal structures and a strong need for personal relationship building that makes SEC successful.

It would be very beneficial if the building could be made more meeting friendly.

The energy in the building is synergistic. Being surrounded by like-minded organizations has created more information exchange and positive information flow.
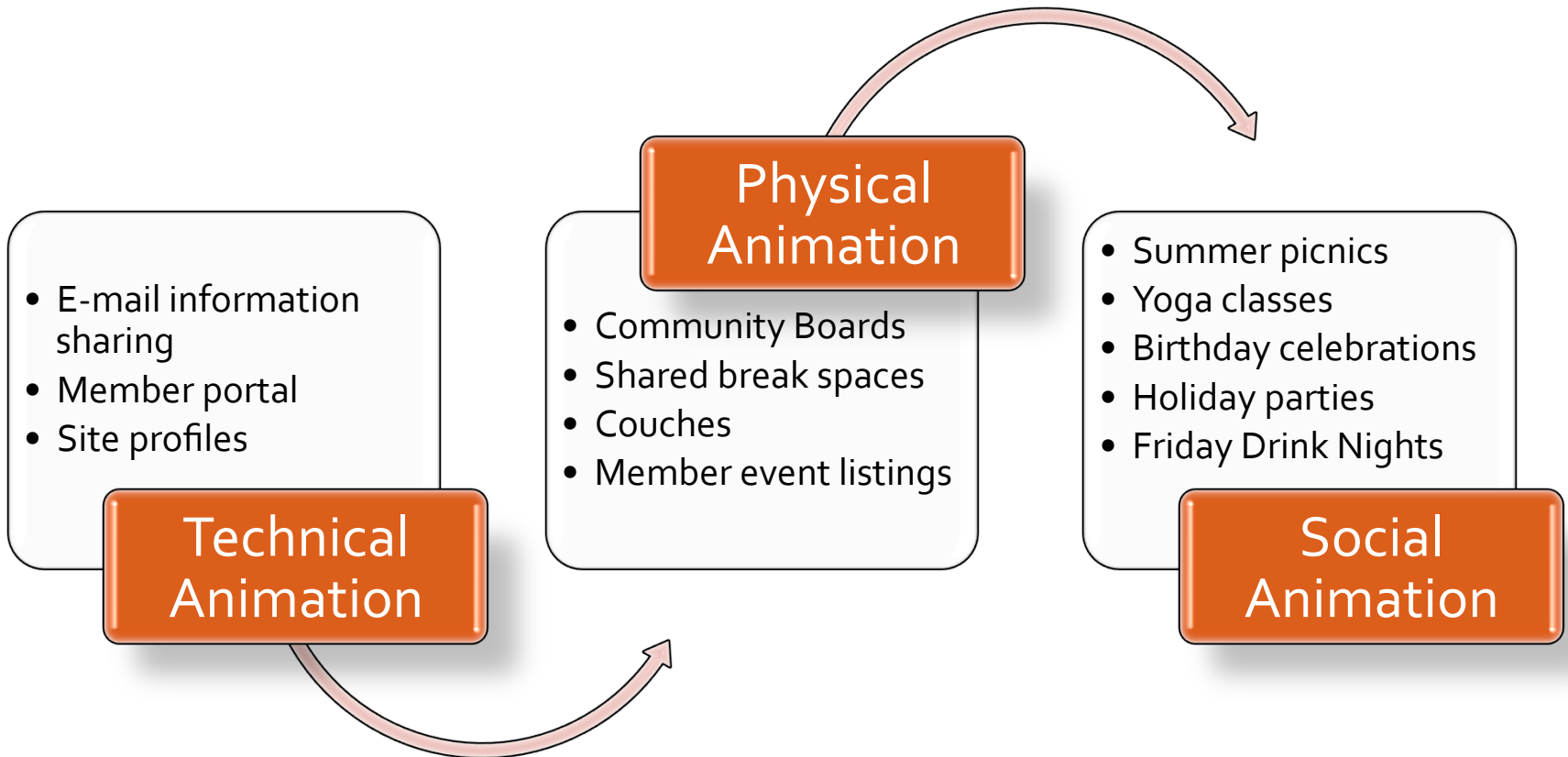
RECOMMENDATIONS

Lessons for the SEC

Technical Animation
- E-mail information sharing
- Member portal
- Site profiles

Physical Animation
- Community Boards
- Shared break spaces
- Couches
- Member event listings

Social Animation
- Summer picnics
- Yoga classes
- Birthday celebrations
- Holiday parties
- Friday Drink Nights

Lessons for the SEC

Dedicated Professional to manage SEC activities

Shared programming:
One-off events
On-going events

Revamp Meeting areas
Informal (couches)
Formal (dedicated rooms)

Inter-organizational communication
Shared boards
Member Portals...

Hold quarterly meetings with all tenants

Open up the SEC to host external events

Think about expanding space!

Build Community Awareness:
Website
Signage
Speakers...

The Power of the Collective

This concept of clustering, co-location and incubation is really about the strength we have to transform individual thought into collective action.

Essentially clustering allows us to harness the power of the collective to make a much bigger impact than any one individual could

A mechanism for taking the idea of the collective to manifest dreams for creating social change

Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.
-Margaret Mead