

Social entrepreneurship and the role of creativity

Social Innovation

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Challenges for social entrepreneurs

(Chaves & Monzón, 2005)

- Enlarging the visibility
- Finding ways to cope with the profitsector who is copying characteristics of the social economy
- Attracting other investors
- Defining other ways of co-operation

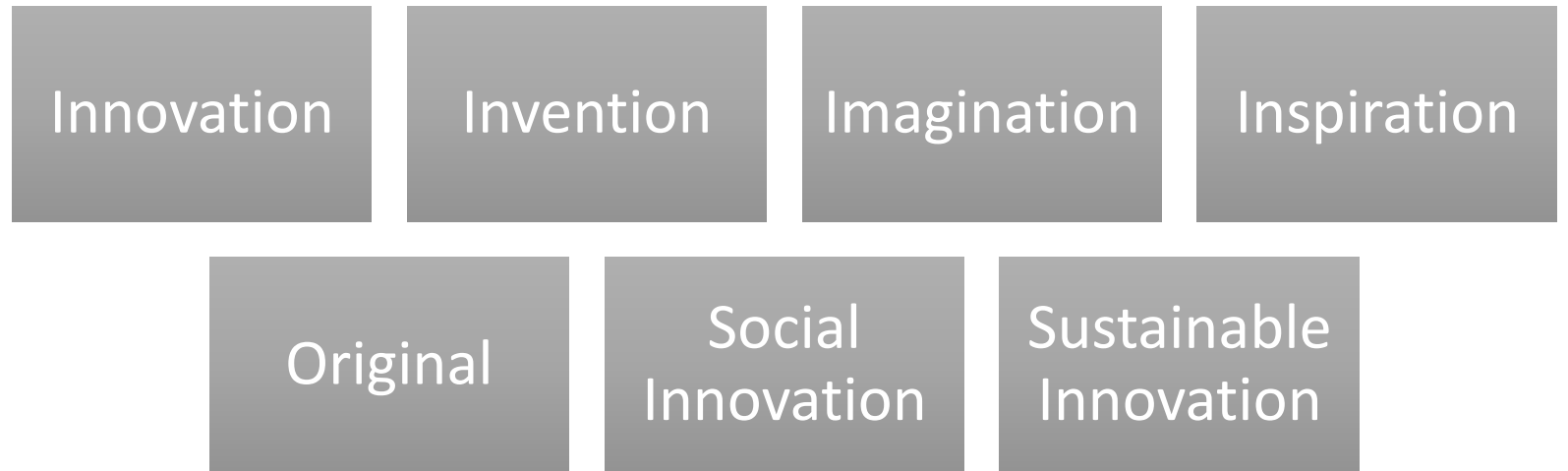


Are social entrepreneurs more creative?

The creative work is a novel work that is accepted as tenable or useful or satisfying by a group in some point in time

Stein, 1953, p. 311

Creativity





₹ SALARY
INVESTOR

MONEY INNOVATION

**GRAMEEN
BANK**

ธนาคารของนักสู้



Aravind Eyecare System (India)

Four C's (Kaufman and Beghetto, 2009, p. 8)

Mini-c

- self-assessment

Little-c

- Teacher/parents/peer ratings

Pro-c

- Consensual assessment, citations, prizes, honours

Big-C

- Major Prizes/honour

Creativity of social entrepreneurs who
operate in between

Innovation (Based on Spulber, 2014)

Innovative Entrepreneur

- Lack of assets
- Hyperopia

Incumbent Firms

- Needed Assets
- Myopia

Resource constraint environment

(Social)
bricolage

Claude Lévi-Strauss (1962);
Di Domencio et al. (2010)

Animal
Spirit

Keynes, 1936

Circular
economy

Stratan, 2017



Picasso's, The Bull's
Head, 1942.

Methodology

'convenience sampling' and serendipity: semi-structured interviews with 15 social entrepreneurs as founder or manager

three criteria: (1) a prominent social mission; and (2) combining their social mission with an economic activity; (3) entrepreneurial spirit.



Mood Store – Karat – Collé Vetements – Mr. Manchette – Bokaal – Chinastraat –
Solid General – Velo – Allez, Chantez! – Fermenthings – Bar Norm – Atelier Karkast –
Atelier Groot Eiland – Kiez – Permafungi

Results

Creativity as a method, not as a trait

Constraints as push and pull factors

Bricolage: from an old-fashioned to a fancy concept

Lack of money leads to bricolage

Circular economy as an obvious way of organizing and not as a goal

Constraints as push and pull factors for creativity

Pull factors

“The first solution to the lack of money is reducing costs by doing it yourself” (Karat)

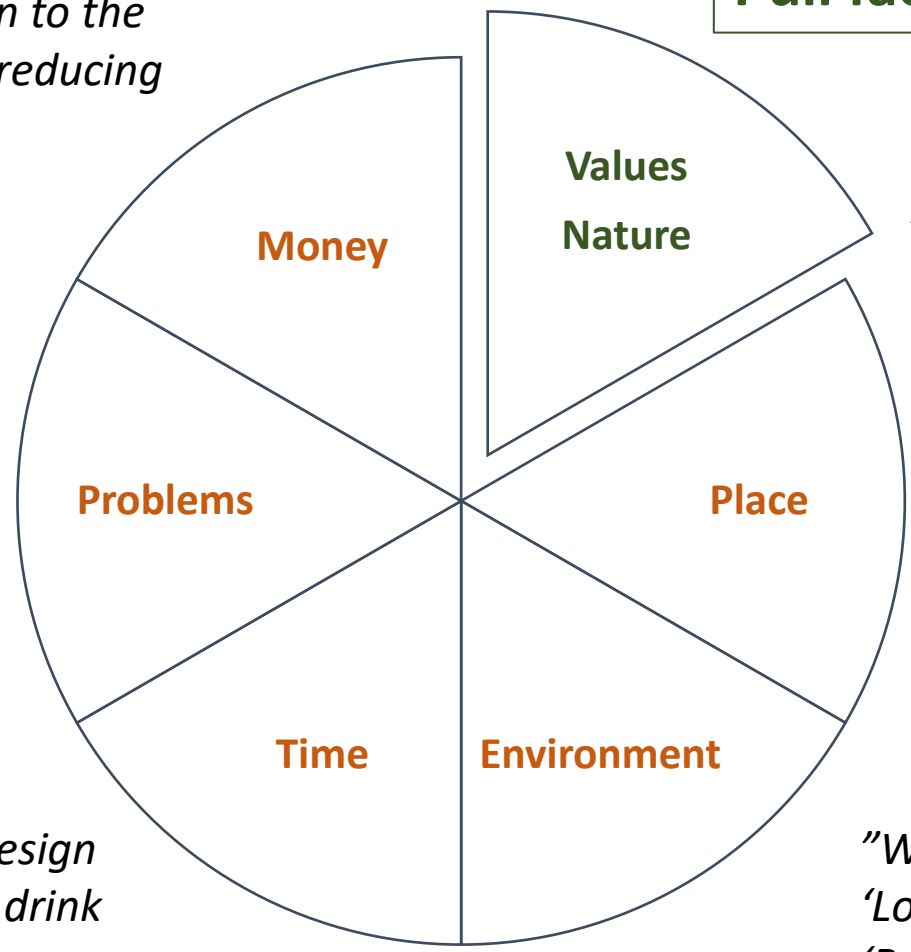
“You are not going to take on certain tasks right away that do not fit in your value framework” (Ferminthings)

“People see a basement, we see a perfect place to grow mushrooms” (Permafungi)

Push factors

“Building an irrigation system to catch water out of limited resources” (Velo)

“Friends develop all the graphic design and in return they can all eat and drink free of charge” (Bar Norm)



“We changed our restaurant ‘Lokaal’ into a whole new model ‘Bokaal’ because of Covid 19”

Hazards

Possibility of abuse of the lack of money?

Bricolage not as the core business?

Will we take creativity for granted when it is possible for everybody?

Thank you
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