

# ... getting business engaged with big society

Business Case not Charity case:  
"The 1:1:1:1 Plan"

the Past

Commercial interest and social progress mutually exclusive. Not true anymore. BUT business does not operate like a charity – language of giving stuck in mould of silos of CSR & Corporate Philanthropy: disembodied, doing its 'bit - change 'giving' from 'implored charity' ...



Then social commerce happened: Not just social media-driven e-commerce BUT meeting the challenges and needs of society integrated into business: Brand marketing, shared value/ equity with stakeholders (customers, employees, suppliers, community). Most important: Developing a new generation of products and services – think ZOPA – meeting credit needs of freelancers squeezed out by banks – social commerce. Clue: BIG SOCIETY MANDATE; CONNECTIVE TECH; RAPPROCHMENT; EXCLUSION/ALIENATION

1:1:1:1

EST. GIVING FORMULA = 1%: Equity, employee time & profits ("1:1:1") BUT through silos. 1:1:1:1 is different - treat a further 1% of this giving pot as COMMUNITY SEED FUND CAPITAL.



Business should see opportunities to add 'social' value in this climate. Value is value BUT Business 'do giving' its way: Through capitalizing innovation.

COMMUNITY SEED FUND CAPITAL- characteristics

- Speculative, 'open innovation', varying degrees of return; with 'room to fail'; within business competencies, interest areas but accessible to social entrepreneurs etc.
- Fundamentally directed at capitalizing social challenges & solutions, co-creation, and new products
- Generate sustainable social businesses and jobs – today's 'Pop-up teashop' – tomorrows enterprise hub.
- Critically generate a link with social R&D as an integral part of product R&D lifecycles and spur innovation in social commerce

1. Align interest of business to Big Society
2. Capital holders address shortfall in social innovation at this vital moment in history.
3. Treat 'giving' as investment in the public square providing capital both to value creation and Big Society in a universally accessible mechanism for business

TAKAWAY