
Win-Win Partnership of Social Economy & Volunteering

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1. Social Economy?

CONCEPT OF SOCIAL ECONOMY(SE)

- Social + Economy
- Economic activities(For-profit business) and/or organizations for realizing social purpose.
 - For-profit activities but generating profits to be returned and reinvested for social purpose.
- “Vehicle to make a human-oriented society where social value is respected, not a market-oriented society where profit making is the only purpose.

SE Enterprise Case I

'WE CAN COOKIES'

- Bake and sell cookies for the purpose of vocational rehabilitation of the intellectually handicapped.
- Mission: *"It is not that we employ the handicapped for making cookies, but that we make cookies for employment of the handicapped."*



- Vocational rehabilitation service by St .Paul Congregation
- Social Value: The handicapped grow as skilled workers, not as merely unskilled workers.
- 37 handicapped among 60 employees.



SE Enterprise Case II

Bangladesh 'GRAMEEN BANK'

- Lend money not on security, but on will for self support
*2006 Nobel Prize for Peace Award

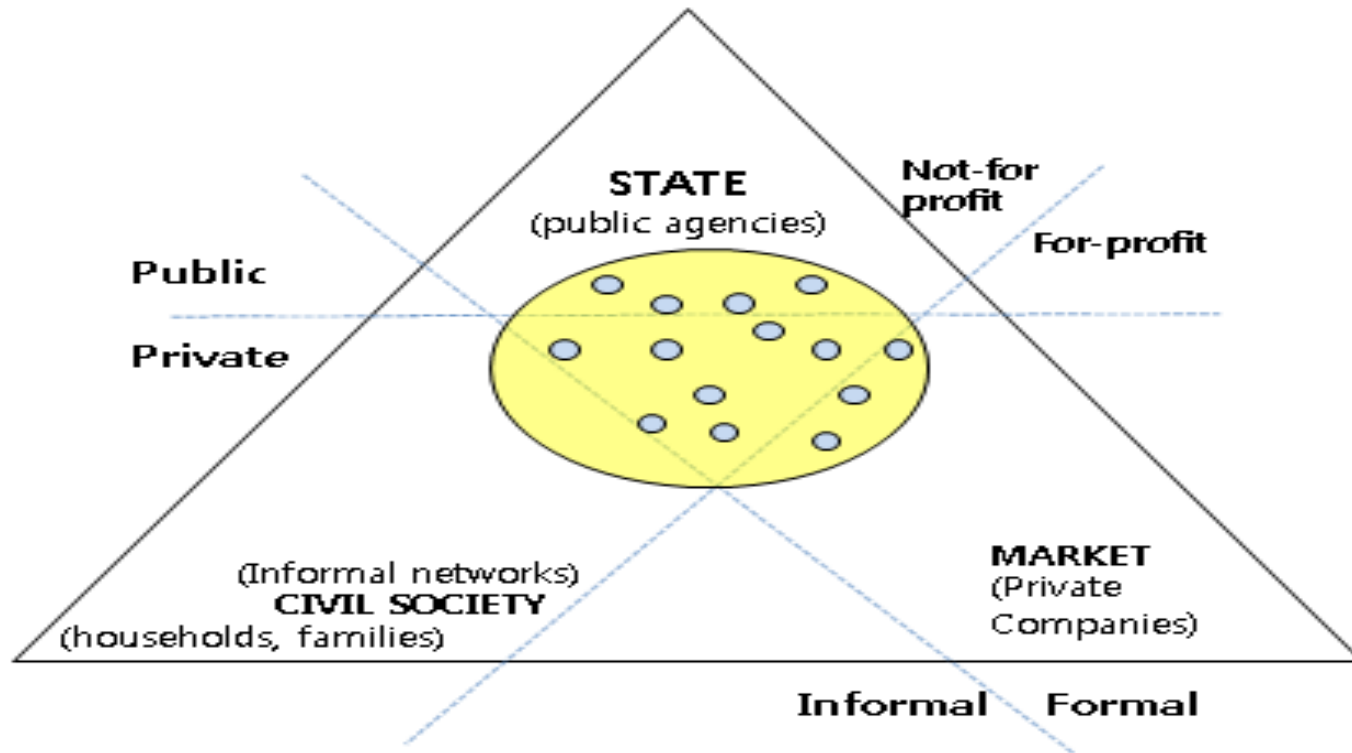


- Critical Idea: Those who don't have no security like house and/or land, how are they able to borrow money?
- Problems: Difficulties of the poor in using bank + Violence of loan sharks
- Solution Process: Give micro-loan on will for self support
- Social Values: Escape poverty, women's awareness, possibilities of various social enterprises from on financial business.

State, Market, Civil Society, Social Economy

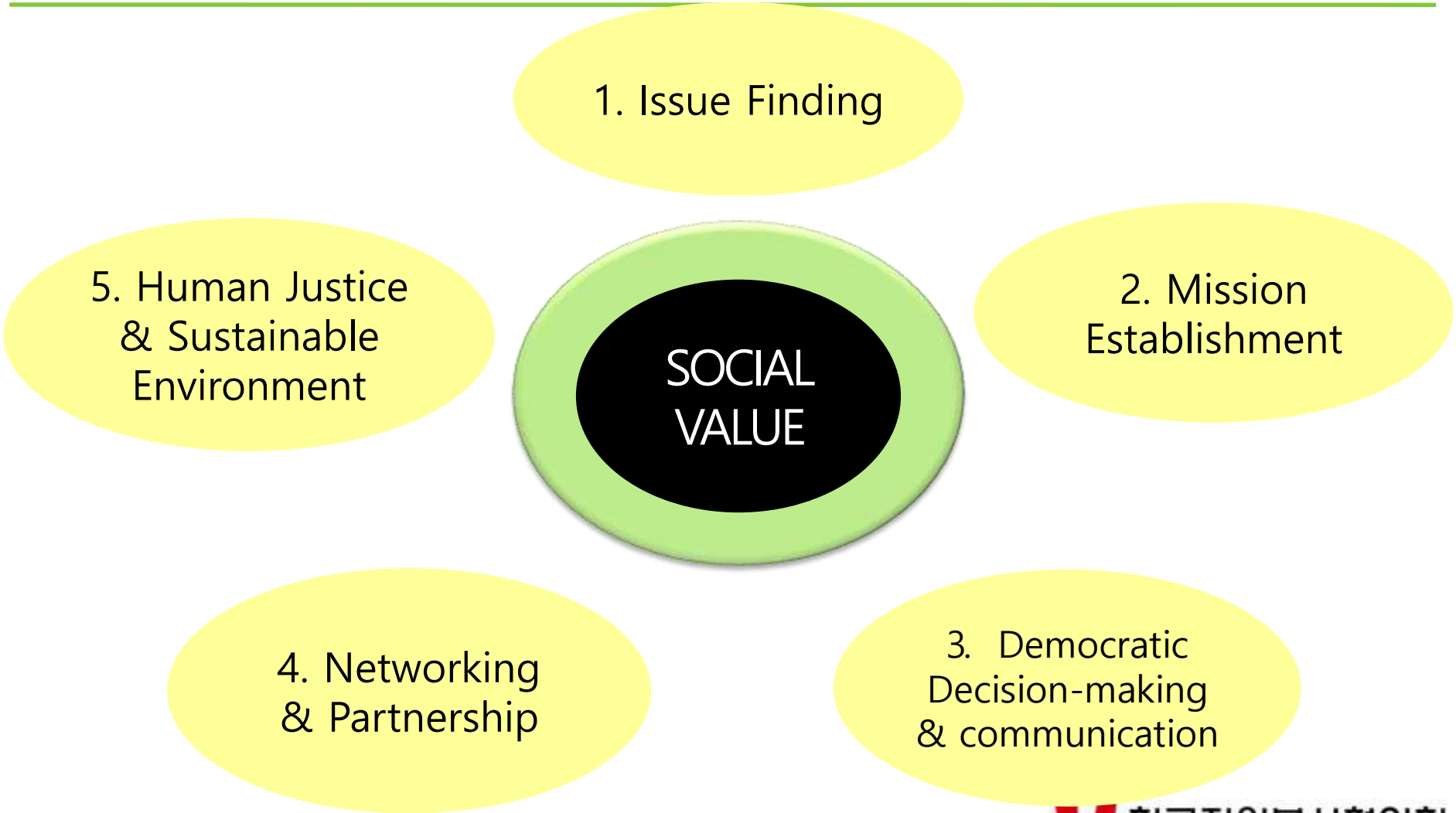
- 'Social Economy' is the 3rd Sector of Non-state, Non-market as well as Activities and Organizations
 - As a 'sector', SE is not 'public' sector of the State , but 'private' sector; not 'for-profit' sector of the Market, but 'not-for-profit' sector.
 - As an 'activity' and 'organization', SE does not undertake public activities as the state does, but performs **activities to realize 'social' purpose** which meet citizens' needs of job and/or service.
- SE is "the aggregate of all organizations which exist between the state and the market and which uphold both social and economic factors." (OECD, 2007)

POSITION OF SOCIAL ECONOMY



Source: Jacques Defourny's Address
(July 3, 2014, International Forum on Social Enterprise).

STRUCTURAL ELEMENTS OF SOCIAL VALUE OF SE



CHARACTERISTICS OF SE

- ① **Not-for-Profit / Public:** (Though undertaking for-profit business) Its main purpose is not profit-making for capital investment. Basically a part of 'stakeholder economy'. Being established by **and** for public needs, it has responsibility for service recipients.
- ② **Democratic** management based on restricted capital ownership and **one vote for one person**
- ③ **Flexibility and Creativity (Social Entrepreneurship):** Established to adapt to changing social, economic situation and to manage on creativity.
- ④ **Voluntary:** Social economy activities gather citizens in one place, and are based on voluntarism, membership and executive ability.

2. What is Volunteering?

DEFINITION (Volunteering Australia)

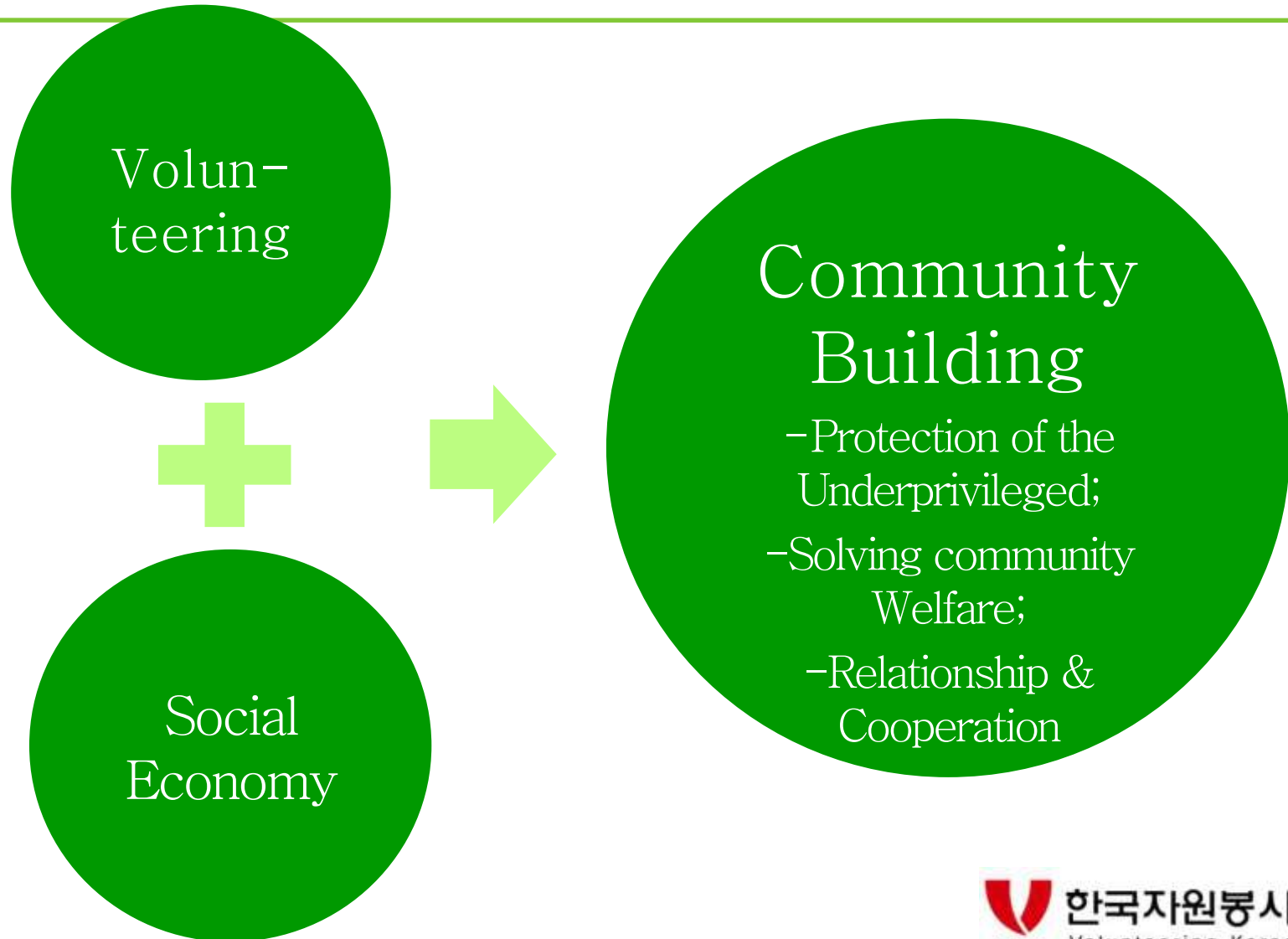
- Formal volunteering is an activity which takes place through **not-for-profit organizations or projects** and is undertaken:
 - to be of **benefit to the community and the volunteer**;
 - of the volunteer's own **free will and without coercion**;
 - for **no financial payment**; and
 - in designated volunteer positions only.
- Characteristics: Voluntary; Non-paid; Not-for-profit; Benefit to the community
- **Volunteering is "not-for-profit activities" for realizing social purpose.** (cf, Definition of SE)

3. Commonalities & Differences of Social Economy and Volunteering

	Private Industries	Social Economy	Volunteering
Sector	Market	Non-market, Non-state, Civil Society	
Purpose	Maximize economic profit and stock value	Social purpose	
		Economic purpose and profit, but for achieving social purposes	Not economic purpose and no profit
Characteristics	Profit for shareholders; For profit	For public benefit; Not for profit; Voluntary; Democratic; Citizenship; Social entrepreneurship	
		Paid for service	Non-paid for service
Business strategy	Maximize economic profit & market share	Service for community/ client; making surplus money to meet break even and/or social purpose	Maximize beneficiary's value
Paid worker	Minimize the no. of workers and wage level for maximizing profit	Employment itself is social purpose	<ul style="list-style-type: none"> •Employ as much as maximize beneficiary's value •Utilize volunteers

4. Win-Win Partnership of & SE & Volunteering

Vision: Strengthening Community



Win-Win Partnership of Volunteering and SE : Cooperation Activities

1) For Economic Purpose

Co-Activities for Economic Purpose	Policies/Programs in Volunteering Sector
① Founding & Management of SE Organizations (Decision Maker)	<ul style="list-style-type: none"> - Promote volunteering organizations to undertake social economy activities at the same time. - Support founding SE; Recruit board/committee members
② Consulting Management (Pro Bono Services)	<ul style="list-style-type: none"> - Consulting & mentoring on strategic planning, marketing, finance, design, IT, legal matters → Develop pro bono program
③ Education & Training (Lecturer)	<ul style="list-style-type: none"> - Train retired professionals as lecturers for pro bono work
④ Provide direct service (Care service, labor service)	<ul style="list-style-type: none"> - Provide care for Hospice, Alzheimer's and/or labor service to help the handicapped - Recruit skill-based and/or simple work volunteers
⑤ Be member of SE orgs. (Membership)	<ul style="list-style-type: none"> - Campaign of publicity on SE; - Education of volunteers and volunteer managers
⑥ Consume local products first	<p>Good (ethical) consumer campaign and sales promotion using volunteer (orgs) network</p>

2) For Social Purpose

Co-Activities for Social Purpose	Policies/Programs in Volunteering Sector
① Protection of the underprivileged	- Guide them overall on volunteer work, paid job, and wage level (Consult with local government and Community Welfare Council)
② Job Creation	<ul style="list-style-type: none"> - Run volunteer programs to collect and provide job information - Connect SE activities to volunteers who want to do paid job. - Form a consultative body for rearing local grass-root enterprises. - Hold Grass-root Enterprises Job Fair
③ Solve community problems	<ul style="list-style-type: none"> - Participate in the local social economy network, understand community issues and problems, discuss common projects, and exchange information. - Make cooperative groundwork of one community, one enterprise, and one volunteer organization.
④ Enhance community welfare	<ul style="list-style-type: none"> - Participate in the local welfare council and propose volunteers' participation in and volunteer program for solving community welfare issues. - Place volunteers to direct service SE enterprises, resulting in widening community welfare infrastructure.
⑤ Strengthen community citizens' capacity	- Build comprehensive information network on volunteering and SE for community citizens. (Consult with local government)

A scenic autumn landscape featuring a dense forest of trees with vibrant orange and red foliage. In the foreground, a green lawn is covered with fallen leaves. The text "Thank you." is centered in the image.

Thank you.