

Social Enterprise : How a CED Approach Could Build a Sustainable, Resilient Christchurch.

Presentation

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Background

- Christchurch Small Business Enterprise Centre since 1987 has had a trading arm – Barefoot Accounting Group.
- Canterbury Community Business Trust established in 1998 to promote social enterprise – run several initiatives – today owns a driver training school
- CSBEC's Manager ex governance member of COMMACT Aotearoa, Social Audit NZ, and Social Entrepreneurs Australasia.
- Personally been involved in managing social enterprises for 30+ years.
- Academic interest for 15+ years (business plans, papers, conference presentations and conference organisation)
- Study Trips to UK, Ireland, USA, South Africa, Canada and Australia

Christchurch EARTHQUAKE RESPONSE Cordon Reduction Map







Social Enterprise's Role as a Change Agent

1. ECONOMIC

**INCREASES LOCAL ECONOMIC ACTIVITY
REDUCES UNEMPLOYMENT
IMPROVES INCOME LEVELS FOR LOCAL
RESIDENTS
PROMOTES MORE SUSTAINABLE BUSINESS
PRACTICES**

2. SOCIAL

**REDUCES SOCIAL AND ETHNIC TENSIONS
LESSENS DEPENDENCY ON GRANTS AND
STATE SUPPORT
INCREASES SOCIAL CAPITAL**

SOCIAL ENTERPRISE'S ROLE AS A CHANGE AGENT CONT

3. Environmental

- Increases local ownership of local assets
- Increases civic pride
- Provides an alternative to the consumer society.

4. Cultural

- Protects local heritage including buildings, and landscapes
- Increases participation in the arts, festivals and events
- Increases citizen engagement in community affairs

SOCIAL ENTERPRISE AND SOCIAL CHANGE

1. Historic Roots
2. 19th Century Roots
3. 20th Century Roots
4. NZ late 20th Century Roots
5. 21st Century Roots

NZ Social Enterprises as Social Change Agents

- *Traditional social enterprises* – cooperatives, mutuals, YMCA's, Girl Guides, credit unions, friendly societies
- *Government Initiatives* – community economic development, healthcare, community recycling, energy, social housing
- *Social movements* – environment, fair trade, Maori development
- *Faith based* – Friendship Centre Trust, Glen Eden; Spreydon Baptist Church, Christchurch
- *Organisational or individual responses to social change* – Wai Ora, Whalewatch

Example of a Social Enterprise and Social Change

Benefits from Whalewatch

The catalyst for change in Kaikoura by:

- Business generation
- Created numerous spin off businesses
- Reduced unemployment
- Bridge between different economies
- Encouraged indigenous businesses
- Develops creative and tourism industries

EXAMPLE OF A SOCIAL ENTERPRISE AND CHANGE

WHALEWATCH CONT

- Re-installed pride in Kaikoura
- Brought in external investment
- Developed a national tourism icon
- Increased local ownership of local assets
- Promoted sustainable business practices
- Contributed to macro-economic outcomes
- Addressed social and environmental problems

Social Enterprise and Emergencies

Christchurch Earthquake demonstrates the importance during the rescue and recovery stage and at times of massive social upheaval of a planned, organised and collective approach. All three economic sectors need to collaborate and work cooperatively.

People need to look after each other in order to survive. The greater good takes precedent over individual rights.

SE Role in Post Quake Christchurch

To achieve a sustainable recovery the forces of self-help, mutuality, cooperation will need to remain paramount rather than being marginalised and the city returning to a business as normal framework.

Will ChCh use the champion team approach or the team of champions approach?

Will ChCh reverted to its “Socialist Republic” status or continue with the “individual developers cult” ?

Will this create a new dawn for social enterprises as happened in Northern Ireland and Quebec?

GOVERNMENT RESPONSE

Established the Canterbury Earthquake Recovery Authority

- Bill calls for consultation with local and regional agencies but excludes working with community groups
- Democratic process and citizen engagement overridden - now twice in Canterbury lost regional government and right to decide on water allocation
- People who live in the city excluded – government officials, politicians and foreigners given the power to decide the future of the city.

COMMUNITY RESPONSE

Community Earthquake Recovery Network

- Arose out of frustration with central/local govt. response & bureaucratic red tape (eg. demolition permits)
- A neighbourhood recognition of the need to normalise life, to reconnect with people, to regain dignity.
- Local focus; neighbourhoods coming together, using social and hard networks
- Aims to encourages active community participation; recognise need to reconnect societies and reconstruct the political systems in the region
- Local ownership vital. It is people's daily life . They live in the city and need to decide and control their future.

WHAT DOES CHRISTCHURCH LOOK LIKE TODAY?

Pictures

Post Quake Christchurch

Christchurch is lucky as the city has to be rebuilt we can:

- rethink how our society operates,
- make plans for a new city,
- determine who will decide on the plan - the private, public or community sector or all sectors equally,
- develop new housing styles,
- establish new community models,
- try out new political forms;
- redefine the relationship between the 3 sectors
- establish a 21st century city future rather than past focused.

Examples we can use include Kobe, Japan; Derry, Northern Ireland ; Quebec, Canada and Cuba's experience of Peak Oil

How to weave community economic development and social enterprise into the post quake discussions

Maybe:

Host community stakeholders discussion groups (incl. trade unions/mutuals & social lenders)

Establish social networking groups

Trial social enterprise projects

Bring in external experts/facilitators

Create a mass movement

Use active and passive resistance

Develop lobbying and media campaign

If we can't save Christchurch, then we can't save the world from the big questions of the 21st century."

Social Enterprise and the Big Questions of 21st Century

- Environmental degradation – eroding soils, raising carbon dioxide levels, dying coral reefs and disappearing species
- Resource depletion - collapsing fisheries, shrinking forests, falling water tables,
- Peak Oil
- Global warming - rising temperatures, more destructive storms. melting glaciers and ice caps, rising sea levels,
- Food security
- Increasing inequality between the rich and third world
- Social justice
- Population increase
- Conflict and war

Social Enterprise and the Building of Community Wealth

Social Enterprises hold a key to building community wealth, social capital and civic participation through their dual:

- Social and
- Business Missions by:
 1. Encouraging self-help and mutuality
 2. Developing autonomous organisations
 3. Building self-sufficient organisations
 4. Assisting organisations to become sustainable
 5. Building thriving, enterprising communities