

www.shift-project.eu



SHiFT

*Support Systems for Sustainable
Entrepreneurship and Transformation*

Good practice collection University support for sustainable entrepreneurship

*Santa Clara University
California, USA*



**Santa Clara
University**

Good practice collection

SHIFT (“Support Systems for Sustainable Entrepreneurship and Transformation”) is a unique research project and is funded through the EU programme ECO-INNOVERA: www.eco-innova.eu. SHIFT’s main goal is to enable universities, incubators, business development organizations, financial institutions and other relevant actors to support eco-innovation and sustainable entrepreneurship more effectively. On the basis of thorough empirical analysis of the status quo and the identification of good practices world-wide, concrete and realistic recommendations have been developed for policy makers and actors of the support systems: www.shift-project.eu

Santa Clara University is part of a selection of good practice examples the Borderstep Institute has collated in the context of the SHIFT project to highlight exemplary activities of higher education institutions (HEIs) in Finland, Germany, Sweden, the United Kingdom and the USA that have successfully integrated sustainability in their respective entrepreneurship support system.

Santa Clara University – California, USA

Characterization: Value-driven university with a strong ethical underpinning



Good practice highlights

Miller Center for Social Entrepreneurship: The Center prides itself for a unique integrated approach. Its programmes consist of three core offerings:

Global Social Benefit Institute (GSBI®): pairs social entrepreneurs (outside of Santa Clara University) with Silicon Valley mentors, to help them reach their profound potential and scale. GSBI has three distinct programmes tailored for social entrepreneurs at different stages in their lifecycle:

GSBI Accelerator: prepares advanced social enterprises from around the world for growing impact and securing capital investments. Over the course of 10 months, social entrepreneurs work alongside Silicon Valley mentors to complete online modules, which refine their business models and identify the growth opportunities.

GSBI Online: helps early-stage social enterprises formalize their business models through a 6 month mentored capacity development programme conducted online. The programme helps early stage social entrepreneurs blueprint and validate their businesses through lessons focused on business strategy, operational planning, metrics, and financials.

GSBI Boost: packs core business lessons into a powerful 3-day workshop. GSBI Boost helps early stage social entrepreneurs learn business fundamentals, improve their strategic thinking, and articulate a business plan that demonstrates impact, growth, and long-term financial sustainability. GSBI Boost programmes have been conducted for over 100 clean cookstove entrepreneurs in Kenya, Ghana, Uganda, Bangladesh, and China.

Impact Capital: initiative develops new investment vehicles and provides thought leadership to the impact investment community.

Global Social Benefit Fellows programme: provides life-changing educational opportunities for undergraduate students to participate in action research with social enterprises.

The Center has a strategic initiative to support social entrepreneurs addressing climate change, and all of its programmes are focused on sustainability within the organizations it supports (including, for example, decentralized, renewable energy generation and attempt to minimize resource input and maximize output). There is a strong and inherent overlap between the domains of social and sustainable (green) entrepreneurship addressing urgent environmental concerns.

The Willem P. Roelandts and Maria Constantino-Roelandts Grant Program in Science and Technology for Social Benefit: supports faculty and student research across campus, especially for frugal innovation projects. Through this grants programme, the Miller Center for Social Entrepreneurship fosters shared research and learning among the social entrepreneurship movement and the campus community.

Frugal Innovation Lab at the School of Engineering: The Frugal Innovation Lab’s purpose is to combine instruction, innovation and immersion experiences for SCU students to develop appropriate, adaptable, affordable, and accessible technologies, products and solutions for emerging markets. The Frugal Innovation Lab fosters collaboration between students, social entrepreneurs, corporate partners and faculty to incubate and scale development projects in areas such as clean energy, global health, mobile technologies, and sustainable livelihood development.



Key data

Location: Santa Clara, California, USA

Founded: 1851

Number of students (2013): 8,800

Profile: Santa Clara University (SCU) is a comprehensive Jesuit, Catholic university located in California's Silicon Valley. As a Jesuit institution, SCU is committed to faith-inspired values and educating leaders of competence, conscience, and compassion who will help fashion a more just, humane, and sustainable world. Putting this mission into practice, the University's Miller Center for Social Entrepreneurship accelerates global, innovation-based entrepreneurship in service to humanity.

Interview with Thane Kreiner, Ph.D.

Executive Director, Miller Center for Social Entrepreneurship

Howard and Alida Charney University Professor of Science and Technology for Social Benefit

Santa Clara University



Why did your university/business school start to support sustainable entrepreneurship and/or eco-innovation endeavours?

Accelerating enterprises that foster social and environmental justice aligns with our mission as a Jesuit university. Indeed, it is a mission shared among all Jesuit institutions. We realized we had a unique opportunity to link the Silicon Valley entrepreneurial acumen with new ventures that help eradicate poverty and foster resilience to climate change.

Who initiated your programmes, what were the milestones of their evolution?

Our signature GSBI was launched in 2003 following the observation by several business school faculty that many innovations meant to serve the poor and create a more sustainable planet were not reaching meaningful scale relative to the magnitude of these pressing problems. In 2010, we added impact capital to facilitate appropriate flows of financial investment. In 2012, we began tailoring our programs to meet the needs of enterprises at different lifecycle stages. We have now worked with more than 340 social enterprises focused on poverty eradication; over half of these deliver clean energy solutions to poor communities.

What can other universities learn from it?

We believe the GSBI Methodology can be leveraged by other universities and mission-aligned organizations to help social and sustainable entrepreneurs succeed. The critical factors are:

commitment of senior leadership, ideally including the President; a pool of talented mentors, usually found among successful alumni; and a pipeline of entrepreneurs who can benefit from the methodology. Our GSBI Network welcomes others to join and share best practices with more than 24 member organizations. See: <http://www.scu-social-entrepreneurship.org/gsbi-network>

What are your next steps/future plans?

We are exploring avenues to replicate validated impact and business models in other geographies, which would enable massively parallel scaling. The idea is that most of the solutions needed for environmental sustainable and poverty eradication already exist; they just haven't reached enough people. This replication experiment would help test alternate approaches to scaling. We are also training other organizations in the GSBI Methodology through "Train-the-Trainers" programmes.

What has been the impact of your sustainable entrepreneurship support?

More than 340 social enterprises participating in our GSBI programmes have positively impacted the lives of over 107 million people in 55 countries and raised more than \$96M. Through our Energy Sector Focus we have worked with more than 80 enterprises delivering sustainable clean energy solutions to poor communities.



Additional Information

Santa Clara University:

<http://www.scu.edu>

SCU's Jesuit and Catholic tradition:

<http://www.scu.edu/aboutscu/jesuit.cfm>

Miller Center for Social Entrepreneurship:

<http://www.scu-social-entrepreneurship.org>

The Willem P. Roelandts and Maria Constantino-Roelandts Grant Program:

<http://scu.edu/socialbenefit/education/Roelandts/>

Frugal Innovation Lab:

<http://www.scu.edu/engineering/frugal/>

Energy Sector Focus and Energy Map:

<http://www.scu-social-entrepreneurship.org/sectors>

GSBI Boost:

<http://www.scu-social-entrepreneurship.org/gsbi-boost>

Authors:

Klaus Fichter, Joerg Geier, Irina Tiemann

For citation please use:

Fichter, K., Geier, J. & Tiemann, I. (2015). Good practice collection university support for sustainable entrepreneurship: Santa Clara University. Borderstep: Berlin.

Find SHIFT online at: www.shift-project.eu

www.borderstep.org

Contact SHIFT:



Borderstep Institut



Prof. Magnus Klofsten & Prof. Olof Hjelm

Linköping University, Sweden

E-mail: magnus.klofsten@liu.se,
olof.hjelm@liu.se



Aalto University

Prof. Alastair Fuad-Luke

Aalto University, Helsinki, Finland

E-mail: alastair.fuad-luke@aalto.fi

Funded by:



SPONSORED BY THE



Federal Ministry
of Education
and Research

Tekes



The Swedish Research Council for Environment,
Agricultural Sciences and Spatial Planning