

# Citizen Entrepreneurship

**RSARNCE Workshop**  
**26 June 2020**

# One Fine morning.....

Harbury



Seoul



**(1)**  
**What is CE?**  
**(Concept and Model)**

**(2)**  
**Where Can We find them?**  
**(Cases)**

**(3)**  
**Discussions and Critique**

**(4)**  
**Next Steps**

# Workshop Agenda

Regional Studies Association Research Network  
on Citizen Entrepreneurship (RSARNCE)

Workshop Organised by the RSARNCE Project  
Team in association with the RSA

# Our Big Challenges

Issues/Symptoms	Ecological	Income	Financial	Technology	Leadership	Consumerism	Governance	Ownership
<b>Surface Symptoms</b>	1.5 planet	Top1% own > bottom 90%	US 1,5 quadrillion Speculation bubble V US \$ 20 trillion trade	Quick technological fix syndrome	Creating results no one wants	Burnout, depression, ltd well being	Inability to face challenges at whole system level	Tragedy of commons; overuse of scarce resources
<b>Structural Disconnect</b>	Unlimited growth & finite resources	Have & have nots; wealth & basic needs	Financial & real economy	Technological solutions & societal needs	Leadership tools & new challenges	GDP & Well-being	Parts & Whole	Current ownership forms & best societal use
<b>Systemic Limit</b>	Limits to growth – cultivating finite resources	Limits to inequality – embodying human rights	Limits to speculation organising around real economy	Limits to symptom fixes – focusing on sustainable solutions	Limits to leadership – direct, distributed, dialogic, self governance	Limits to consumerism – attending to inner relational resources of happiness & well being	Limits to competition – redrawing boundaries of competition & cooperation	Limits to state & private & state property – property rights for the commons

- 94% of workers in the world's supply chains are in low-wage, insecure and often unsafe work.
- 75% of the world has no or inadequate social protection
- US\$21 trillion is stashed away in tax havens.
- 85% of the world's people want the rules of the global economy rewritten,

Source: adapted from Scharmer, O & K. Kaufer (2013) 'Leading from the Emerging Future: From Ego System to Eco-System Economies



**Climate change and resource scarcity**



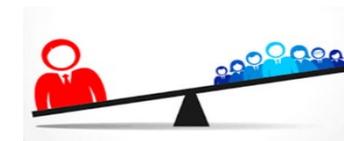
**Demographic and social change**



**Shift in global economic power**



**Migration**



**Inequality**

**1.5 million** people are added to the global urban population **every week**



**Rapid urbanisation**

Source: PwC analysis (United Nations Population Division (2014))

# Impact on Global Citizens

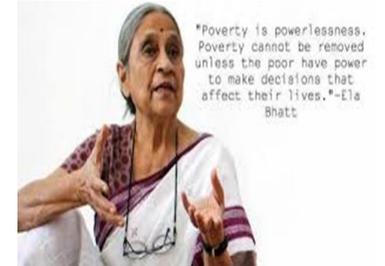
## Diagnosis

- “The nationalist/populist challenge in recent years has raised questions
- “Over the sustainability of globalisation
- “..demonstrated that many of our existing civic institutions are exclusionary or dysfunctional
- “..fail to harness the true potential of communities in which they operate.



## Consequences

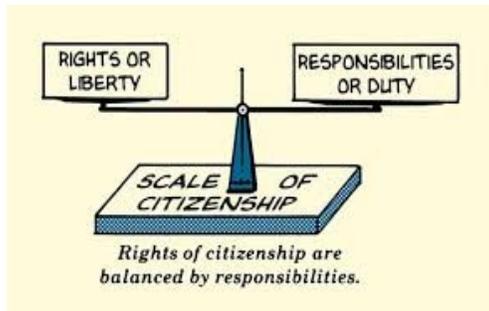
- Growing feeling of powerlessness among citizens.
- Need for a new relationship between politics, people and societies, designed to furnish citizens with the tools for their civic and economic empowerment, must be invented”
- Higher levels of citizen engagement



नवनिर्माण  
फाउंडेशन



# Engagement through mediating



- Rights
  - BENEFITS of citizenship
  
- Duties
  - REQUIREMENTS of citizenship
  
- Responsibilities
  - EXPECTATIONS of citizenship

## Citizen engagement is not new.

- Early work by Robert Chambers, “The Origins and Practice of [Participatory Rural Appraisal](#) and
- Michael Cernea’s “[Putting People First](#)”
  
- Inspired issues of gathering and acting on citizen feedback.
  
- *But now increasing demand by civil society and citizens*
  
- *Desire among many governments to be more inclusive and responsive to citizens’ needs*
  
- *Plus the rise of innovations in technology has provided citizens with new and unprecedented opportunities for direct engagement.*
  
- *Turning Benefits, Requirements and Expectations into Capabilities*

- In 2013: Citizen Engagement became a strategic priority for the World Bank.



- With corporate goal of achieving 100 percent beneficiary feedback by 2018 in all World Bank Group operations with clearly identifiable beneficiaries.
- Resulting in some key World Bank Lessons

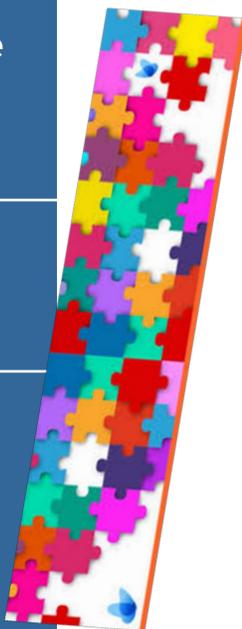
But significant deficit in:

Entrepreneurship Research  
Entrepreneurship Policy  
Entrepreneurship Practice

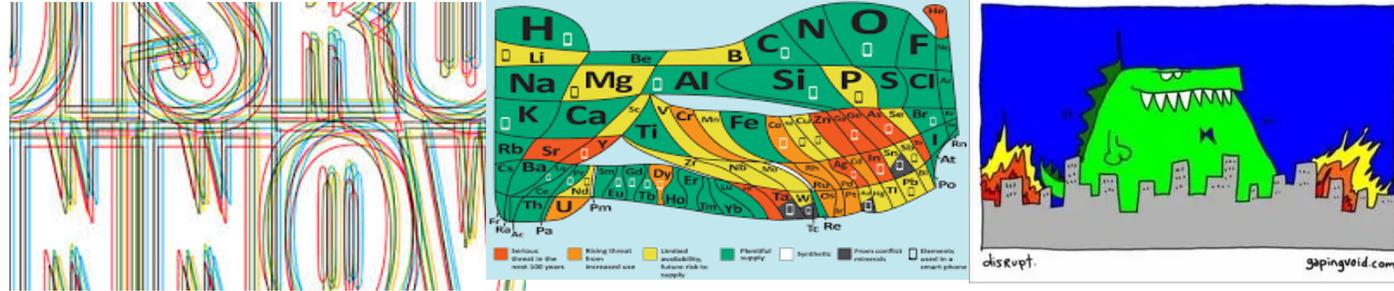
Inspite of Schumpeterian antecedents

# A Typology of Entrepreneurship

Types/Analytical Components/	Business	Social	Public	Citizen
<b>Unit of Study/Practice</b>	The Entrepreneur/ Firm/Regions	Enterprise/ Entrepreneur/	Government/ Public agencies	Citizens/ Communities
<b>Scope</b>	Rival	Rival/Non-Rival (?)	Non-Rival Non-Excludable	Non-Rival Non-Excludable Non- Rejectionable
<b>Focus of analysis</b>	Firm Creation and Growth	Enterprise Creation and Scalability	Public goods function	Meta projects
<b>Themes</b>	Start-ups/ innovation/ Finance/People/ Regional impact/policy	Start-Ups/People/ Growth/ Funding	Public goods/ Efficiency/ Policy effectiveness	Citizen engagement/ Governance/ Spread
<b>Outcomes</b>	Private Gain/ Economic benefit	Private Benefit/ Social Benefit	Pre-distributive/ Distributive	Wellbeing



# Call for Innovative and Capable Theories and Practices



## Citizen Entrepreneurship

- The identification and realisation of opportunity
- For new products, new services and new forms of organisational development
- Through the creation of new ventures (firms, projects, networks, etc.)
- Involving citizens as producers, users, members of communities
- By developing capabilities to achieve collective good
- With which to exercise their economic and social rights and responsibilities as individuals citizens and as a collective community of citizens

**Socially Embedded**

**Social Gain**

Multiple & Calibrated involvement:

# Citizen Economics/ Citizen Science/Citizen Archaeology

Contributory

Collaborative

Co-creation

## Co-Creative

Users, Producers, Decision Makers

*With multiple stakeholders*

## Collaborative

Secondary: Users and Producers

*With entrepreneurs*

## Contributory

Basic: Users  
Of products/services

*To Entrepreneurs*

## But how to meet the challenges?

*“Only when the general public displays awareness of these issues will professional economists find it impossible to browbeat them by declaring themselves to be custodians of scientific truths.”*

Ha-Joon Chang  
(Economist)

- Deliberative Democracy
- Developing Capabilities: ability of people (agency) to function according to their hopes and aspirations and having the means to do so
- Through increased literacy, accessibility and awareness of economics, a need to



Image source: tresprivat.com

*“The economy, stupid”*

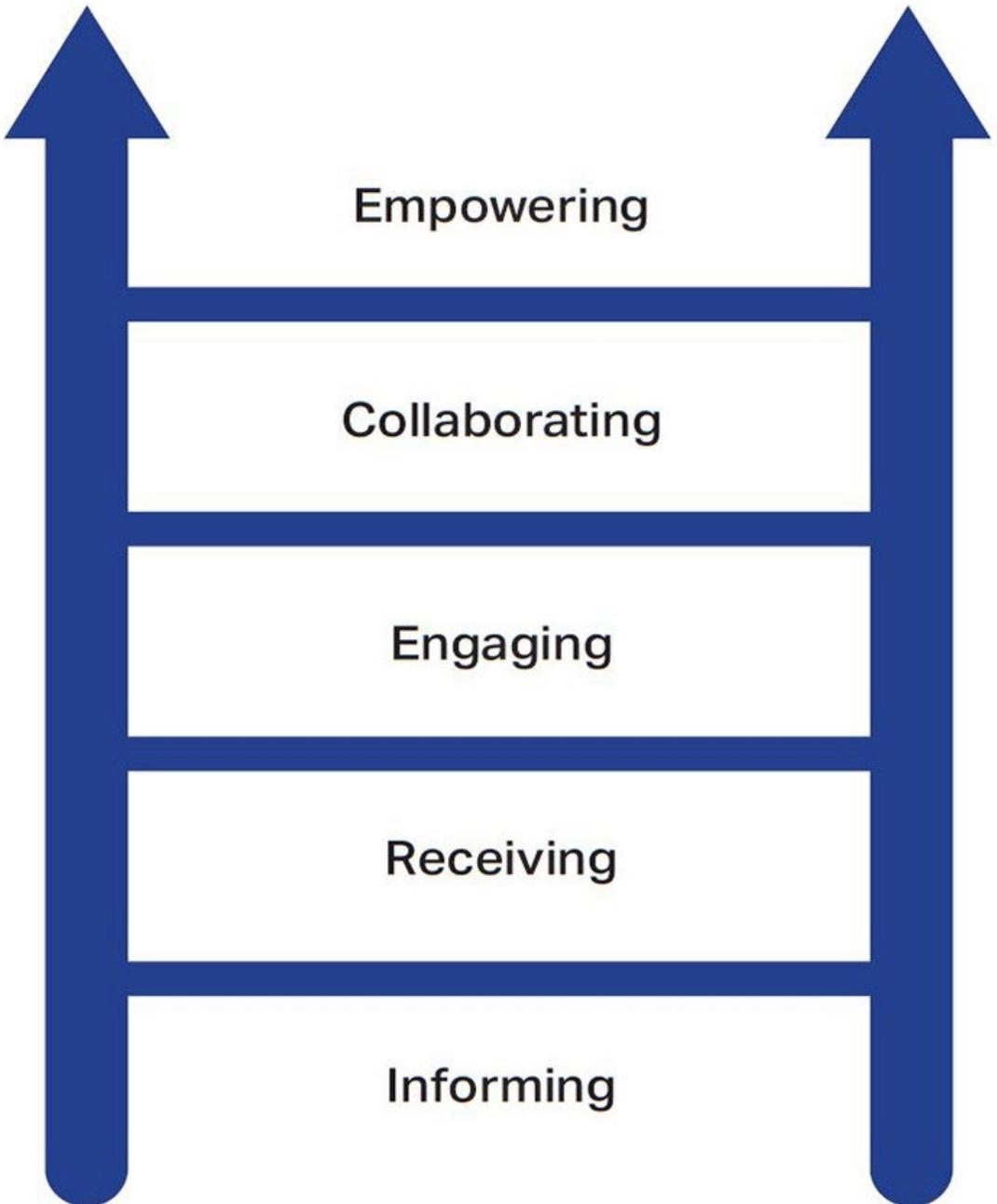
*James Carville, lead strategist for Bill Clinton’s successful 1992 presidential campaign*

In politics, the economy matters. Governments rise and fall on the back of economic success or failure. But does the quality of our political debate about the economy match up to its importance? Are citizens sufficiently informed and engaged to hold policymakers to account for economic policies?

Exploring citizens' values

Deliberation and debate

*"Deliberation and debate is the way you stir the soul of our democracy."  
Rev. Jesse Jackson (American civil rights activist, Baptist minister and politician)*

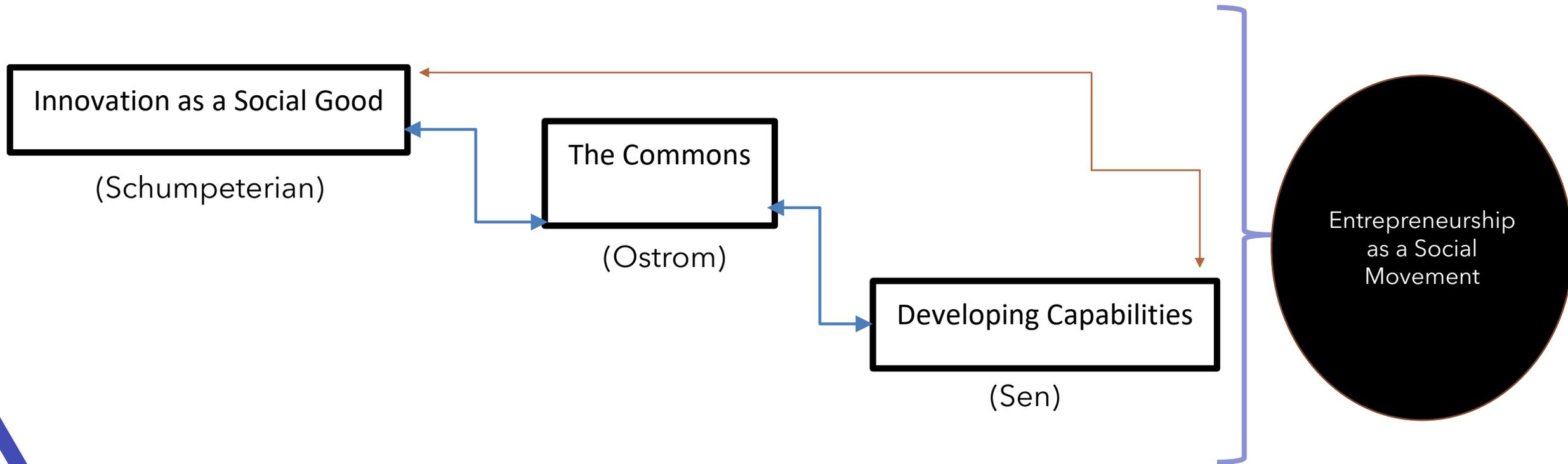


Some examples of emergent models of deliberative dialogue between citizens and decision-makers in policy in UK

[NHS Citizen](#), a deliberative engagement process that has involved citizens in a conversation about the strategic direction of the National Health Service.

[Sciencewise](#), an embedded government-funded public engagement programme which has delivered 54 dialogues in partnership with 32 government departments and agencies over a period of 12 years.

# Formulating a Conceptual Framework



Stepped effect above could be regarded as a 'conceit' for building blocks, with one block building on another (or one step at a time), reinforcing the 'rule of three', a rhetorical trick that reflects the mathematical importance of triplets, which in general suggests that we need at least three items in a sequence to establish a pattern (Kucharski, A. 2020).

# Entrepreneurship and Innovation as Social Goods

**Introduction of new good**

**New method of production**  
 (not necessarily dependent on new scientific discovery)

**New market opportunity**

**Capture of new source of supply**

**Developing a new organisation**



Invention may be a personal or a social act (Inventors capture only 4% of total social gains from innovations. Rest spills over to society - William Norhaus)

Requires translation into combinatorial language of utility, beauty, design, form, value

Possible mediation



**Through Markets**



**By Government**



**In Communities**

*For private gain but public value for producers, users, suppliers, distributors, consumers and citizens.*

# Innovation as Knowledge and as a Social Good

Conceptual Antecedents

**Stiglitz (1999):** although “research is a central element of knowledge for development,” it is also a “global public good requiring public support at the global level.”

Requires collective action

“The challenge facing the international community is whether we can make our current system of voluntary, cooperative governance work in the collective interests of all.”

**Romer, (1986, 1990, 1993, and 1994)**

Creation of new knowledge by one firm can have positive effect on the production possibilities of other firms because knowledge cannot be perfectly patented or kept secret.

Hence, knowledge, even if generated for private gain, has an important public good characteristic.

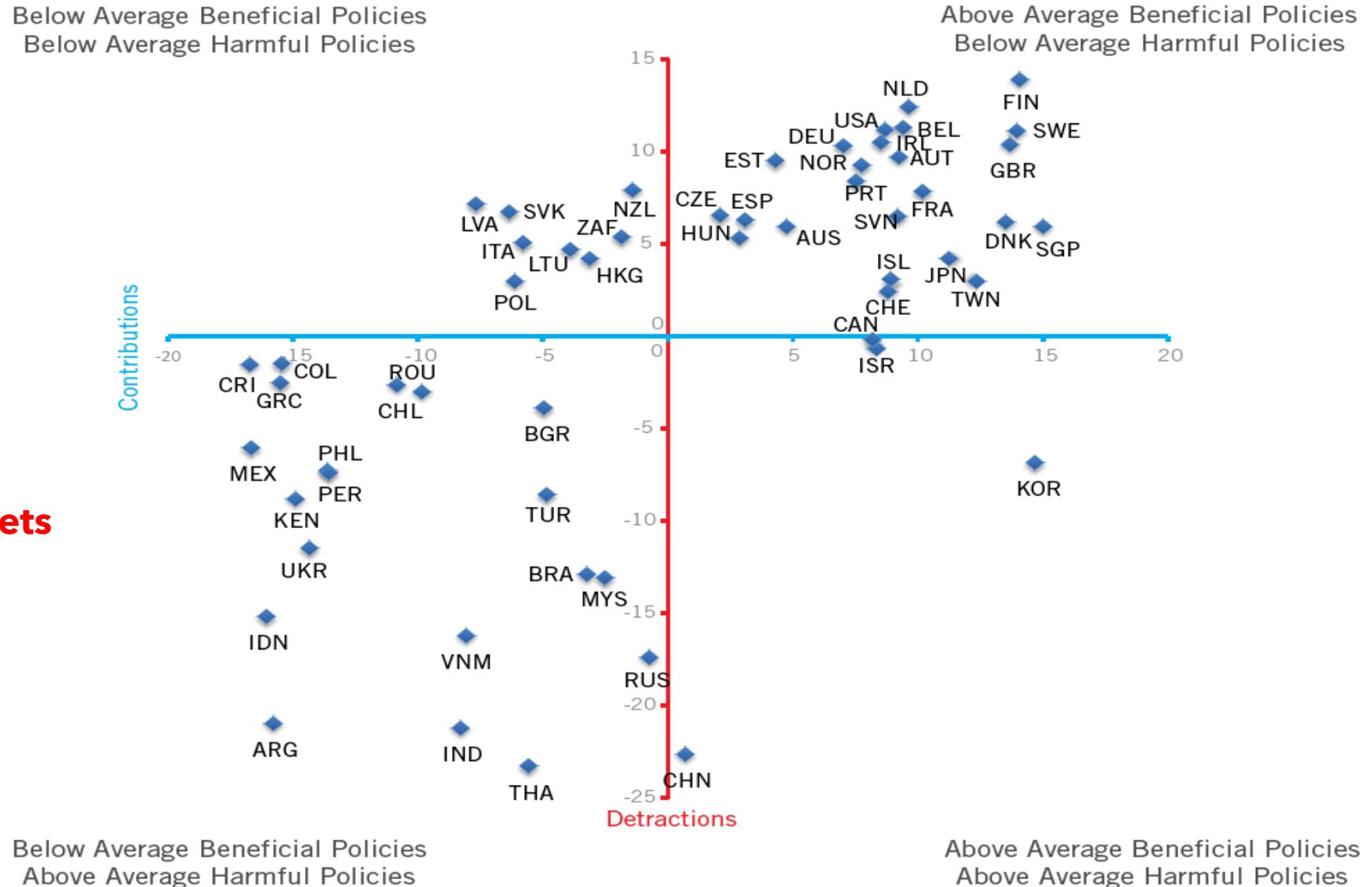
**Mazzucato (2013, 2018) :** innovation-led growth “requires public policy to fundamentally change from one that views the goal of government as simply fixing markets to one that views it in terms of actively creating and shaping markets” (p.1).

**Lockwood:** German Energiewende experience suggests that opening markets up to different types of actor, including private individuals, community groups and local authorities can be equally, if not more effective in stimulating innovation” (p26)

# Innovation for Global Social Value

**Contributions indicators**  
**Taxes,**  
**Human capital, &**  
**R&D technology**

**Detractions indicators**  
**Distorted product markets**  
**Weak IP protections**  
**Distorted consumer markets**



Source: ITIF, 2016

Figure ES-1: Scatterplot of Countries' Contributions to and Detractions from Global Innovation



# The Idea of the Commons



⇒ increasing number of rights holders ⇒

Resources that are shared in some way by different individuals, communities, or groups,

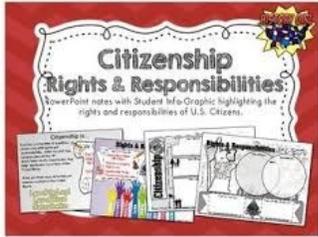
Can be present at local, regional or global scales.

Commons can include shared grazing pasture, forests and their produce, marine resources such as fish, the global atmosphere.

Property regime	Private property	Common property	Public property	Absence of property or free access
Access entitlement: who holds rights?	One individual: physical or juridical persona	Members of community or defined group	Public power: State or Public Administration	Anyone
Transfer: how are rights transferred?	Purchase-sale, donation or inheritance	Belonging to community or group (*)	Administrative act or regulation	Inexistent

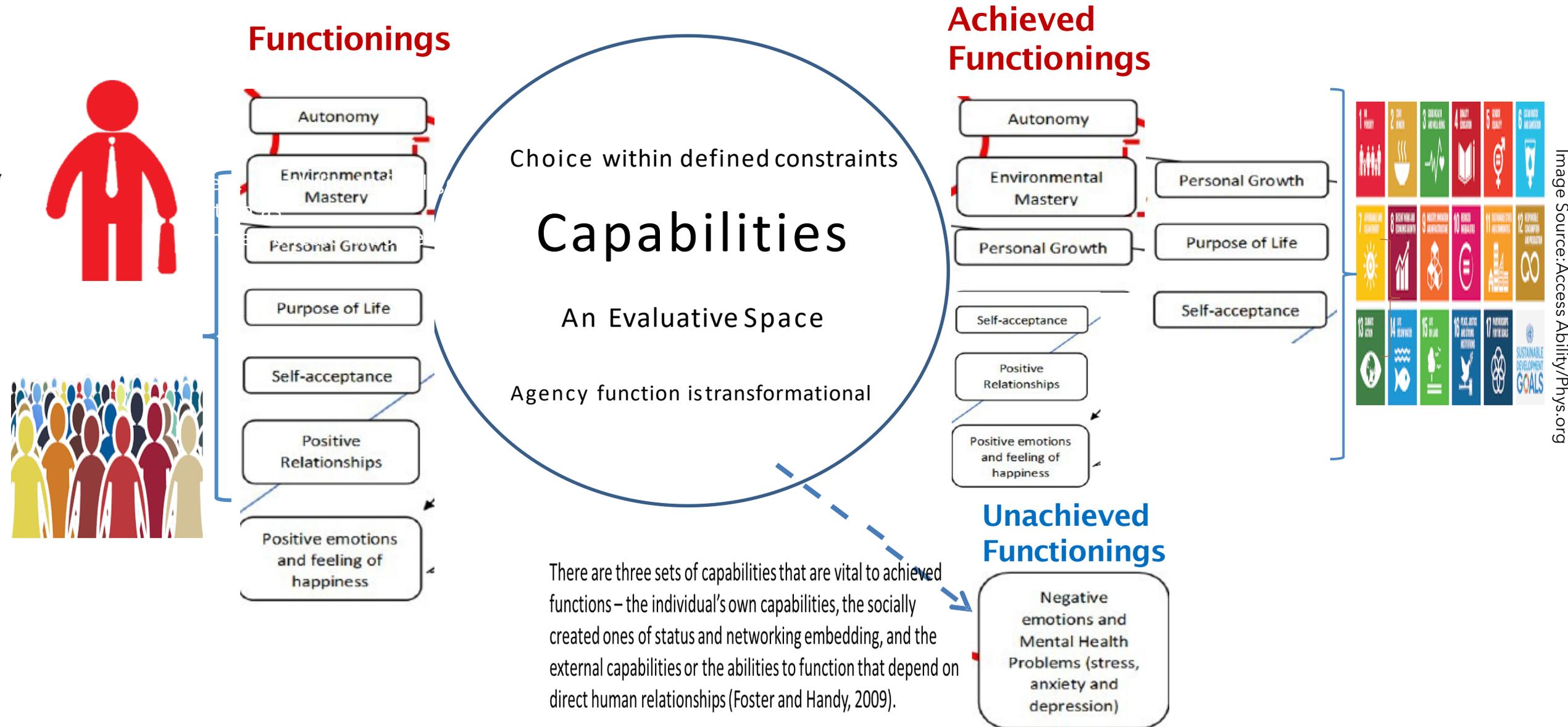
Ideas adopted from Elinor Ostrom, (1990). Governing the Commons;

# A 'Commons' E & I as Social Goods Approach

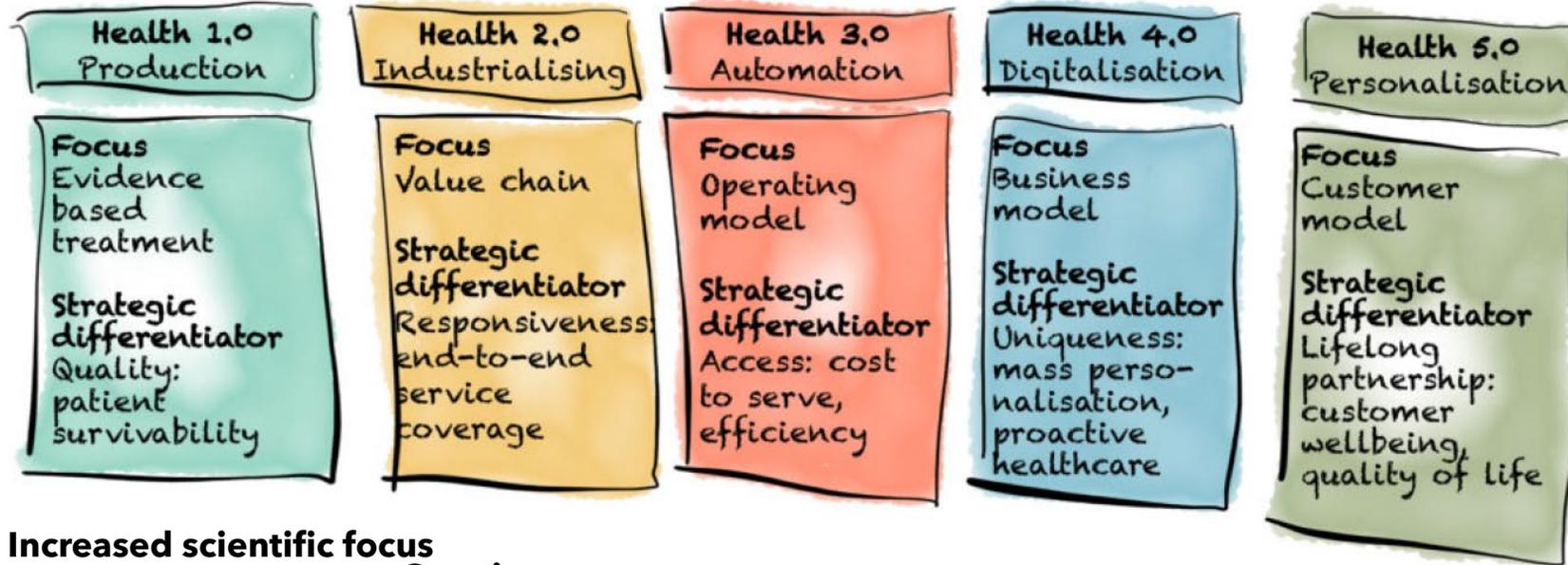


- *Rights- responsibilities* connection necessitates a collective engagement with entrepreneurship (Entrepreneurship as a productive public good) and the development of capabilities (beyond human and social capital)
- *Collective engagement* is enabled by a sense of collective efficacy (aggregation of individual self-efficacy plus synergistic effect from social capital)
- *Collective self-governance* of processes and outcomes of entrepreneurship
- Plus a polycentric, diversity of approach to the support of entrepreneurship development (i.e. citizens embracing and being involved in multiple forms of entrepreneurship)
- This infrastructure helps to develop capabilities of people to act collectively and individually for their wellbeing

# Adapting Sen's Capabilities Approach



# The Health Sector Case Study

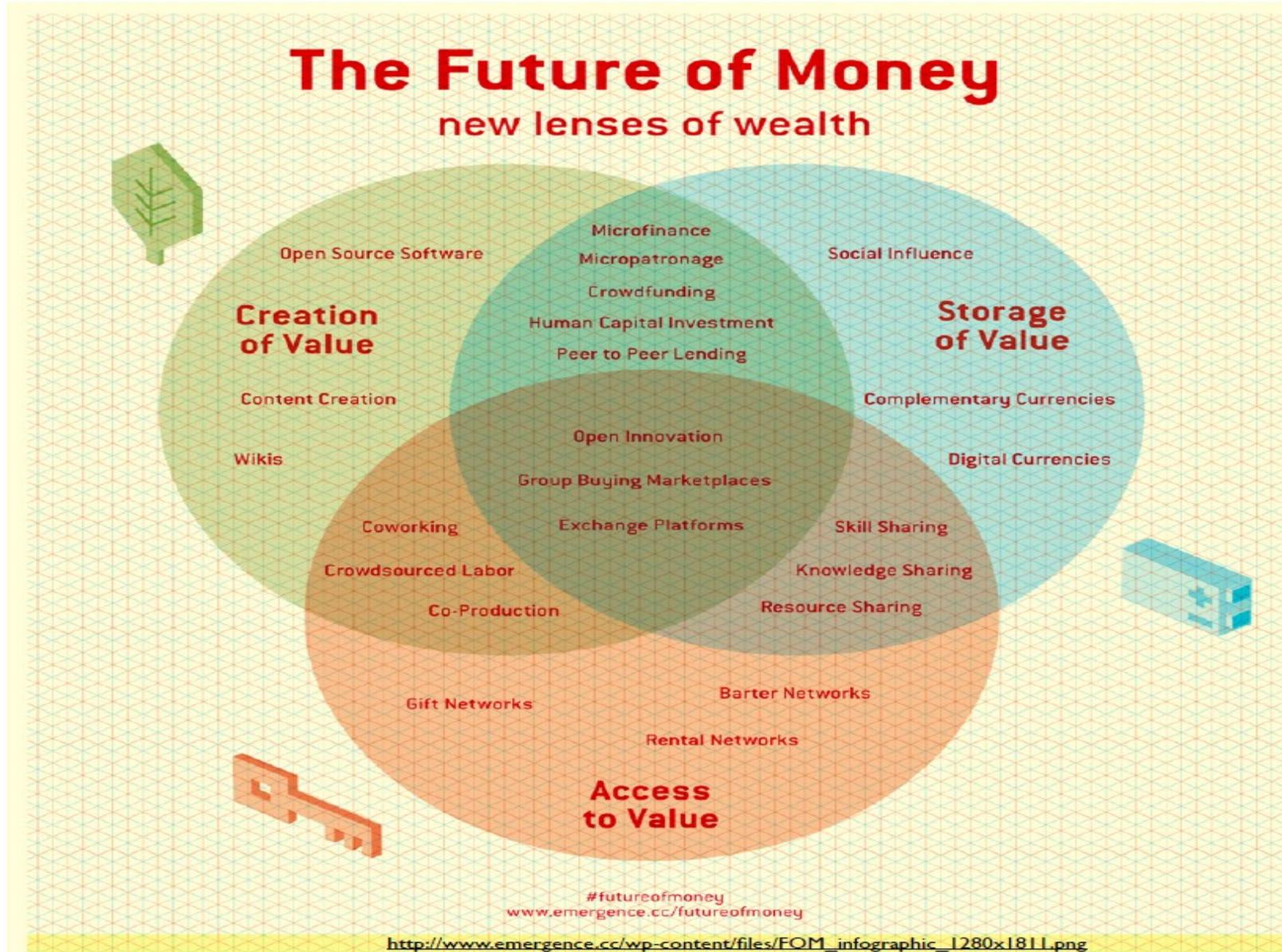


**Increased scientific focus**  
**Creating ecosystems**  
**Value integration**  
**Automation**  
**Improvement of operation models**  
**Digitisation**  
**Business Models**  
**Digital therapeutics**  
**Digital wellness**  
**Customer managed relationships**



Source: adapted from - Health 5.0: the emergence of digital wellness by Chair in Digital Economy | May 12, 2018 | Our Thoughts

# Disruptive Finance and Socialising Wealth Creation



Money as Citizen's Currency of Value

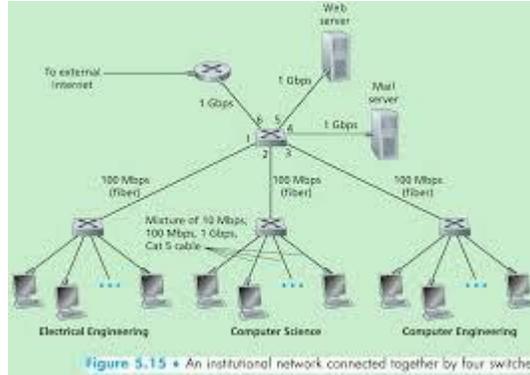
# Reworking Entrepreneurship as Social Movement Theory and Practice



**People  
Leadership & Cadre**

**Expertise or  
prior  
experience;**

**Social and  
Cognitive  
legitimacy**



**Preexisting networks-**

**Network density +  
relationship density**

**Mobilisation structures  
Legitimacy: from  
neighbourhood to  
wider social platforms**



**Preexisting infrastructure**

**Social Embeddedness**

**Rules and Incentives**

**Financial and information  
resources**



**Collective Action Frames**

**Diagnostic framing,  
prognostic framing  
Motivational framing**

# An Integrated Model for Citizen Entrepreneurship

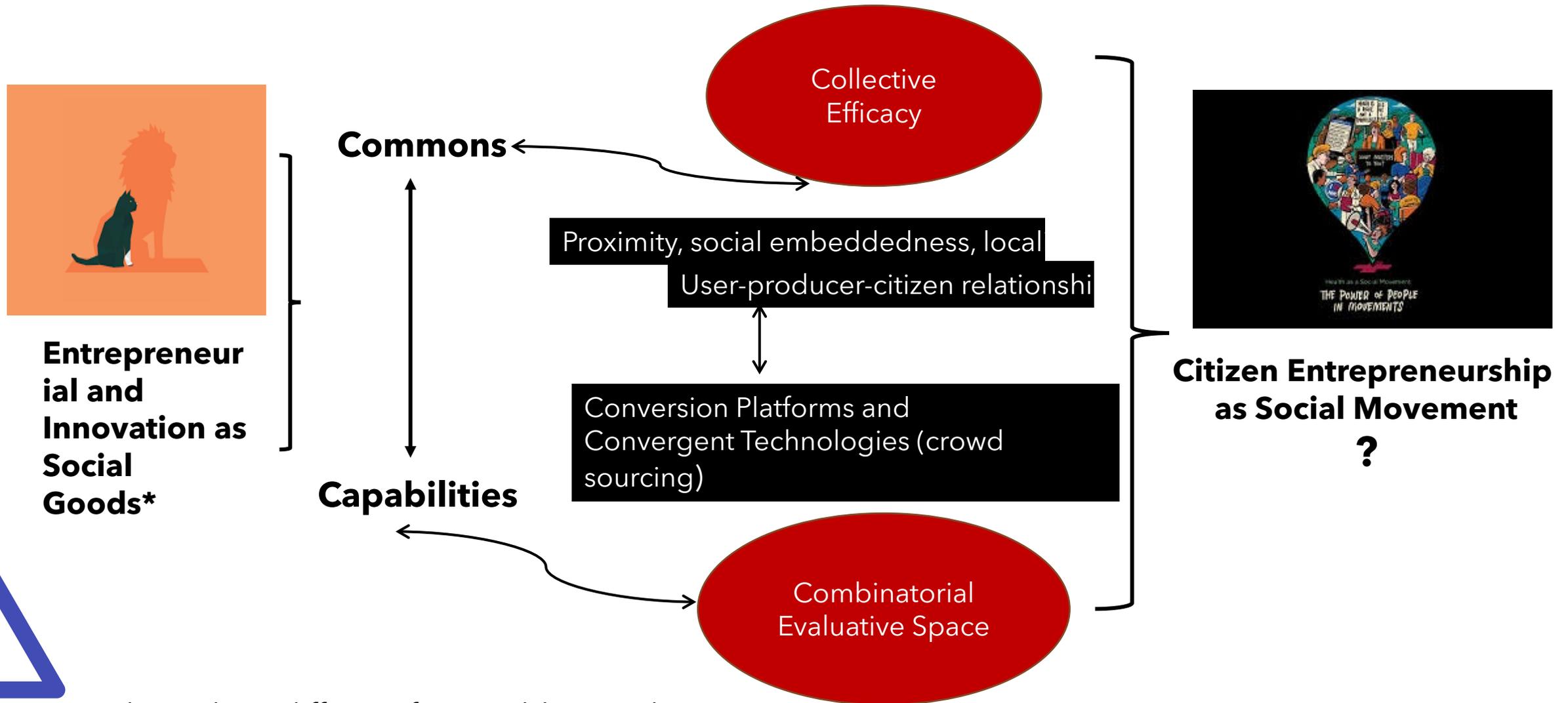


Image sources: commons.hk/apijf.org/thersa.org

\*Social goods as different from public goods

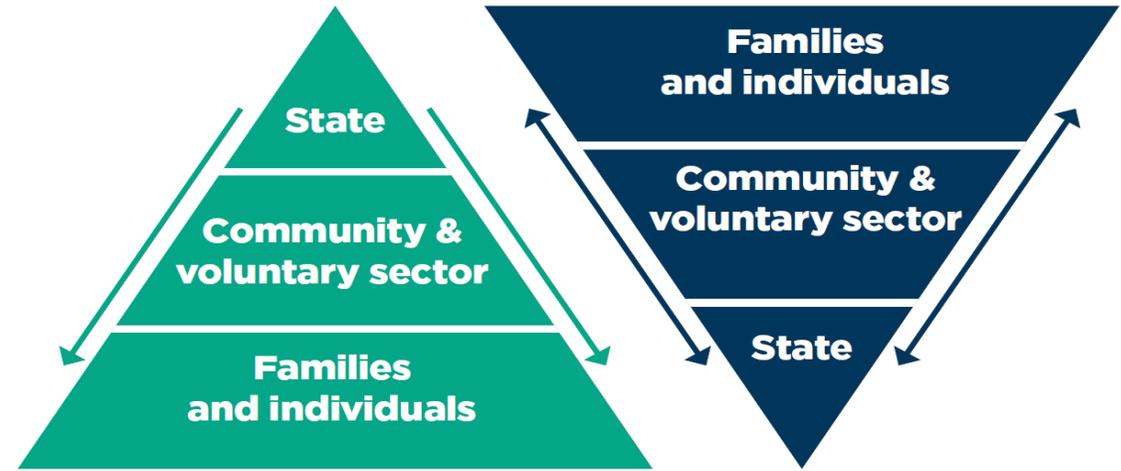
# Organisations Evolving



Organises meetings of pro-Europeans across the EU, bringing citizens to the streets in support of a united Europe and in defiance of populism



mobilizes 1 million Europeans on transnational causes, ranging from whistle-blower protection to the safeguarding of Europe's forests



Helps activists and grassroots movements build pockets of resistance, through a participatory model of philanthropic giving



world's first advocacy skill-sharing community, connecting professionals with civil society organisations to give the latter a louder voice and training a new generation of citizen lobbyists.

- Polycentric
- Urban
- Convergent
- Combinatorial

Image sources: vimeo.com/wemove.eu/arbeidenmilieu.be/guerrillafoundation

# Research Questions

Our overview of the combinatorial literature raises four research questions:

**RQ 1:** What evidence can we find about the nature and scope of CE in different urban (or rural) environments

**RQ 2:** What constitutes collective efficacy or collective endeavor and how do citizens develop capabilities to engage entrepreneurially to ubiquitous solve socio-economic problems of global significance but of local import?

**RQ 3** Is CE activity essentially urban in character? If so, what are the peculiar urban characteristics of CE?

**Bonus RQ:** Can SE engender a new social movement?

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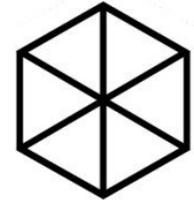
**July 2020**

**Vol. 6: Issue 2**

# The First Ever Accredited Academic Course on Citizen Entrepreneurship

## Learning Outcomes

- 1) Obtain a critical awareness of the *meaning, scope, function and essential features of CE* and how it could make an effective contribution to sustainable economic and social change;
- 2) Identify and understand the ways in which *CE evolves in alternative contexts* while appreciating the benefits and limitations of comparisons;
- 3) Consider and analyse *policy considerations* for effective CE deployment with which to inform local and regional government policy;
- 4) Acquire an *integrated set of capabilities* with which to deploy their learning for their own working futures as entrepreneurs, business managers, policy makers, consultants and other related economic and social endeavours; and
- 5) Contribute effectively as *key agents of knowledge exchange* and the organization of a special event on CE at the end of the course.



**LEUPHANA**  
UNIVERSITÄT LÜNEBURG

**“We can't solve problems by using the same kind of thinking we used when we created them.”**

**Albert Einstein**

**“...the idea of democracy is a wider and fuller idea than can be exemplified in the state, even in its best. To be realized, it must affect all modes of human association, the family, the school, industry, religion”**

**John Dewey**

**“If we want everything to remain as it is, it will be necessary for everything to change.”**

**Giuseppe Tomasi di Lampedusa**

## Contact



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