

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
Surface Symptoms	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
Structural Disconnect	Unlimited growth & finite resources	Have & have not; 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
Systemic Limit	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

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

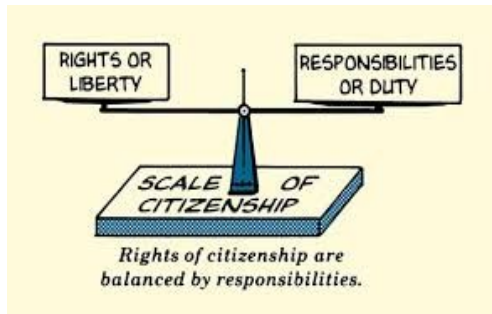
- Growing feeling of powerlessness among citizens.
- Need for a new relationship between politics, people and societies, designed to furnish citizens with the tools for their civic and economic empowerment, must be invented”
- Higher levels of citizen engagement



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

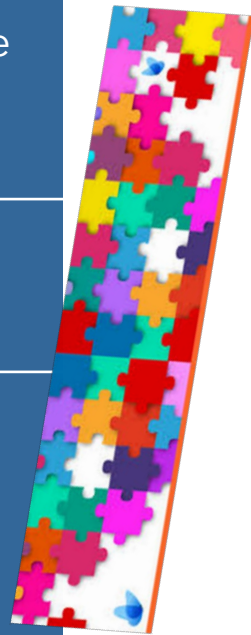
But significant deficit in:

Entrepreneurship Research
Entrepreneurship Policy
Entrepreneurship Practice

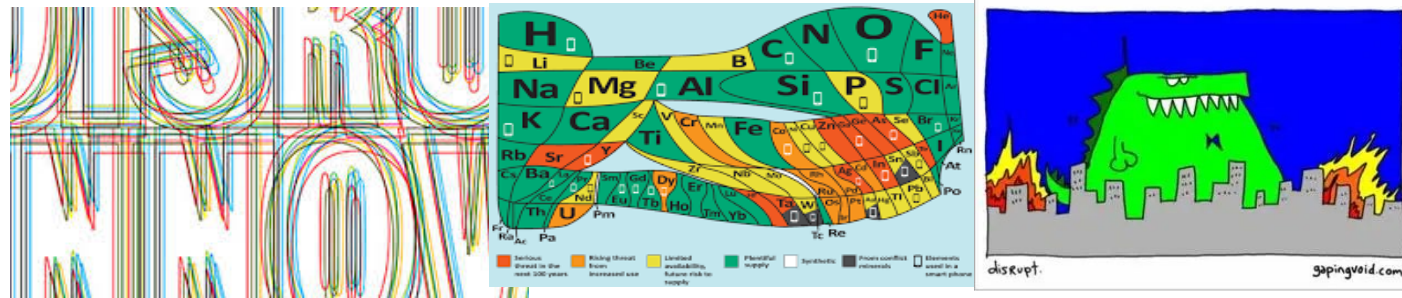
In spite of Schumpeterian antecedents

A Typology of Entrepreneurship

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

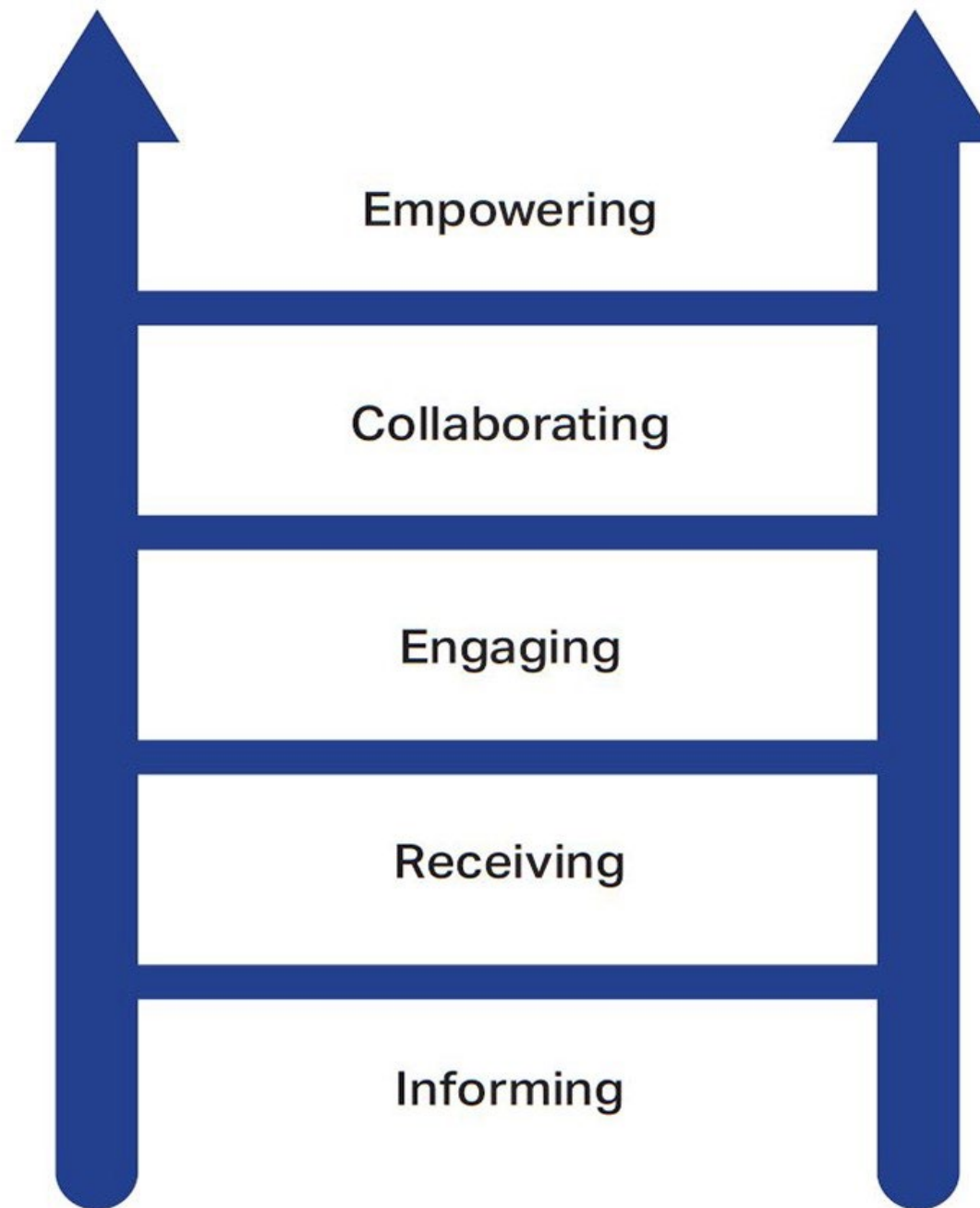
In politics, the economy matters. Governments rise and fall on the back of economic success or failure. But does the quality of our political debate about the economy match up to its importance? Are citizens sufficiently informed and engaged to hold policymakers to account for economic policies?

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)

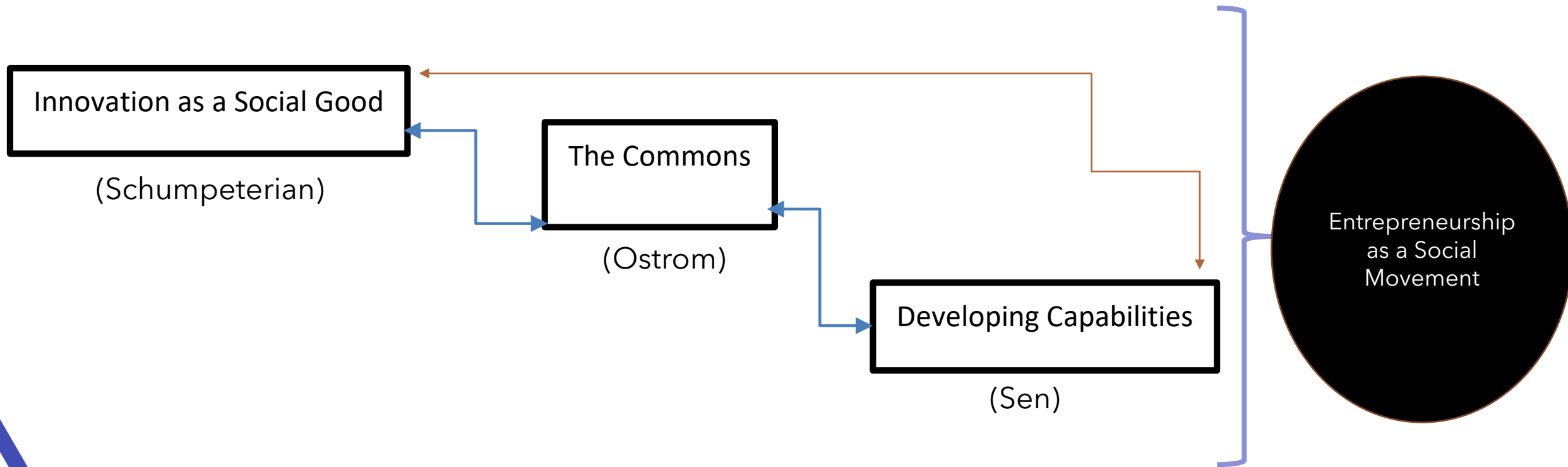


Some examples of emergent models of deliberative dialogue between citizens and decision-makers in policy in UK

[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.

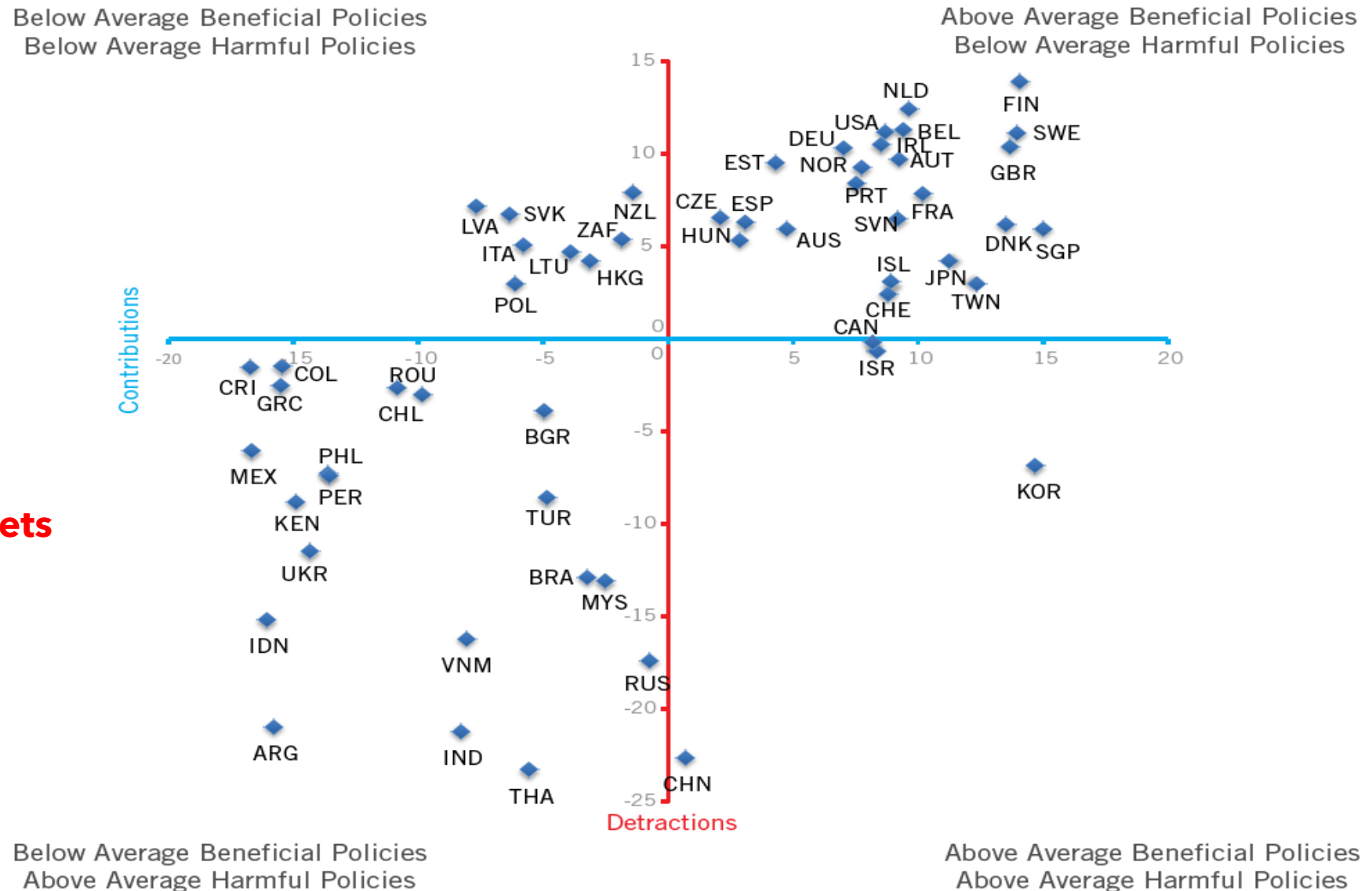
Mazzucato (2013, 2018) : innovation-led growth “requires public policy to fundamentally change from one that views the goal of government as simply fixing markets to one that views it in terms of actively creating and shaping markets” (p.1).

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 ⇒

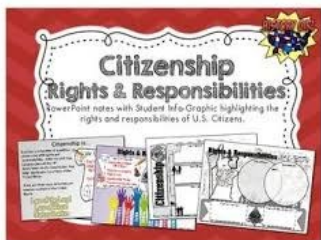
Resources that are shared in some way by different individuals, communities, or groups,

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.

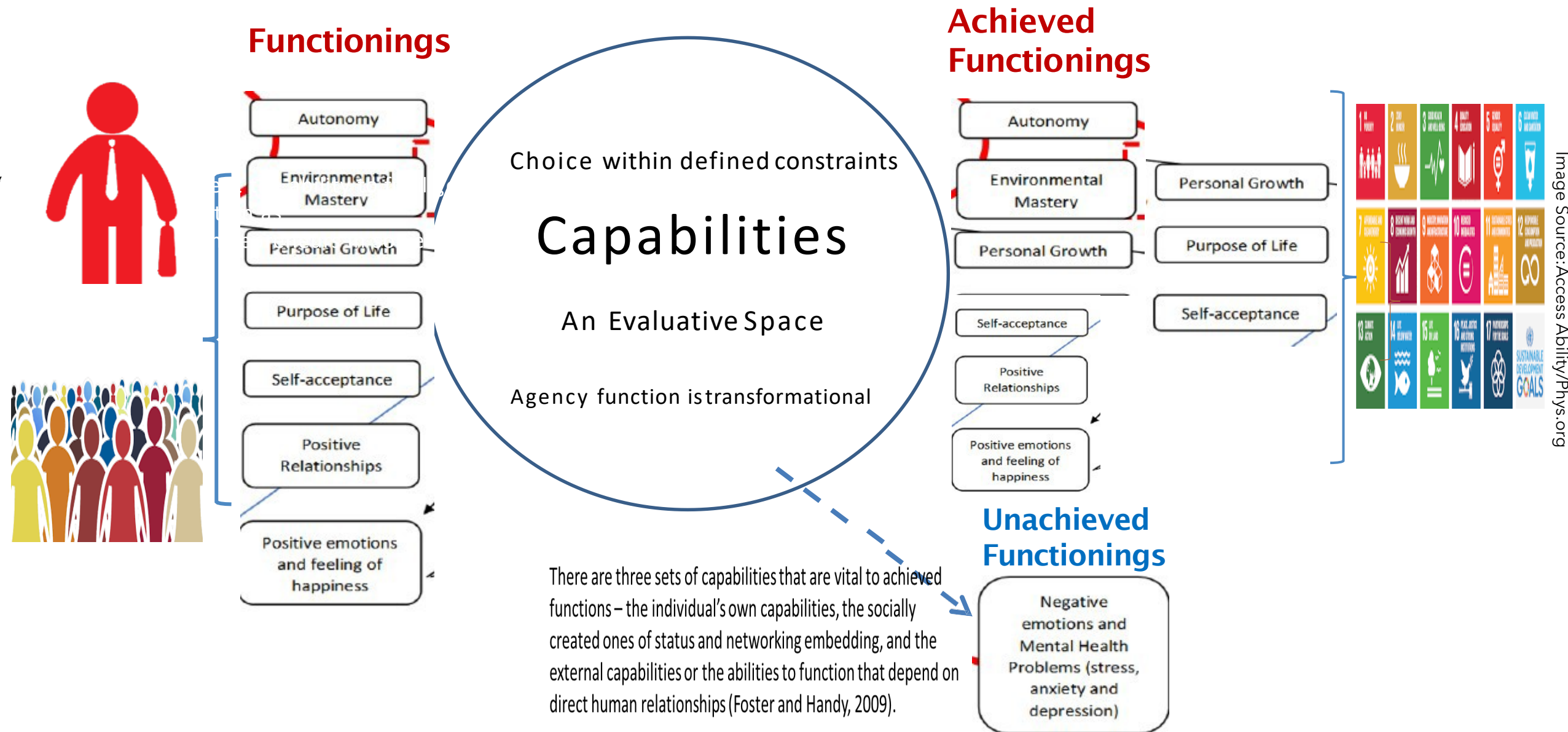
Property regime	Private property	Common property	Public property	Absence of property or free access
Access entitlement: who holds rights?	One individual: physical or juridical persona	Members of community or defined group	Public power: State or Public Administration	Anyone
Transfer: how are rights transferred?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

A 'Commons' E & I as Social Goods Approach

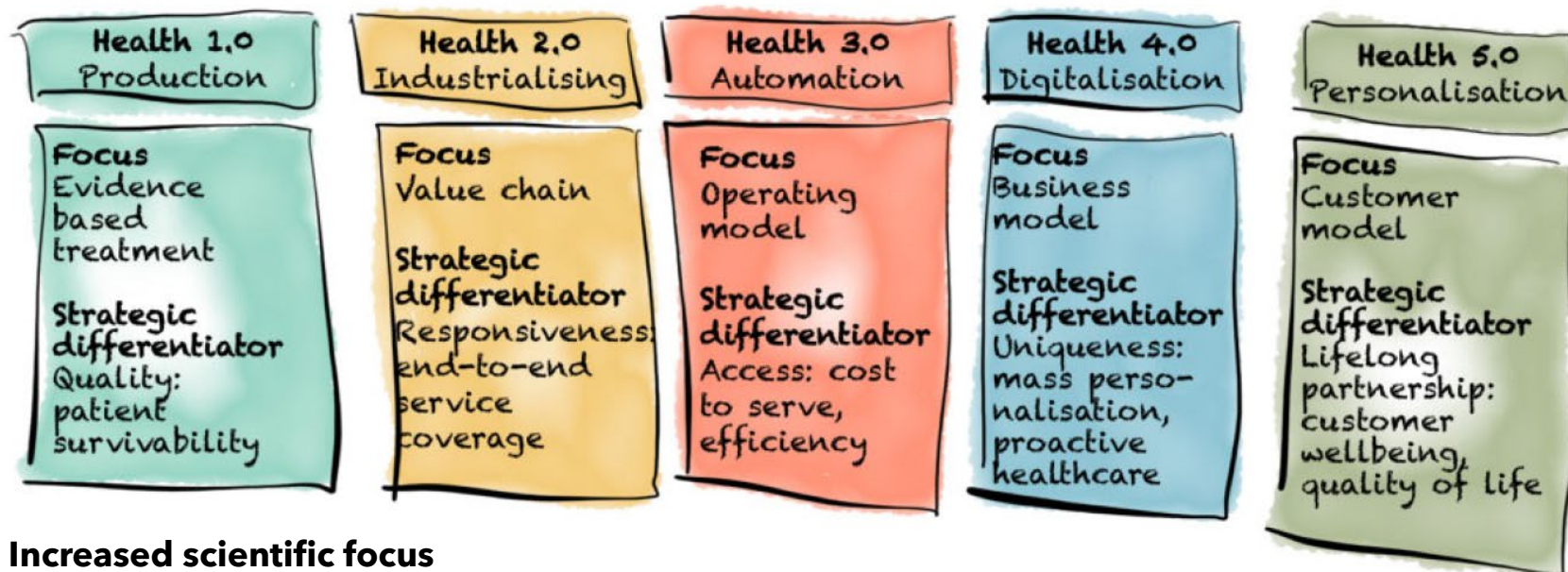


- *Rights- responsibilities* connection necessitates a collective engagement with entrepreneurship (Entrepreneurship as a productive public good) and the development of capabilities (beyond human and social capital)
- *Collective engagement* is enabled by a sense of collective efficacy (aggregation of 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

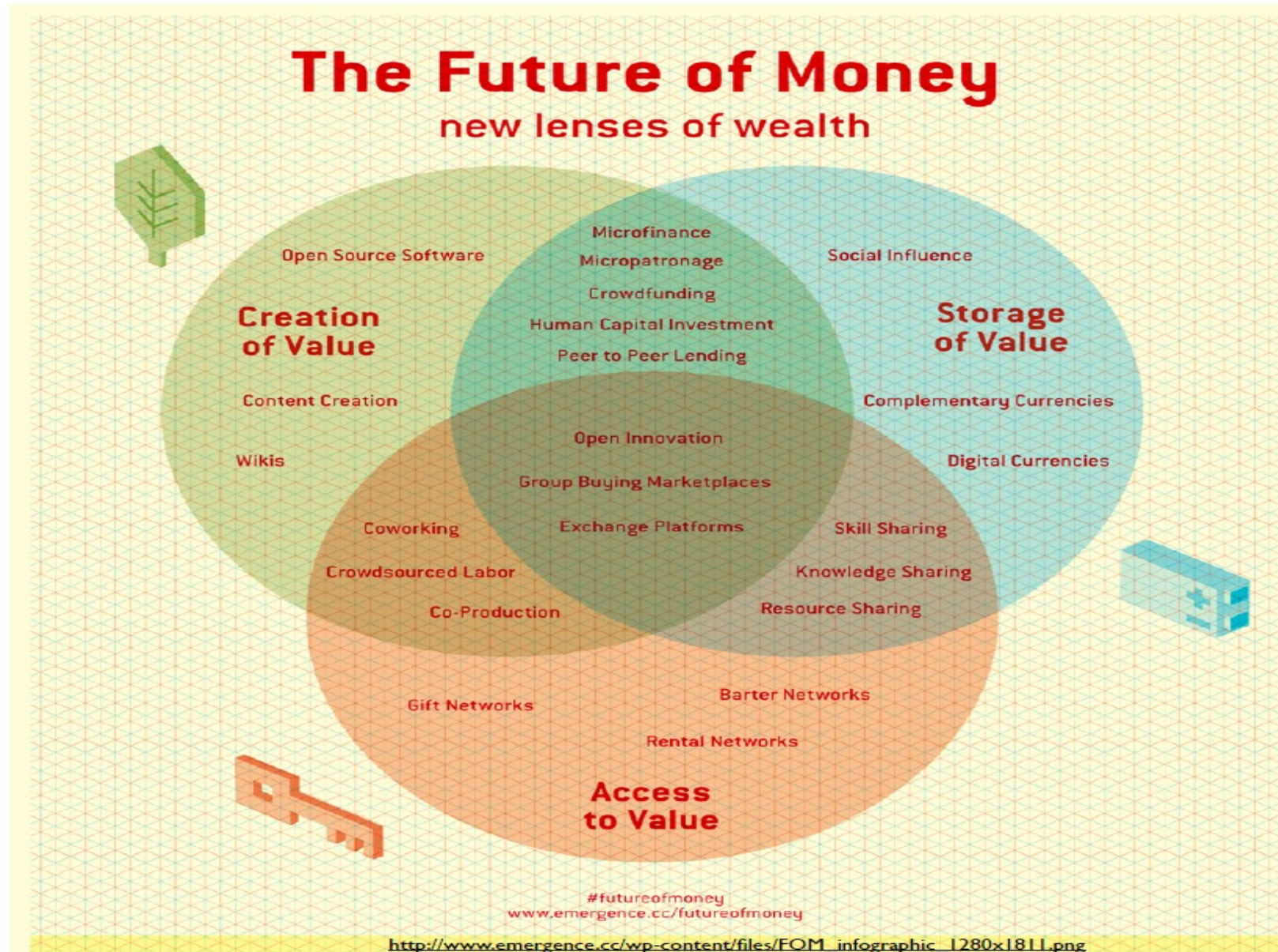
Digital wellness

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

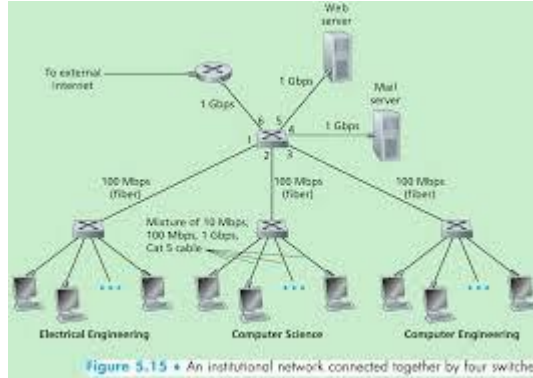
Reworking Entrepreneurship as Social Movement Theory and Practice



**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**

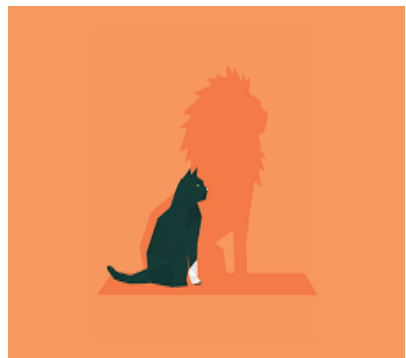


Collective Action Frames

**Diagnostic framing,
prognostic framing
Motivational framing**

An Integrated Model for Citizen Entrepreneurship

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



Entrepreneurial and Innovation as Social Goods*

Commons

Capabilities

Collective Efficacy

Proximity, social embeddedness, local
User-producer-citizen relationships

Conversion Platforms and
Convergent Technologies (crowd
sourcing)

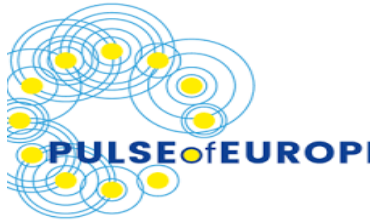
Combinatorial
Evaluative Space



Citizen Entrepreneurship as Social Movement ?

*Social goods as different from public goods

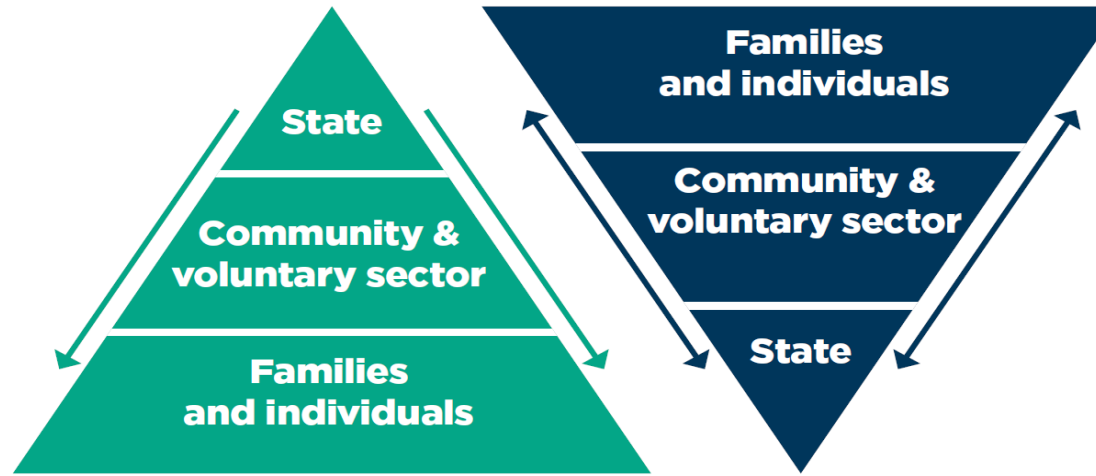
Organisations Evolving



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



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.



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

• Polycentric

• Urban

• Convergent

• Combinatorial

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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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.



"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

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