accountability demands, 18. See also performance monitoring actions. See activities, toward change activities, revenue-generating, 130–31 activities, toward change, 34–35, 36f, 37–40. See also behavioral logic; business of change; idea generation; politics of change adversarial intermediaries, 68, 101. See also corporate officials advocacy, 251–52 Afghanistan, fair trade in, 210 Africa, 109, 139–40 aging population, 14 agricultural technology, 181, 182, 183, 185 AIDS, 25, 26, 140. See also Khosa, Victoria Akshaya Project, 171–72 alternative distribution, 199, 208, 212, 220 alternative trade. See fair trade alternative trade organizations (ATOs), 199, 208 Annapurna iodized salt brand, 170–71 Ashoka, 125 Association for Social Advancement (ASA), 177 Aurolab, 143, 144 authority, 8, 160. See also governments Avarind eye hospitals, 143–44 Baggio, Rodrigo, 245 Bandhan Financial Services, 177 Bangladesh, 138–39 barriers to entry, 76 basic functioning improvements, 54–56 behavioral change, 43–45. See also change behavioral dynamics: of bottom of the pyramid (BOP) development, 167–69; of corporate social responsibility (CSR), 82–89; of fair trade, 204–6; of social entrepreneurship (SE), 128 behavioral expectations, 47–48. See also cultural sensitivity behavioral logic, 36f, 38–39, 40; of indigenous technology creation (ITC), 181–83; of microenterprise development, 174–75; of social entrepreneurship (SE), 137 behavioral models, 36f, 38–39, 40, 288–89n9 behavioral theory of change, 30, 31, 32 Ben and Jerry’s ice cream, 97 beneficiaries, 10, 34, 225t, 229–30; capabilities, 48; of corporate social responsibility (CSR), 85t; decision-making agency and, 42, 164–66, 200; determination of, 45–48; financial contributions of, 47–48, 253; idea generation and, 38; merit considerations and, 47; roles in political development approaches, 62–69; of social entrepreneurship (SE), 149. See also empowerment, client benefit delivery, 52, 261–62. See also specific market-based approaches benefits, 226t; bottom of the pyramid (BOP) development, 169f; community, 173; corporate social responsibility (CSR), 91f, 96f, 102f; cost versus, 117–18; defined, 33–34; delivered, 226t, 234–35; fair trade, 207f; indigenous technology creation (ITC), 184f; participatory, 44; profits versus, 252; social entrepreneurship (SE), 136f; timing of, 49–51; types of, 53–59, 55t; for women, 175
Bono, 23
bottom of the pyramid (BOP) development, 160, 162–67, 169f; behavioral dynamics of, 167–69; beneficiaries, 225t, 229, 287n4; benefits, 226t, 235; case examples, 170–72; change agents, 225t, 231; corporations and, 233, 256–57; empowerment and, 250; innovation and, 227t, 238; intermediaries, 226t, 232; management and, 228t; participant involvement and, 237; political development and, 169–70; political interactions, 228t; scaling, 227t, 241; sustainability, 227t, 240; technology and, 292n3
bottoms-up approach, 148–49
Bowen, H. R., 80
boycotts, 104–5, 108, 113–14
branding, 99; fair trade, 209, 217
Brazil, 245
Brin, Sergey, 22
Buffett, Warren, 22
bureaucratic constraints, movement away from, 146
business logic, 31
business of change, 36f, 39–40, 71–75, 270–71
business plans, 173–74
business principles, 147–49, 151
business skills, 145, 148, 191, 212–13, 246–47
Cafédirect, 211–12
Calvert group, 108
capital development, 55t, 56–59
case examples: bottom of the pyramid development (BOP), 170–72; fair trade, 209–12; indigenous technology creation (ITC), 184–86; pressure-based approaches, 110–11; social entrepreneurship (SE), 137–44
celebrities, 23
cell phones, 19
certified fair trade labeling process, 199–201, 204
Chaney, G., 110–11
change agents, 34, 225t, 230–31; bottom of the pyramid (BOP) development and, 169f; characteristics of, 145; corporate social responsibility (CSR) and, 91f, 96f, 100, 101–3, 102f, 105–6, 119–20; defined, 33; fair trade and, 207f, 212–13; government collaboration and, 9; government tension and, 262–64; ideological exposure, 6–7; indigenous technology creation (ITC) and, 184f; interdisciplinary links between, 279; lessons for, 267–77; private sustainable development (PSD) and, 184f, 190–92; roles in political development approaches, 62–69; social entrepreneurship (SE) and, 136f; technology and, 19; skills needed, 119–20, 212–13, 257–59. See also idea generation; philanthropists; See also specific market-based approaches
change efforts, 33. See also specific market-based approaches
change: behavioral, 43; beneficiaries of, 45–51; benefits delivered from, 53–60; business of, 36f, 39–40, 71–75; conditions receptive to, 75–76; location of delivery and, 51–53; logic models and theories, 44–76; politics of, 60. See also politics of change; political development approaches and, 60–70; venues for, 70. See also political development approaches; specific market-based approaches
child benefits, 175
child labor, prevention of, 211
classification schemes, 53–54
cleanwashing, 114–15, 156, 194, 217–18, 221
client-centered microfinance, 174
coffee, fair trade, 211–12
Coleman Foundation, 125
collaborations, cross-professional, 125, 246
commercial financing, 131
Committee for Democracy in Information Technology (CDI), 245
Committee on Community Engagement of the Centers for Disease Control Prevention, 290n13
communication, 52
communication skills, 119–20  
community benefits, 173. See also benefits  
community context, 52–53  
community development, 204–5  
community engagement model, 64–66, 68–69, 290n13  
community members, corporate social responsibility (CSR) and, 85t, 87  
community participation, 42, 155, 250, 281; indigenous technology creation (ITC) and, 181; poor consumers and, 164–66; private sustainable development (PSD) and, 181, 188. See also empowerment; indigenous participation  
comparative analysis, 6, 29, 31–32  
computers. See personal computers  
conceptual framework, 4  
conditions of success, 75–76; fair trade and, 213–14; private sustainable development (PSD) and, 192–93  
conflict models, 66–68  
consensual orientation, 237  
consumer needs, 164–66  
consumer-driven fair trade approach, 195–97. See also fair trade  
consumers: behavior of, 113; corporate social responsibility (CSR) and, 85t, 86–87, 101, 103–4, 232; ethical motivation of, 205–6, 208, 221; institutional, 104; poor, 164–66; role of, 10–11  
consumption patterns, responsible, 195, 274–77  
consumption-based products, 160  
control groups, 178  
corporate ethical training, 92–93, 291n1  
corporate ethics, 92, 93, 280  
corporate excess, 189–90  
corporate lobbyists, 106  
corporate officials, 101, 103, 105, 106–7. See also adversarial intermediaries  
corporate practice change, 82–89  
corporate responsibility classifications, 84–86  
corporate social responsibility (CSR), 34, 79–80, 121–22; behavioral dimensions, 82–89; beneficiaries and, 225t, 229; benefits and, 226t, 235–36; business skills and, 247; change agents and, 225t, 231; consumers and, 232, 275; corporations and, 233, 256–57; externally driven, 100–111; fair trade versus, 196, 201; historical perspective, 80–82; innovation and, 227t, 239; intermediaries and, 226t; internally driven, 89–100; internal leadership development process, 91f; internet as a tool for, 120–21; investors and, 232–33; limits of approach, 111–17; management and, 228t; measuring and monitoring, 117–19; participant involvement, 238; performance monitoring of, 256; political interactions and, 228t; scaling, 227t, 242; skills needed for, 119–20; social entrepreneurship (SE) and, 126–27; sustainability, 277t, 240, 248  
corporate target selection, 115–16  
corporations: fair trade and, 201, 209, 217–19; as intermediaries, 233; power of, 78–79, 122; social responsibility and, 16. See also globalization; multinational corporations  
cost of entry, 146  
cost of fair trade production, 214  
cost, short-term developmental, 166  
cost-benefit analysis, 117–18, 119  
coverage, unevenness of, 8  
creaming, 154, 188–89, 252–54  
creative destruction, 129  
creativity, 145, 244. See also innovation  
crisis remediation, 54–55, 55t  
cultural considerations, developmental success and, 192  
cultural difference, 24, 249. See also cultural sensitivity  
cultural sensitivity, 357–59, 271–74  
curriculum content, corporate social responsibility (CSR) and, 92–93, 94  
customer loyalty, 96–97, 113  
Dees, J. Gregory, 124  
deflection of attention, 156, 221. See also cleanwashing; greenwashing
democratic character, 155
democratic participation, 200
demographic need considerations, 45–46
demographic patterns, as a challenge to program sustainability, 14–15
developing world: fair trade in, 197; poverty in, 24–28; social problems of, 3. See also specific market-oriented approaches
development extent, fair trade, 196–97. See also reach; scaling
development process: bottom of the pyramid (BOP) development, 169f; corporate social responsibility (CSR), 91f, 96f, 101–7, 102f; fair trade, 202–4, 206, 207f; free market capitalism, 161; indigenous technology creation (ITC), 180–86, 184f; scaling and, 2.49; social entrepreneurship (SE), 136f
developmental failures, 148
differential focusing, 29
digital divide, 20
direct models, 62–64
direct practice social work, 33
distorted development, 12, 162
Doherty, B., 218–19
donors, 72–73, 142
double bottom line corporate social responsibility, 81, 95–99
Drayton, Bill, 131
Dulany, Peggy, 282
earned income ventures, 73
Echoing Green, 125
economic development, 2–3, 128. See also specific market-based models
economic downturn, 13–14
economic globalization. See globalization education indicators, 27
education, as a benefit, 57
education, entrepreneurial, 125–26
Edwards, Michael, 282, 283
effectiveness monitoring, 50
efficiency considerations, 270–71
employee concerns, corporate, 85t, 85–86
employee loyalty, 96–97
employment, 27. See also job creation
empowerment, client, 175, 178–79, 250–51, 271–74
enhanced security, 54, 55t
entrepreneurial education, 125–26
environmental degradation, 87–88
environmental factors, change model effectiveness and, 76
environmental sustainability, 59, 99, 206, 236; customer decision making and, 277
ethical leader approach, 92, 94–95, 112
ethical trade. See fair trade
ethical training, corporate, 92–93, 291n1
ethics, corporate, 92, 93
Europe, fair trade in, 196
evaluation, process and outcome, 73–74
examples. See case examples
existing organizations, as social entrepreneurship (SE), 134–35
expansion, program. See scaling
expansion decisions, 51
expertise, specialized, 2.46
exploitation, 162, 190
external advocates, 82
external corporate social responsibility (CSR), 100–111
external funding, 17–18. See also financing
external talent: financial, 73; technological, 75
externalities, 293n2
fair trade, 33, 68–69, 195, 202–4, 221–22; behavioral dynamics of, 204–6; beneficiaries, 225t, 229; benefits, 226t, 234; business skills and, 2.47; case examples, 209–12; change agents, 225t, 231; conditions of success, 213–14; consumer-driven approach, 195–97; corporations and, 233; historical development, 197–202; innovation and, 227t, 239; intermediaries, 226t, 233; management and, 228t; markets, 275–76; participant involvement, 237–38; performance monitoring of, 235; political development, 206–9; political interactions, 228t, 237; possibilities and limitations, 215–22; scaling, 227t, 2.42; skills needed
for, 212–13; sustainability, 227t, 240, 248. See also free trade certification; socially responsible consumption
fair trade certification, 199–201, 204, 219
fair trade movement, 195, 197, 198, 201, 208, 218, 219–20
fair trade towns, 202
Fair Trade USA, 219
Fairtrade Labeling Organizations International (FLO), 200, 202
feedback loops, 36f, 40
field partners, 142
financial capital, 55t, 56
financial need considerations, 45
financing, 72–73; commercial, 131; community engagement model, 64, 66; direct model, 64; external, 17–18; governmental, 17–18, 146–47; innovative strategies for, 143–44, 149–50; limited, 146; market-oriented, 149–50; micro-, 139, 142; operational, 19–20; social entrepreneurship (SE) and, 143–44
fiscal sustainability, 240, 252
Fisher, Martin, 186
Flannery, Jessica, 141
Flannery, Matt, 141
Follesdal, A., 11
Food and Agricultural Organizational of the United Nations, 27
for-profit social service agencies, 254–55
Fortune at the Bottom of the Pyramid
(Prahalad, 2005), 162
Foxconn Technology, 121
free market capitalism, 161–62
Friedman, Milton, 83
functioning, higher levels of, 56–57
funding. See financing
funding agents, 66
fundraising, 72, 143. See also financing
Gates, Bill, 22
gender conflict, 179
general framework for social change approaches, 35–40, 36f. See also social change approaches
geographic delivery area, 51
geographic linking, 19–20
Gill, R., 110–11
Global Philanthropists Circle, 282
globalization, 14, 81. See also corporate social responsibility (CSR)
GoodWeave International, 205, 210
government contracts, 9, 263
government funding, 17–18
government ineffectiveness, market-oriented response to, 5
government officials, corporate social responsibility (CSR) and, 105, 106
government regulations, 8, 266–67; of corporations, 106; economic, 161
government spending, welfare and, 12–13
governments: alternatives to provision by, 16–24. See also market-based change approaches; economic development and, 161; fair trade and, 201–2; innovation and, 264–66; private sustainable development (PSD) and, 171; relations with market-oriented approaches, 8–9, 228t, 260–62; relations with the nonprofit sector, 17; social entrepreneurship (SE) and, 146–47; struggles of, 11–16; tension with social programs, 262–64. See also government contracting; government ineffectiveness; government provision; government regulations
Grameen Bank, 138–39, 160, 177
Grameen Phone, 245
grants, 73, 263
grassroots efforts, fair trade and, 199
Green, David, 143, 144, 246
greenwashing, 114–15, 156, 194
health expenditures, 14
health indicators, 26
Hindustan Level Ltd. (HLL), 170
human capital, 55t, 56–57
human capital theory, 30, 32
idea generation, 31, 36f, 37–38, 40, 41, 42–43
imaging. See branding
implementation process, 30–32, 36f, 37–40; social entrepreneurship (SE) and, 127, 128–32, 148. See also idea generation income improvement, 234–36 income inequality, 21–22 India: fair trade in, 210–11; microloans in, 143, 170, 178, 179 indigenous community development, 18, 250 indigenous participation. See community participation; empowerment, client indigenous producers, 200, 204 indigenous technology creation (ITC), 160–61, 180–81; behavioral logic of, 181–83; beneficiaries, 226t, 229; benefits, 225t, 230; conditions of success, 193; empowerment and, 250; innovation and, 227t, 238; intermediaries, 226t, 232; management and, 228t; participant involvement and, 237; political development, 183–84; political interactions and, 228t; scaling, 227t; strengths, 187; sustainability, 227t, 240; technology and, 292n3

individual interests, 152 individual level change, 38–39 ineffective intervention, 50–51 information outlets, 268–69 information technology, 18–21; distribution, 171; as human capital, 57; wealth generation and, 22. See also technology, new infrastructural development, 55t, 59 infrastructure, public health, 26 infrastructure, service delivery and, 15–16 initial engagement, corporate social responsibility (CSR), 103 innovating for social purposes, 129, 131 innovation, 227t, 238–39, 244, 268–69; in financing, 143–44, 149–50; governments and, 264–66; social entrepreneurship (SE) and, 133t, 133–34, 135. See also specific market-based change approaches innovative new service efforts, 138–40 innovative skill-sets, 23 institutional consumers, 104 institutional investment employees, 109 intended outcomes. See outcome goals interests, individual, 152 intermediaries, 34, 35, 226t, 231–33; adversarial, 68; corporate social responsibility (CSR) and, 101; organizational skills of, 120; roles in political development approaches, 62–69 intermediary models, 79 internally driven corporate social responsibility (CSR) approaches, 89–100, 112 International Development Enterprises (IDE), 185 international influence, 15 Internet: corporate social responsibility (CSR) and, 120–21; social entrepreneurship (SE) and, 141–42 intervention, ineffective late-stage, 50–51 intervention points, 49–51 investigators, 38 investment-oriented approaches, 108–9 investor philanthropists, 23–24 investors: corporate social responsibility (CSR), 108–9; individual, 232–33. See also investor philanthropists irrigation pumps, 185, 186 job creation, 167, 168–69, 189, 235 job training, 265 Karnani, A., 190 Ka-shing, Li, 22 Kauffman Foundation, 125 Kendall, B. E., 110–11 Khosa, Victoria, 139–40, 264–65 KickStart, 183, 185–86 Kinder, Lydenberg, Domini Research and Analytics (KLD), 108–9 Kiva, 141–42 Kuriyan, R., 171 Leclair, M. S., 217 limitations: of fair trade, 215–221; of market-based approaches, 251–60; of private sustainable development (PSD), 168–90; of social entrepreneurship (SE), 150–57
linkages across disciplines, 246
literacy, 27, 57
lobbyists, 106
logic models, 30, 44, 45–60, 70–76, 288n9.
See also political development approaches
lowest income markets, 164
lung cancer, 49

macro level change approaches, 59
macroeconomic policy, fair trade network
versus, 220
mainstreaming, 201, 218, 220
management, 228t, 242–43. See also specific
market-based approaches
market penetration, 215–16
market signals, 155–56
market-based change approaches: benefits
delivered, 234t, 234–36. See also benefits;
broadest perspective of, 277–84; change agents, 230–31. See also change agents; comparisons, 224–29, 225–28t; government relations with, 8–9; innovation and, 238–39. See also innovation; intermediaries, 231–33. See also intermediaries; management and, 2.42–43; political intervention and, 236–38; rationale for, 5–7; scaling and, 241–42. See also scaling; sustainability and, 239–40. See also sustainability. See also corporate social responsibility (CSR); fair trade; private sustainable development (PSD); social change approaches; social entrepreneurship (SE)
marketing, 72; corporate social responsibility (CSR) and, 99; fair trade and, 203–4, 214
market-oriented financing, 149–50
markets, 164, 274–78. See also consumers
Martin, R. L., 127
masters of business administration (MBA), 270
Max Havelaar Foundation, 200
media attention: corporate social responsibility (CSR) and, 120–21; social entrepreneurship (SE) and, 147
media representatives, corporate social responsibility (CSR) and, 105–6
Mennonite Church, 198, 209–10
merit, benefits based on, 46–47
Micheletti, M., 11
micro level change approaches, 59
microenterprise development, 56, 138–39,
160, 172–74, 176f; behavioral logic of, 171–75; beneficiaries, 225t, 229; benefits, 226t, 234–35; case examples, 179–80; change agents, 191, 225t; conditions of success, 192; effectiveness, 176–79; innovation and, 227t; intermediaries, 226t, 232; management and, 228t; participant involvement, 237; political development of, 175–76; political interactions and, 228t; research findings on, 176–79; scaling, 227t; strengths, 187; sustainability, 227t; weakness of, 189. See also microfinancing
microfinance organizations, 138–39, 141–42. See also microfinancing
microfinancing, 139, 142, 172; case examples, 179–80; client-centered, 174. See also microenterprise development
microloans. See microfinance organizations; microfinancing
Millennium Development Goals, 25
mistreatment, as a meritorious criterion, 46–47
mixed approach models, 68–69
models. See market-based change approaches
monitoring, corporate social responsibility (CSR), 113–14, 117–19. See also effectiveness monitoring
monitoring performance, 255–57
Moon, Nick, 186
multinational corporations, 16
mutual funds, 109
need prioritization, 154–55, 252. See also
creaming
needs assessment, 43, 184, 273
need visibility, 20–21, 45–46
negotiation skills, 120
neoliberalism, 219–20, 261
Nepal, fair trade in, 210–11
Nestle Corporation, 218
New Heroes, The, 143
Newman, Penny, 218
Nike Corporation, 82
non-governmental organizations (NGOs), international, rise of, 16–18
nonprofit manufacturing facility, 143
nonprofit organizations: fair trade and, 206–7; as field partners, 142; social entrepreneurship (SE) and, 142; view of, 280
nonprofit revenue streams, 131
nonprofit sector, 16–18
North America, fair trade in, 196
nutritional availability, 27
online donations, 142
operational funding, 19–20. See also financing
organizational skills, intermediary, 120
organizational venues, 70
Osberg, S., 127
outcome goals, 43–44, 55t; bottom of the pyramid (BOP) development and, 169f; corporate social responsibility (CSR) and, 91f, 96f, 102f; fair trade and, 207f; indigenous technology creation (ITC) and, 184f; social entrepreneurship (SE) and, 136f
outcome-oriented evaluations, 73–74
Oxfam shops, 198
Page, Larry, 22
participant investment, 10
participant involvement, 42, 64–66, 155, 237–38, 250, 281; indigenous technology creation (ITC) and, 181; poor consumers and, 164–66; private sustainable development (PSD) and, 181, 188
participation, 41–42
participatory benefits, 44. See also benefits participatory change, 286n2. See also indigenous participation; community involvement
paternalism, 156
pattern setting, 88, 133t
“paying for performance,” 266
personal computers, 18, 245
philanthrocapitalism, 156, 285n1
Philanthrocapitalism: how Giving Can Save the World (Bishop & Green, 2009), 281
philanthropic initiatives, 63
philanthropic networks, 283–84
philanthropists, 22–24
Philip Morris, 115
philosophical orientation, 35
platforms for social issue awareness, 20–21
Polak, P., 181, 183–84, 185, 273
political capital, 55t, 58
political consumerism, 10–11
political development, 60–62; of bottom of the pyramid (BOP) initiatives, 169–70; community engagement and, 64–66; conflict models, 66–68; of corporate social responsibility (CSR) approaches, 89–100; direct models, 62–64; fair trade and, 206–9; of indigenous technology creation (ITC) and, 183–84; of microenterprise initiatives and, 175–76; mixed approaches to, 68–69; strategy evolution of, 69–70
political instincts, 120
political interactions, market-based change models and, 228t, 236–38
political logic, 31
political rights, 27
political strategy evolution, 69–70
politics of change, 36f, 39, 40, 60–70. See also change
poor consumers, 164–66. See also private sustainable development (PSD)
poor farmers, 181
positive reinforcement corporate social responsibility (CSR), 107–8
positive reinforcement in pressure-based initiatives, 107–8
poverty rates, 3
poverty: developed world, 285–286n3; developing world, 24–28
Prahalad, C. K., 162–65
pressure-based approaches, advanced, 109–10
pressure-driven corporate social responsibility (CSR). See external corporate
social responsibility (CSR); pressure-driven development process
pressure-driven development process, 101–7, 102f; challenges of, 113–16; examples of, 110–11. See also external corporate social responsibility (CSR)
prevention, disease, 289n11
price points, 182–83
price premiums, 213–14
pricing, benefit, 252
pricing strategies, 170
private consumers, 104
private global development, 161–62
private sustainable development (PSD), 42, 159–61, 193–94; beneficiaries, 225t; benefits, 226f, 234–35; bottom of the pyramid development as, 162–72, 169f; change agents, 226f, 230–31; conditions for success, 192–93; creaming, 254; indigenous technology creation, 180, 181f; innovation, 227t, 238–39; intermediaries, 226f; limitations of, 168–90; management and, 228t; microenterprise development as, 172–80, 176f; performance monitoring of, 256; political interactions and, 228t; privatization of social services, 15; profit making, 161–62; scaling, 227t, 241; skills needed for, 190–92; strengths of, 186–88; sustainability, 227t. See also bottom of the pyramid (BOP) development; indigenous technology creation (ITC)
problem analysis, 43
product development: functionality and, 187; indigenous technology creation (ITC) and, 184; poor consumers and, 164, 165–66
product distribution, 191, 208
production: cost, 214; bottom of the pyramid development and, 169–70; fair trade standards and, 200–201, 202; sustainable, 203–4
productive capacity, 160–61. See also indigenous technology creation (ITC)
profit making, 130–31, 159–62. See also private sustainable development (PSD); profit maximizing strategies
profit maximizing strategies, 95. See also strategic corporate social responsibility (CSR)
profits, service provision versus, 252–55
program developers, tension between government and, 262–64
program performance. See monitoring performance
progress indicators, 25
protests, 19–20
psychic benefits of consumerism, 86–87, 275
public concessions, 115
public health infrastructure, 26
public image, corporate, 82
purchasing, 183
quality of life, 87, 168
radical mainstreaming, 219
rating systems, 256
raw materials, 98
Ray, I., 171
reach, 8, 152–53; of fair trade, 196–97; geographic, 260
related professional programs, 186n4
remote benefit delivery systems, 52
repayment rates, 177
resources: government control of, 9, 260; political development approaches and, 61; pressure-driven corporate social responsibility (CSR) and, 113, 114, 118
retailers, fair trade, 201
revenue-generation, 130–31. See also financing
risk taking, 145
Rockefeller, David, 282
Royal Dutch Shell, 82
“rules of the game,” 266–67
scalability. See scaling
scaling, 227t, 241–42, 248–50, 259–60; fair trade and, 215–16; governments and, 264–65 microenterprises and, 173; private sustainable development (PSD) and, 183; social entrepreneurship (SE) and, 131, 134, 141–42, 153–54
Downloaded from cupola.columbia.edu
Schwab Foundation Social Entrepreneurship, 125, 263
screening criteria, microenterprise, 173–74
self-help initiatives, 63
self-promotion, 256–57. See also cleanwashing; greenwashing
self-sustainability, 42. See also sustainability
service provision, profits versus, 252
Sierra Club, 130–31
skill development, 56–57
Skoll, Jeff, 125
SKS Microfinance, 179–80
social businesses, 132
social capital, 55t, 57–58
social change agents, 33. See also change agents
social change approaches: change dynamics, 44–60, 70–75. See also change; conditions receptive to success, 75–76; construction and assessment issues, 30–33, 41–43, 76–77; general framework for, 35–40; outcome goals, 43–44; political development approaches and strategies, 60–70; social entrepreneurship (SE) as a, 144–57; terminology, 33–35
social change processes, 33
social development, 2–3
social development approaches. See corporate social responsibility (CSR); fair trade; market-based change models; private sustainable development (PSD); social entrepreneurship
social entrepreneurship (SE), 32, 123–24, 157–58; beneficiaries, 225t, 229–30; benefits, 226t, 234; change agents, 225t, 230; case examples, 137–44; creaming and, 254; cultural sensitivity and, 258; definition difficulty, 127–36, 133t; factors of success, 144–47; historical development of, 12.4–27; indigenous technology creation (ITC) versus, 180; innovation in, 41, 43, 227t, 238; intermediaries, 226t; limitations of, 150–57; management and, 228t, 243; participant involvement, 238; performance monitoring of, 256; political interactions and, 136f, 136–37, 228t; strengths of, 147–50; scaling, 227t, 241; sustainability, 227t; technology and, 245
social environments, and benefit delivery, 52–53
social image, social entrepreneur, 156
social interaction skills, 257–59
social intervention, 63
social justice, 250–51
social mission, 132, 133t, 135
social problems, 20–21, 38–39
social provision, demand for, 15
social rights, 27
social sciences, 286n4
Social Security system, 46
social values, 129–30, 154
socially conscious investing, 108–9
socially responsible consumption, 195, 274–77
societal involvement. See community participation
South Africa, 109
spatial decision making, 51–52
staff, 72
stakeholders, 39, 137
start-up ventures, social entrepreneurial, 134–35, 136, 145–46
Stolle, D., 11
strategic corporate social responsibility (CSR), 95–100, 96f, 112–13
strengths: of market-based models, 243–51; of private sustainable development (PSD), 186–88; of social entrepreneurship (SE), 147–50
structural development features, 34
student training, 244
subsidization, 162, 171
substance of change, 53–59
sustainability, 227t, 239–40, 247–48, 276; fiscal, 240; private sustainable development (PSD) and, 182, 188
sustainable economic development, 128
sustainable production, 203–4
Tallontire, A., 199
target groups, 34, 45–48, 287n4; corporations as, 115–16. See also beneficiaries
targeting effectiveness, 50, 152, 154, 260.
See also effectiveness monitoring
technical assistance, 174, 205
technology specialists, 75
technology, 269–71; access to, 20; agricultural, 181, 182, 183, 185; business of change and, 74–75; incorporation, 245; service provision and, 18–21; social entrepreneurship (SE) and, 125, 141–42, 145–46. See also information technology; Internet
Ten Thousand Villages project, 198, 209–10
terminology, 33–35
theories of the dynamics of change, 44–60, 70–76. See also political development approaches
timing of benefits, 49–51
top of the pyramid production, 163
top-down charity, 282–83
Toyama, K., 171
Tranchell, S., 218–19
transaction costs, 72
TransFair USA, 201
transnational corporations, 78. See also corporations
transportation, 59
triple bottom line corporate social responsibility, 81, 95–99
Turner, Ted, 22
underlying philosophy, 35
“understand your market,” 147–49
unevenness of coverage, 8
United Kingdom, fair trade in, 201–2
United Nations, 25
United States, fair trade in, 196, 202
UnLtd, 125
United States Aid for International Development Agency (USAID), 17–18
unpredictable substantive content, 152
UPS, 94–95
Venkataswamy, Govindappa, 143–44, 246
venues of change, 51–53
virtual benefit delivery systems, 52
voluntary provision, disadvantages of, 8, 154–55
voting rights, 58
voting with purchases, 11
Walmart, 87, 164, 201
watchdog organizations, 118
Wealth and Giving Forum, 282
wealthy individuals, social issues and, 125
welfare state, 12–13, 13–16, 261, 266
women, empowerment of, 175, 178–79
world challenges, 25–26
Yunus, Muhammad, 123, 138–39, 160