



African Social Enterprise Workshop – 4th Edition

Business model innovations of waste social enterprises in Lagos:

Principles and lessons

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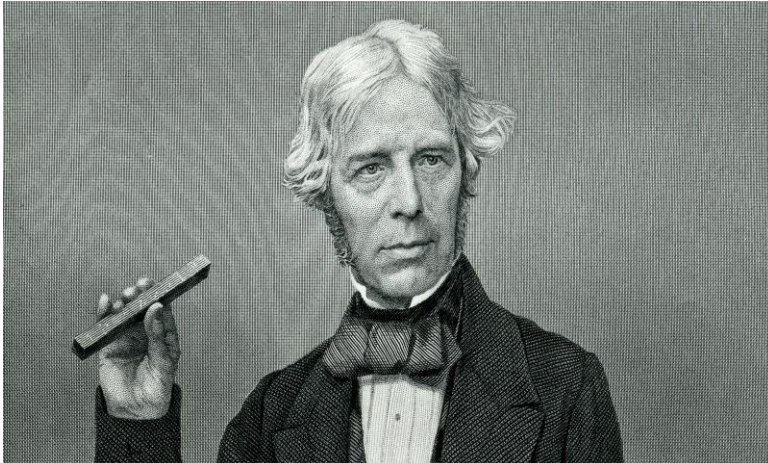
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Innovation, not invention

Inventors



the electric motor

Michael Faraday (born Sept. 22, 1791) was a British physicist and chemist who is best known for his discoveries of electromagnetic induction and of the laws of electrolysis. His biggest breakthrough in electricity was his invention of **the electric motor**. 28 Oct 2020

<https://www.thoughtco.com/michael-faraday-inventor-4...>

[Michael Faraday, Inventor of the Electric Motor -](#)



Nikola Tesla

Inventor

Nikola Tesla was a Serbian-American inventor, electrical engineer, mechanical engineer, and futurist best known for his contributions to the design of the modern alternating current electricity supply system.

[Wikipedia](#)

Born: 10 July 1856, Smiljan, Croatia

Died: 7 January 1943, The New Yorker Hotel, New York, United States

Innovator

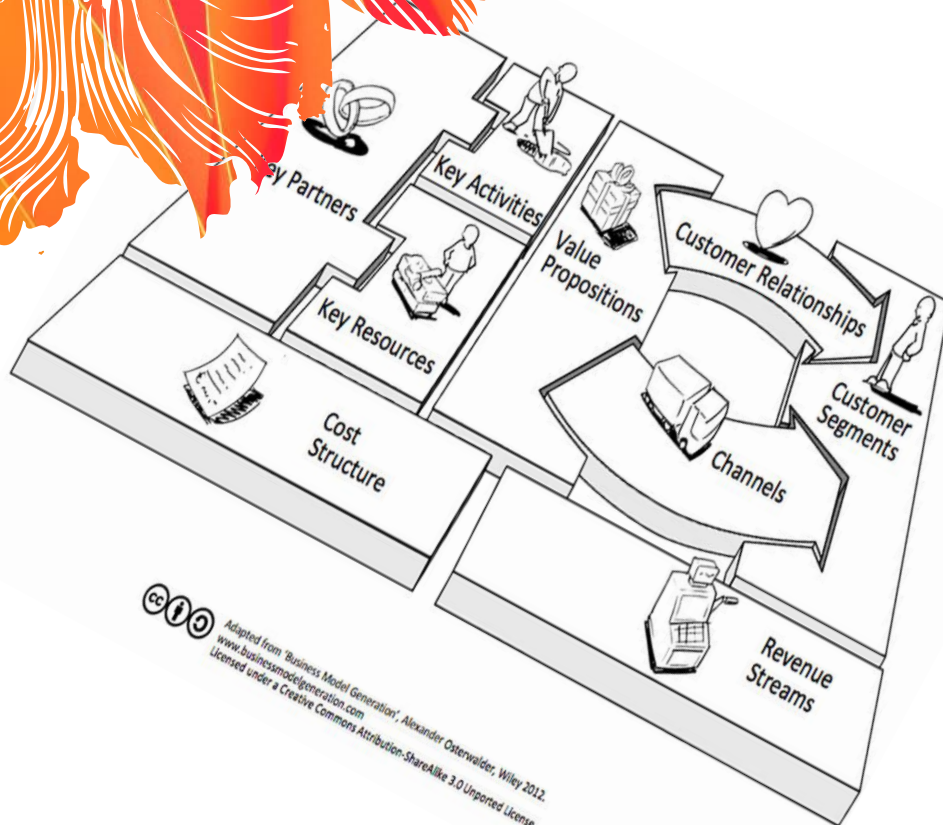


<https://www.thehenryford.org/stories-of-innovation>

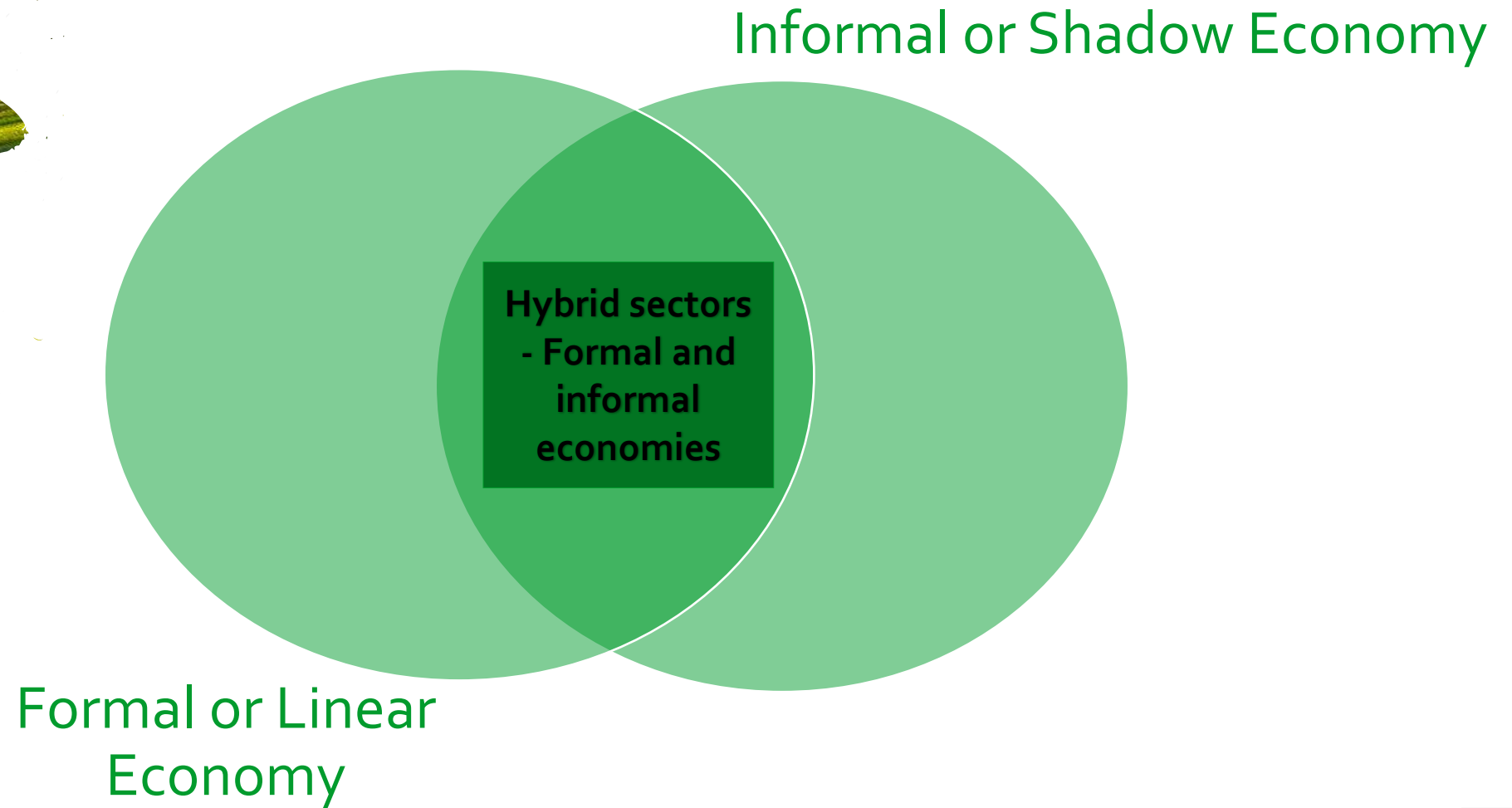
[Elon Musk - Visionaries on Innovation - The Henry Ford](#)

Watch the complete interview with **Elon Musk** to learn what makes him a visionary and innovator. Check out the additional resources to learn more.

Innovation can take place at any part of a business model.



Existing commercial models



Background

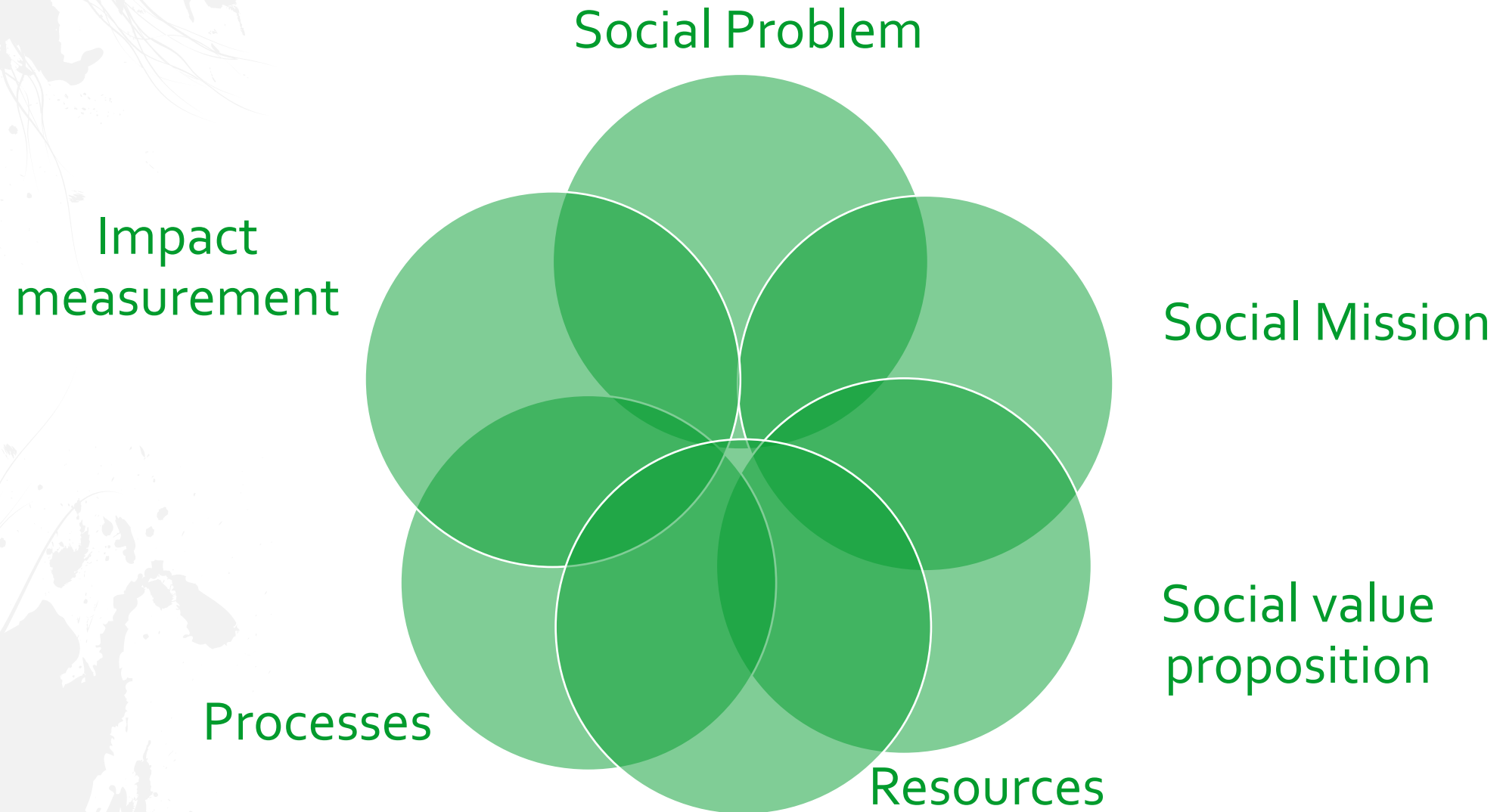
Engaged with 9 social enterprises in Lagos involved in waste recycling, upcycling, clean-up and advocacy practices.

Information about the 9 case studies

- » Established business models that has been scaled locally and internationally.
- » Their business models have attracted well-known backers such as the Steve Case Foundation, with one of the social enterprise winning a €200,000 grant funding at The King Baudouin African Development Prize for 2018-2019.
- » They all have local and global media recognitions from organizations such as Reuters, CNN's African Start-Up, The Economist, Aljazeera, Marie Claire Magazine, New African Woman.
- » They have won awards such as Sustania awards, Tech Awards, SEIF Award for Social Entrepreneurship, Coca Cola Foundation Awards, Open Mic Africa Summit Award etc.
- » Their partners ranges from the US Consulate, Mastercard Foundation, Coca Cola, The Tony Elumelu Foundation, Oracle, DHL, MIT, Ford Foundation etc.



Six areas to innovate your business models



Social Problem

What is the problem
you are trying to solve?

Interconnections among social problems
as spaces for innovation.

*Example: Problems of poverty and unemployment with
the problem of waste pollution.*

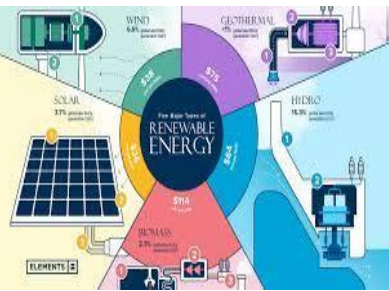


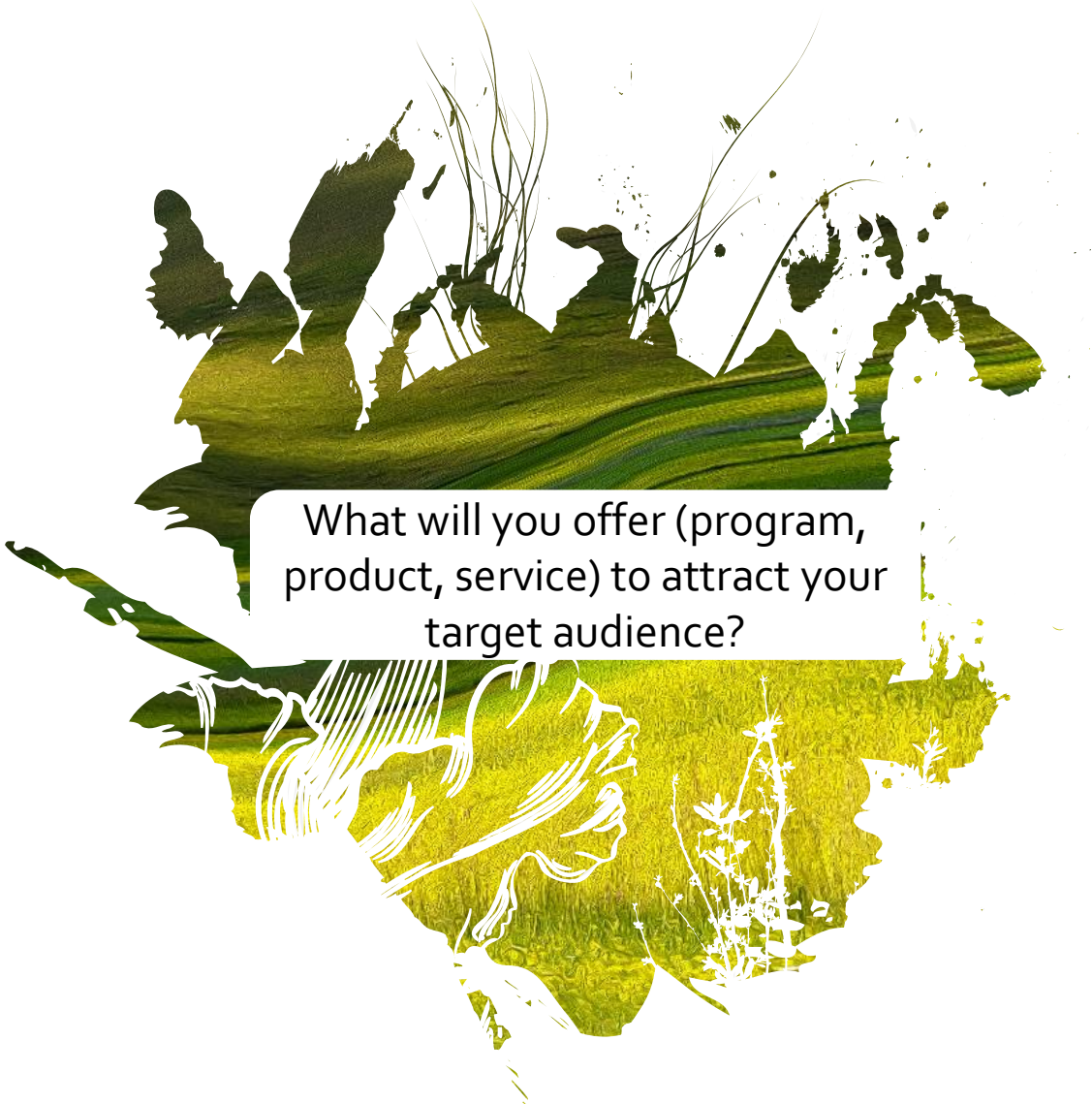
Social Mission

What do you want to do about the problem?

Alignment with local and global sustainability themes and movements.

Example: Engaging households to recycle waste to achieve a circular economy in Lagos and Nigeria.



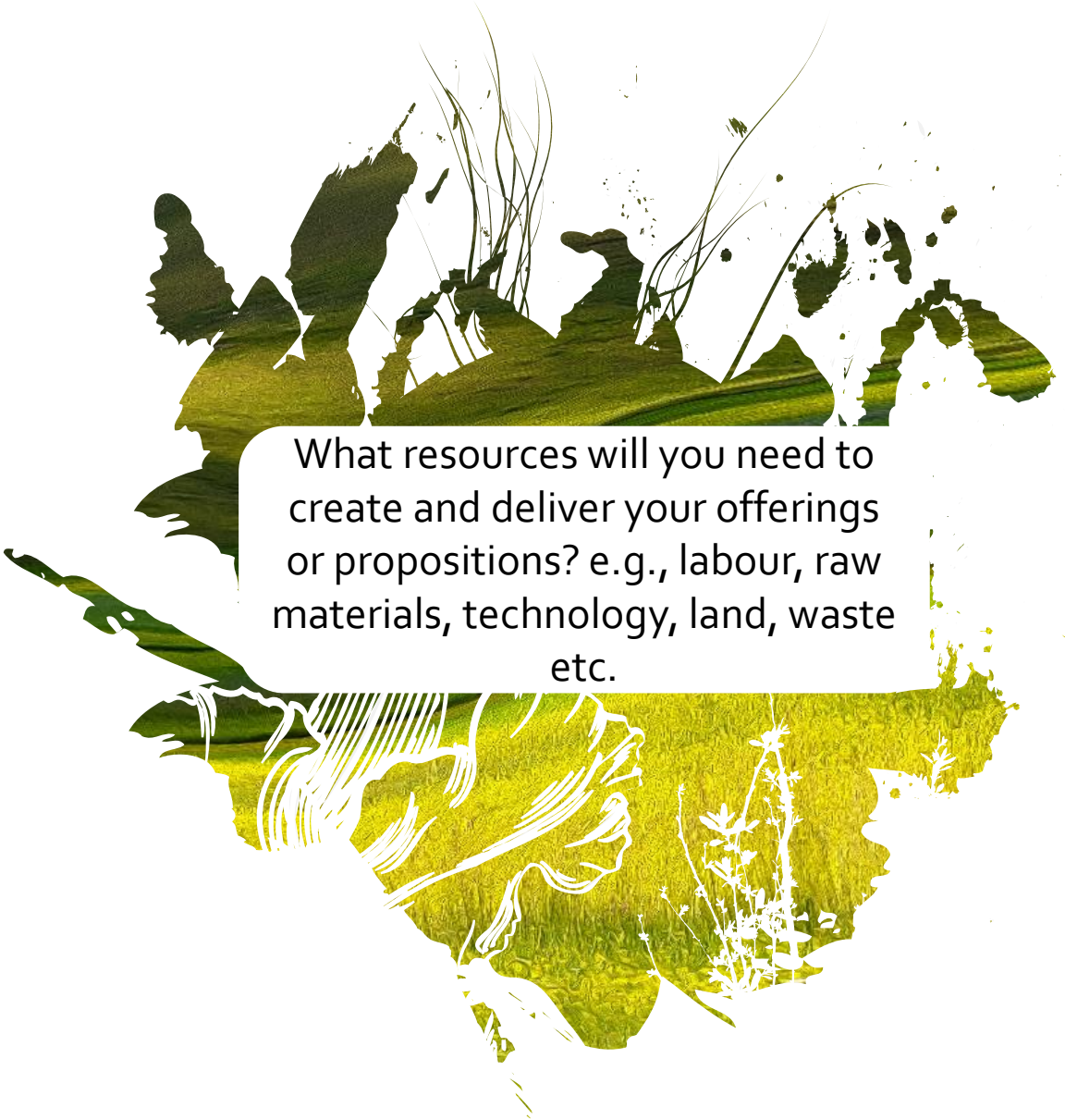
An abstract graphic on the left side of the slide, featuring various shades of green and yellow brushstrokes and splatters. The strokes are thick and expressive, creating a textured, organic shape. A white rectangular box with rounded corners is overlaid on the center of this graphic.

What will you offer (program, product, service) to attract your target audience?

Social Value Proposition

Altering of existing products and services.

Example: Informal waste collection services and monthly environmental sanitation program



What resources will you need to create and deliver your offerings or propositions? e.g., labour, raw materials, technology, land, waste etc.

Resources

Identification of discarded, underused, neglected or abandoned resources as arenas for innovation.


Example: discarded plastics, family house or property, bicycles, informal waste pickers, unemployed youths and elderly women etc.



Processes

Exploiting opportunities for efficiency and fun in existing practices.

Example: waste clean-up activities and reward ceremonies.

An abstract graphic on the left side of the slide, composed of various green and yellow brushstrokes and splatters. The strokes are thick and expressive, creating a layered, organic feel. Some strokes are horizontal, while others are vertical or diagonal, overlapping each other. The colors range from a deep forest green to a bright, almost white yellow.

How will you determine the impact
of your program, product or
service?

Impact measurement

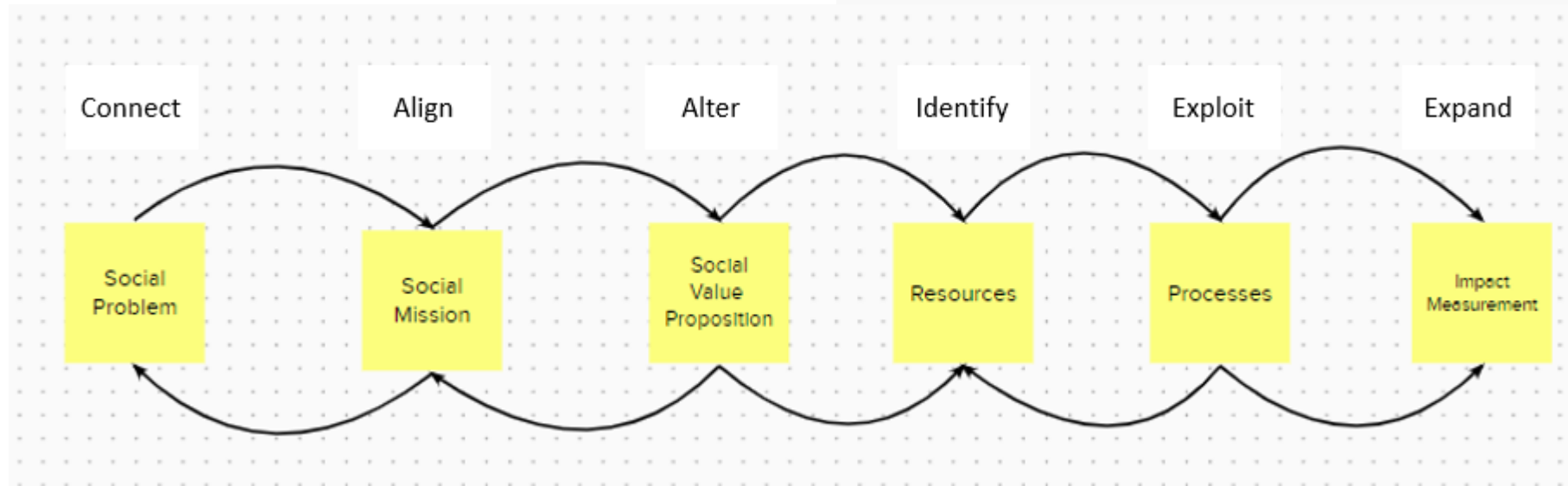
Expansion of indicators.

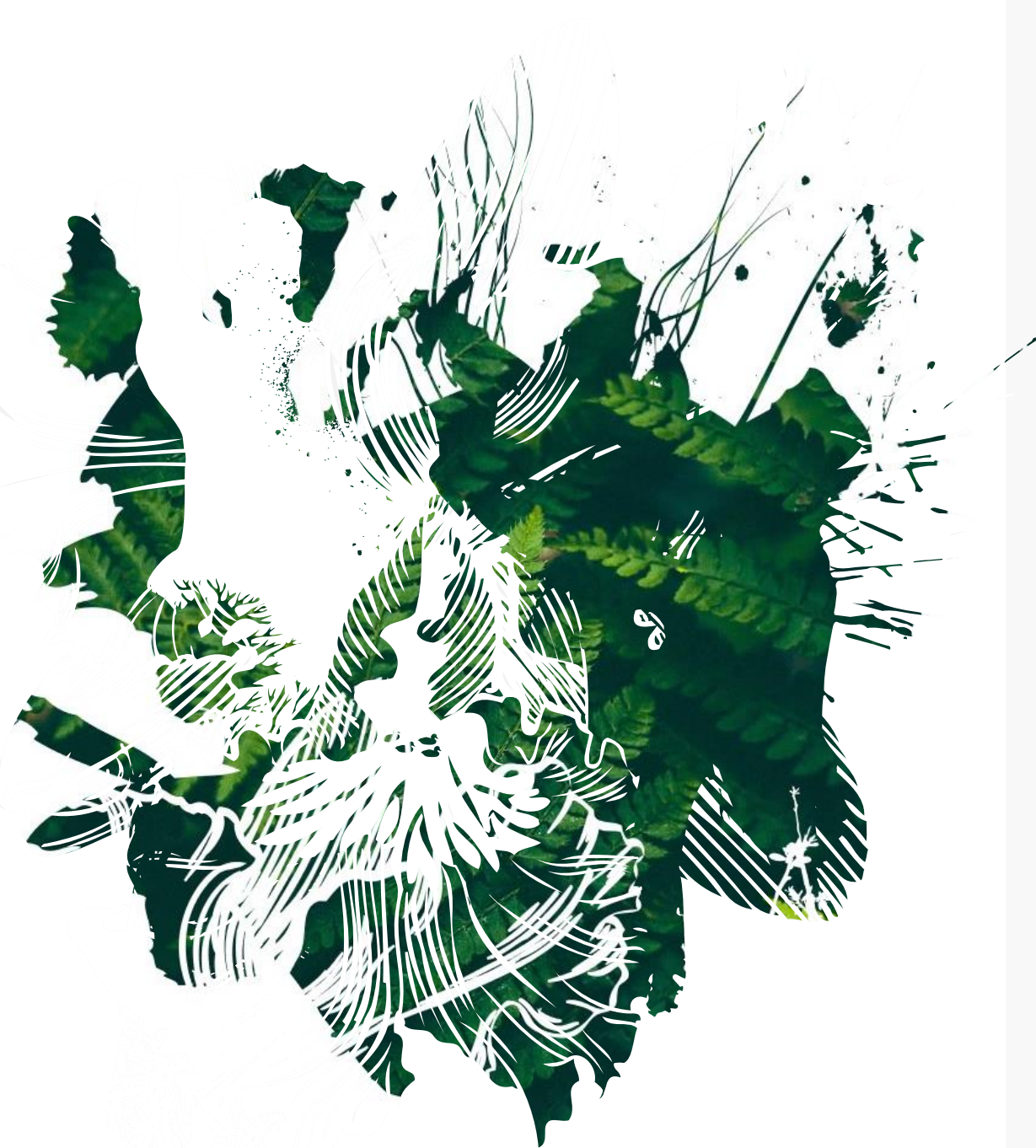
Example: Revenue from sales and cost of collection and processing; volume of waste removed from environment per month/ quarter/ year; total amount of reward to households.



All six areas for sustainable business model innovation are interconnected.


Changes made to one component part affects the others.





Key qualities necessary for innovation:

- Your passion or drive
- Your background or prior experience (professional, educational or familial).
- Your research or knowledge of the context and issues



“What good is an idea if it remains an idea? Try. Experiment. Fail. Try again. Change the world.”

Simon Sinek (born 1973), Author, motivational-consultant

“There’s a way to do it better. Find it.”

Thomas Edison (1847 - 1931), Inventor

Thank you.

Questions please.

