

Centre for Business in Society Seminar Series

Wednesday 22nd October 4-6pm, Jaguar Building - JA115

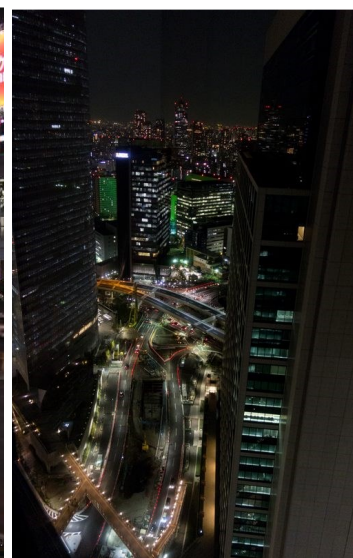
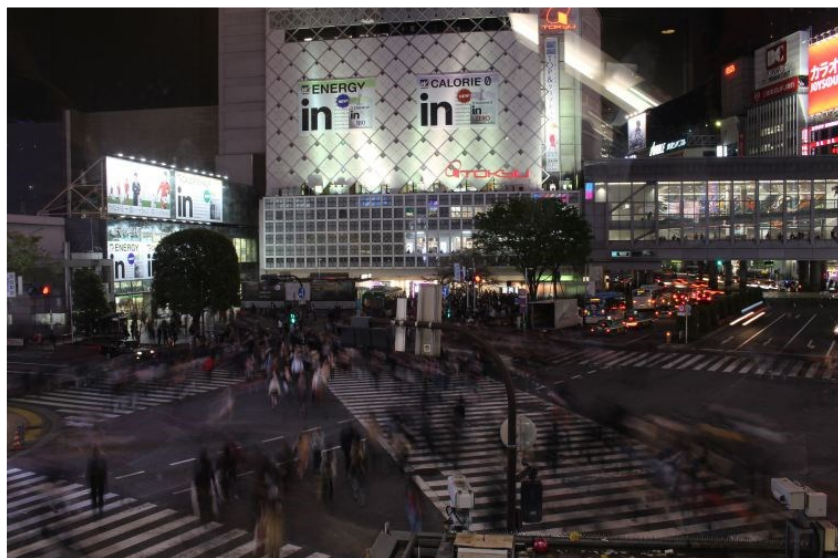
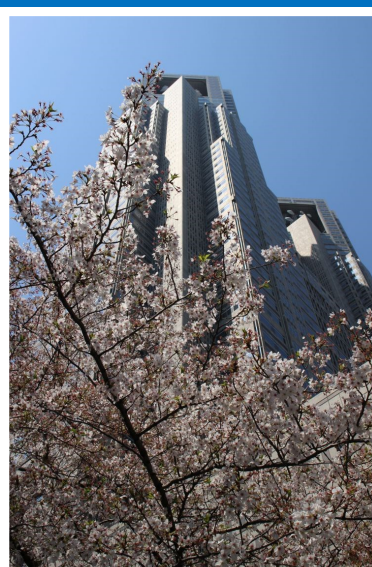
Social Entrepreneurship and Social Innovation in Japan: A Multi-Stakeholder Perspective

Prof. Kanji Tanimoto

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Professor at Freie Universität,
Berlin and President of the
Japanese Forum of Business
and Society

This seminar explores the process of how social innovation is created and diffused. Recently there has been significant research about social entrepreneurs and social innovation. Much research focuses on entrepreneurs' activities. However most social innovation is not created by a single entrepreneur (producer) but in collaboration with related stakeholders including customers, civil society organisations, local businesses and researchers.

This seminar seeks to clarify this process through a case study of 'Space-Huu', an environmental NGO in Japan. They have introduced the first rental reusable -cup/dishes business in Japan. This is called a "derivative innovation" which introduces an innovation produced in the area into another area. The social entrepreneur co-creates a unique system with a variety of stakeholders and obtains various resources from them in tackling social issues. I present a new perspective for the analysis of social innovation from the viewpoint of multiple-stakeholders.



Booking is essential.

Please email n.boyle@coventry.ac.uk
to secure a place.