

伊波報告要旨（本人からの提出内容・貼り付け）

論題 How could Social Business be Successful in Africa?

Traditionally, corporate businesses focus solely on economic profit and growth, no matter the environmental or social repercussions they may have on their community. Due to this never-ending quest for financial gain, numerous social, political, economic and ecological problems have emerged over the 20th century, problems that remain unsolved after decades. Examples of these issues include terrorism, global warming, nuclear weapons, and third world debt. Yet with the communication era came an increase in awareness towards global social problems. In order to counter these issues, a new wave of businesses, called social businesses, has made its way into the economic scene. The term social business was first coined by Nobel Peace Prize laureate Muhammad Yunus. Yunus made numerous explanatory statements defining the goals and intentions of social business. Yunus defined a social business's mode of operating as follows:

? Business objective will be to overcome poverty, or one or more problems (such as education, health, technology access, and environment) which threaten people and society.

? Financial and economic sustainability.

? Investors get back their investment amount only. No dividend is given beyond investment money.

? When investment amount is paid back, company profit stays with the company for expansion and improvement.

? Gender sensitive and environmentally conscious.

? Workforce gets market wage with better working conditions.

? Do it with joy.

A social business must be non-profit, which means it must completely sacrifice financial reward and instead reinvest all economic gains into the objective of the company. In this

way, sustainability is the key indicator of a successful social enterprise or business. What is more, a social business must be financially self-sufficient; it does not depend on charity or donations but rather on investment funds. Because of these two key elements, many problems emerge in the social business world, such as issues with raising capital or debt repayment.

This research will seek to outline the main issues social businesses face today by focusing on the region of Africa. The African continent is a major focus point for non-profit organizations due to the numerous global issues it endures. These problems include poverty, hunger, education, health, human rights, natural disasters such as drought and earthquakes, and armed conflicts. Case studies of social businesses focusing their efforts in Africa will be used in order to determine what dilemmas surround social business in this region. After analyzing data from these case studies, recommendations for social businesses to increase their success rates in Africa will be made, and the future prospects of social business will be discussed and evaluated.