



SOCIAL ENTREPRENEURSHIP AND THE NGOs

Scope

In the scope of my master thesis in Business Administration, called "The influence of Youth organizations in the promotion of Social Entrepreneurship and development of Social Entrepreneurs", I created a questionnaire that intends to study the influence of AIESEC experience in your development as social entrepreneurs /change agents.

Methodology

The questions presented will be open questions, so feel free to write as much as you want. For this questionnaire I selected 6 persons on a National (Portugal) and international level, that in the opinion of the investigator represent cases of social entrepreneurs/ change agents and therefore they fit perfectly into the desired profile.

NOTE:

I understand that due to the fact that these are open questions that you will need some time to answer it, but if you are interested we can have a talk on Skype/internet/phone to take some questions or even to have the whole interview. Either way, I would be really grateful for your time and for your support.

QUESTIONNAIRE:

Therefore I would be pleased if you could answer to the following questionnaire:

1. Could you please tell me a little about yourself, (Name, Age, Hobbies, Studies background, etc)?

Name: Edyson dos Santos

Age: 35

Hobbies: Draw, cooking, walk with the dog, host friends and chat (always with a bottle of wine)

Studies Background: Information engineering, Professional Coaching and Linguistic Intelligence

2. Please tell me a little bit about your experiences in AIESEC (or through AIESEC) and which in your opinion were your highest moments?

- Work in AIESEC local comitte in Venezuela
- Work in AIESEC Peru (Director for education)
- Germany as a member of the AIESEC National Trainers Team
- External Relations Manager in AIESEC Equador
- Local president of AIESEC Caracas office in Venezuela
- President of the National office of Venezuela
- Vice President in the national AIESEC office of Macedonia
- President in the national AIESEC office of Macedonia
- Stream team of AIESEC International



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- Coordinator for African Countries, Middle East and North Africa region in the Global Office of AIESEC International.
- President of AIESEC International.

Powerful experiences

AIESEC Macedonia – Moving to a very different country with a completely different reality (even for me that I traveled around Europe and North America). The challenge of finding myself in the middle of a big mist of uncertainty and challenges and be able to step forward and accomplish the objectives.

Coordinator of AIESEC in Africa – they had a really bad situation and when I finish my mandate, was the first year they grew in terms of numbers (45%) , 10 full members countries (before was only 3) and 4 new expansions happening in the region. I discover that you need to melt with the country, in order for them to accept your opinions, as I was a white in a black country.

3. Could you please describe of what your current job is and what are your responsibilities?

Project Manager/CEO of a social venture called weekeego. This project was the dream of 2 AIESEC Portuguese alumni, that after a different experience in Mozambique where they experience living for a week with the local fisherman and participate on their daily activities they decided to apply the same context and make this experience available for many more people, creating value to the community which receives them and not only showing their reality but giving you the opportunity to participate in it. That is why we say “go local and dance with the world how it really is”.

My responsibility has been until now to build it from an idea written on paper to a reality. For the moment we have already 40 local destinations that are work of passion dreamers around the world that collaborate with us. This project have 5 phases and right now we are starting the phase 4.

4. Why did you decide to choose this field instead of a more traditional one?

As you can imagine, when I finish my term as president of AIESEC International I had a lot of different offers, but the true is that I'm not a corporate guy and I wanted to do some meaningful.

Through my network of friends, I had contact with this project opportunity and after they presented me this idea i just followed in love with it.



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5. How did your experience in AIESEC contributed for that decision?

Aiesec have been one of the major shappers of who i am today (and what made me take this decision).

I have been travelling already for 71 countries and you start being permeable to life through the interaction with so many different people in AIESEC that challenged all my beliefs.

6. What is for you social entrepreneurship?

You create a business that is sustainable but at the same creates development by helping the poorest people with what they really need.

7. What are in your opinion the main skills that social entrepreneur should have? (Please mention at least 4 different skills)

There are many ones that im not mentioning, as you can find them in any book about this topic.

Capacity to melt – especially if you are not from that culture you need to be able to melt with the culture in order to gain the respect and trust of the people.

Capacity to inspire – drive by example... make your words follow your actions.

Capacity to design – systematic thinking that allows u to put pieces together and connecting the dots; allows you to see the opportunities, obstacles and how do you twist situations in order to have a working system.

Capacity to explain the big picture with simple words – communication skills, be able to transmit a complex idea in simple words and with this be able to communicate with everyone.

I believe that Mkt skills, financial skills and so on are not essential as the social entrepreneur can arrange someone to do that kind of work.

8. Which of the skills mentioned before, did you had (or could had) the opportunity to develop through your participation in AIESEC? For each one, please also describe what you did or could have done (activity, action, responsibility, etc) to develop that skill.

The skills referred before come from my experience, and AIESEC defenitly help me develop all of them.



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Melting down – As mentioned before you have to be able to "dance their dances" and the experience in Equador and as Coordinator for Afrika provided me with this experience.

Capacity to inspire – through the experience in Africa and the need I had to make them believe that independently of where they are, they are able to accomplish the goals. As the skill mentioned before, I was put on the situation where i was required to do it. Also my my year as President of AIESEC International, helped me a lot as I had to be able to lead and inspire an organization with more than 30000 members (most of them doing voluntary work).

Capacity to design - Started when I was a kid, when my parents gave us (me and my sister) legos and that kind of games and also to the education I had I was able to developing this capacity to connect some points. AIESEC gave me the opportunity to put this in practice with real life and real cases.

Simple words – I always worked like this in AIESEC, as it always helped me to interact with different cultures. Is always important that you can reproduce the same idea in more simple words without changing the idea behind, instead of using complex terms that not all people understands.

Thank you very much for the time you took to answer this questionnaire.
Best Regards

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