

/ METHODOLOGY

SCOPE

The Thomson Reuters Foundation, the corporate charity of Thomson Reuters, the world's largest news and information provider, has conducted a survey in 45 of the world's biggest economies as ranked by the World Bank to find out which countries are creating the best environment for social entrepreneurs.

In 44 countries, we contacted 20 experts focused on social entrepreneurship: academics, social entrepreneurs, investors, policy-makers and support network staff. This sample size was deemed to be sufficient to provide statistically reliable data with a low margin of error. In one country, Iran, the Thomson Reuters Foundation was unable to guarantee the necessary sample of experts so Iran was dropped from the list.

The survey was carried out in collaboration with StarMine, a Thomson Reuters company specialised in models and analytics, and UnLtd, a UK-based foundation for social entrepreneurs, with sponsorship from Deutsche Bank.

POLLING METHOD

The questionnaire was drafted by the Thomson Reuters Foundation in collaboration with StarMine, UnLtd and Deutsche Bank.

The Thomson Reuters Foundation survey results were based on a minimum of 12 experts in each country.

Our list of experts was compiled with the assistance of UnLtd and in consultation with the major international social enterprise organisations as well as the key groups in each country in the survey. The list also reflected Google searches of the most prominent social entrepreneurs in each country and those most active on Twitter and other social media.

In total, 880 experts were surveyed with 619 responses, which corresponds to a response rate of 70 percent. Of the respondents, 48 percent were women.

SAMPLE SIZE AND RESPONDENTS

The Thomson Reuters Foundation conducted this survey online between June 9 and July 15, 2016. Those interviewed included academics, social entrepreneurs, investors, policy-makers and support network staff with a focus on social entrepreneurship.

The Foundation attempted to interview a broadly representative sample based on gender and area of expertise, whilst acknowledging the difficulties arising from researching a relatively new and developing field. In certain countries polled, the number of experts in the social entrepreneurship field was only just sufficient to provide a satisfactory pool of respondents. Access and quality of telecommunication systems, as well as language barriers, made some countries more accessible than others. For these reasons, no weighting has been applied to the figures.

About 50 percent of the respondents identified themselves as social entrepreneurs. The other half of survey respondents comprised of experts as defined above. This breakdown of respondents is an approximate estimate since respondents were allowed to select more than one option for their area of expertise.

CRITERIA FOR COUNTRY SELECTION

The latest available World Bank GDP ranking at the time of research was the 2014 edition.

The world's 45 largest economies were chosen.

The following is a list of countries polled in the order listed by the World Bank in terms of Gross Domestic Product:

| RANKING | ECONOMY | MILLIONS OF US DOLLARS |
|---------|----------------------|------------------------|
| 1 | United States | 17,419,000 |
| 2 | China | 10,354,832 |
| 3 | Japan | 4,601,461 |
| 4 | Germany | 3,868,291 |
| 5 | United Kingdom | 2,988,893 |
| 6 | France | 2,829,192 |
| 7 | Brazil | 2,346,076 |
| 8 | Italy | 2,141,161 |
| 9 | India | 2,048,517 |
| 10 | Russia | 1,860,598 |
| 11 | Canada | 1,785,387 |
| 12 | Australia | 1,454,675 |
| 13 | South Korea | 1,410,383 |
| 14 | Spain | 1,381,342 |
| 15 | Mexico | 1,294,690 |
| 16 | Indonesia | 888,538 |
| 17 | Netherlands | 879,319 |
| 18 | Turkey | 798,429 |
| 19 | Saudi Arabia | 746,249 |
| 20 | Switzerland | 701,037 |
| 21 | Sweden | 571,090 |
| 22 | Nigeria | 568,508 |
| 23 | Poland | 544,967 |
| 24 | Argentina | 537,660 |
| 25 | Belgium | 531,547 |
| 26 | Norway | 499,817 |
| 27 | Austria | 436,888 |
| 28 | Iran | 425,326 |
| 29 | Thailand | 404,824 |
| 30 | United Arab Emirates | 399,451 |
| 31 | Venezuela | 381,286 |
| 32 | Colombia | 377,740 |
| 33 | South Africa | 350,085 |
| 34 | Denmark | 342,362 |
| 35 | Malaysia | 338,104 |
| 36 | Singapore | 307,860 |
| 37 | Israel | 305,675 |
| 38 | Hong Kong | 290,896 |
| 39 | Egypt | 286,538 |
| 40 | Philippines | 284,777 |
| 41 | Finland | 272,217 |
| 42 | Chile | 258,062 |
| 43 | Ireland | 250,814 |
| 44 | Pakistan | 243,632 |
| 45 | Greece | 235,574 |

**Iran was dropped from the list due to an insufficient number of participants*

FURTHER EXCLUSIONS

The poll could not be conducted in Iran as the Thomson Reuters Foundation was unable to guarantee the necessary sample of experts.

DEFINITIONS

Social entrepreneur

For the purpose of the poll, we used the definition of social entrepreneur adopted by UnLtd.

“Social entrepreneurs are people who seek to solve social problems through entrepreneurial solutions”

https://unltd.org.uk/about_unltd/frequently-asked-questions-and-answers/

Expert

For the purpose of the poll, experts are academics, social entrepreneurs, investors, policy-makers and support network staff with a focus on social entrepreneurship.

ANALYSIS

For each country, we selected and analysed the first 12 responses in chronological order. Overall 528 responses were analysed. Twelve questions were taken into account for the overall ranking. These addressed the legal, economic, regulatory and cultural environment for social entrepreneurs

The expert survey

All questions were ranked using the Likert scale. A weighting was assigned to each answer with 5 standing for the best outcome.

1. CONDITIONS ARE FAVOURABLE FOR SOCIAL ENTREPRENEURS TO START AND GROW THEIR BUSINESSES

Strongly Agree: 5

Agree: 4

Neither: 3

Disagree: 2

Strongly disagree: 1

2. GOVERNMENT POLICY SUPPORTS SOCIAL ENTREPRENEURS

Strongly Agree: 5

Agree: 4

Neither: 3

Disagree: 2

Strongly disagree: 1

3. IT IS EASY FOR SOCIAL ENTREPRENEURS TO GET GRANT FUNDING

Strongly Agree: 5

Agree: 4

Neither: 3

Disagree: 2

Strongly disagree: 1

4. IT IS EASY FOR SOCIAL ENTREPRENEURS TO ACCESS INVESTMENT (DEBT AND/OR EQUITY)

Strongly Agree: 5
Agree: 4
Neither: 3
Disagree: 2
Strongly disagree: 1

5. SOCIAL ENTREPRENEURS CAN ACCESS THE NON-FINANCIAL SUPPORT THEY NEED (E.G. FINANCIAL, LEGAL AND TECHNICAL ADVICE; ACCESS TO MARKETS AND NETWORKS; COACHING, MENTORING AND TRAINING)

Strongly Agree: 5
Agree: 4
Neither: 3
Disagree: 2
Strongly disagree: 1

6. IT IS EASY FOR SOCIAL ENTREPRENEURS TO SELL TO GOVERNMENT

Strongly Agree: 5
Agree: 4
Neither: 3
Disagree: 2
Strongly disagree: 1

7. IT IS EASY FOR SOCIAL ENTREPRENEURS TO SELL TO BUSINESS

Strongly Agree: 5
Agree: 4
Neither: 3
Disagree: 2
Strongly disagree: 1

8. IT IS EASY FOR SOCIAL ENTREPRENEURS TO SELL TO THE PUBLIC

Strongly Agree: 5
Agree: 4
Neither: 3
Disagree: 2
Strongly disagree: 1

9. IT IS EASY FOR SOCIAL ENTREPRENEURS TO ATTRACT STAFF WITH THE REQUIRED SKILLS

Strongly Agree: 5
Agree: 4
Neither: 3
Disagree: 2
Strongly disagree: 1

10. THE GENERAL PUBLIC UNDERSTANDS WHAT SOCIAL ENTREPRENEURS DO

Strongly Agree: 5
Agree: 4
Neither: 3
Disagree: 2
Strongly disagree: 1

11. SOCIAL ENTREPRENEURS CAN MAKE A LIVING FROM THEIR WORK IN MY COUNTRY

Strongly Agree: 5
Agree: 4
Neither: 3
Disagree: 2
Strongly disagree: 1

12. SOCIAL ENTREPRENEURSHIP IS GAINING MOMENTUM

Strongly Agree: 5
Agree: 4
Neither: 3
Disagree: 2
Strongly disagree: 1

Two questions were taken into account for the rank of countries where women fare best as social entrepreneurs:

1. WOMEN ARE WELL REPRESENTED IN LEADERSHIP ROLES IN SOCIAL ENTERPRISES

Strongly Agree: 5
Agree: 4
Neither: 3
Disagree: 2
Strongly disagree: 1

2. WOMEN LEADING SOCIAL ENTERPRISES ARE PAID THE SAME AS MEN

Strongly Agree: 5
Agree: 4
Neither: 3
Disagree: 2
Strongly disagree: 1

For each question, the number of respondents who answered “Don’t Know/NA” was deducted from the initial respondents’ base number. We then used the new smaller base number to calculate the mean.

We calculated an average score per question in the case of each country. We then calculated the average score per country.

INDEXING THE SCORES

The first step was to create a scale from 0 - 100. All responses were re-scaled such that the countries that create the best possible environment for social entrepreneurs get a score of 100 and the lowest score possible is 0.

As such, a score of 100 would translate to everyone giving the country the top score (“strongly agree”) on every question. 75 = agree, 50 = neither, 25 = disagree, 0 = strongly disagree. The index was constructed in this way to provide a metric that was clear, straightforward to interpret, and easy to translate to qualitative descriptions of a friendly environment to social entrepreneurship.