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So that's what I do all day!

Presented by



Tim Jones, National Post

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This week's diarist is Tim Jones, the president of Artscape, a Toronto-based not-for-profit enterprise dedicated to culture-led regeneration and city-building through the arts. Artscape and its partners launch the Artscape Wychwood Barns on Thursday, with a public ceremony and open house starting at 3:30 p. m. Jones kept his diary last week.

I didn't fully understand what a social entrepreneur was until I was nominated to be one. I had heard of the social enterprise movement. I knew about a Canadian chapter of a group called Ashoka, which seemed to operate like a secret fellowship. Not being much of a joiner, I didn't pay much attention to it. Then, last year, one of Toronto's chief silo-busters, David Pecaut, hooked up with the Schwab Foundation to create the first Canadian Social Entrepreneurship Summit. This event culminated in Canada's social entrepreneur of the year award, an honour that was bestowed last year on my friend Geoff Cape from Evergreen.

The Schwab folks now promoting social entrepreneurship are the people who created the World Economic Forum in Davos. The traditional approach to solving what is wrong with the world has followed a familiar sequence: identify a need, raise the money to address it, build the capacity to respond, deliver the program to address the need. Social entrepreneurs, by contrast, are driven not just to serve the need; they are determined to solve the problem. When I got a nod for social entrepreneur of the year, I figured I had better get a handle on this new brand that had adopted me. I picked up a book by David Bornstein, auspiciously titled *How to Change the World: Social Entrepreneurs and the Power of New Ideas*, which is promoted as the bible for social entrepreneurs. After cracking open the book fearful of what pretentious baffle-gab might await, I was literally moved to tears. It documents story after story of people and organizations overcoming impossible odds, summoning creativity and innovation to effect change in the battles against poverty, illiteracy, disease and many other things.

Today I'm attending the second Social Entrepreneurship Summit. It will be a chance to celebrate Canadian trail-blazers within this growing global movement. Here's hoping we can find a new word for "maverick," as this word seems to have lost its meaning recently.

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