

/ METHODOLOGY

SCOPE

The Thomson Reuters Foundation, the corporate charity of Thomson Reuters, the world's largest news and information provider, 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 and how these conditions have changed since the inaugural global poll in 2016. The World Bank's list of the world's biggest economies from 2014 was again used to have a direct comparison.

In 43 countries, we contacted at least 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 two countries, Iran and Saudi Arabia, the Thomson Reuters Foundation was unable to guarantee the necessary sample of experts so both countries were dropped from the list.

The survey was carried out in collaboration with Thomson Reuters Labs, a Thomson Reuters company specialised in models and analytics, with sponsorship from Deutsche Bank.

POLLING METHOD

The questionnaire was drafted by the Thomson Reuters Foundation in collaboration with Deutsche Bank and the 12 questions on which the overall ranking was based were the same as used in 2016.

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

Our list of experts was compiled using the 2016 poll database, updated 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. We were unable to poll all previous respondents as many of them have since left their organisation or moved to other roles.

In total, around 900 experts were surveyed with 664 responses, which corresponds to a response rate of 74 percent. Of the respondents, 44 percent were women while 55 percent were men. Three of them identified as gender fluid, one as nonbinary and two as other/prefer not to say.

SAMPLE SIZE AND RESPONDENTS

The Thomson Reuters Foundation conducted this survey online and by phone between May 7 and July 30, 2019. 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 57 percent of the respondents identified themselves as social entrepreneurs. The remainder 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

In order to compare the collected data with the 2016 results, which were based on the 45 largest economies in the 2014 World Bank GDP ranking, the same countries were chosen, even though Greece and Venezuela have dropped from the latest rankings.

The following is a list of countries polled in the order listed by the World Bank in terms of Gross Domestic Product in its 2014 edition:

| 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 |

FURTHER EXCLUSIONS

The poll could not be conducted in Iran and Saudi Arabia 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, the leading provider of support to social entrepreneurs in and around the UK:

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

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

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, 516 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

Two questions were taken into account for the rank of countries where young people under 25 are playing a leading role as social entrepreneurs:

1. More young people aged under 25 are showing interest in working in social enterprises

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

2. The involvement of younger people is having a positive impact on the sector

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

Two questions were taken into account for the rank of countries on awareness of The United Nations' Sustainable Development Goals (SDGs):

1. The United Nations' Sustainable Development Goals (SDGs) have led to more interest in social enterprises

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

2. Social enterprises need to play a key role if the SDGs are to succeed by 2030

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 removed 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. At 95% confidence level, which is the most commonly used, the average margin of error for the main country scores was calculated at plus or minus 4.5 percentage points.

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.