

Mapping Online Social Economy Enterprises

Sherida Ryan
OISE/UT
Project # 30

Contact info:

sryan@oise.utoronto.ca

Date: May 1-2, 2008

Social Economy Centre



SOCIALECONOMY.UTORONTO.CA



Social Sciences and Humanities
Research Council of Canada

Conseil de recherches en
sciences humaines du Canada

Canada



ccrpés
CENTRE
CANADIEN DE RECHERCHE
PARTENARIALE EN ÉCONOMIE SOCIALE

cserp
CANADIAN
SOCIAL ECONOMY
RESEARCH PARTNERSHIPS

Introduction

□ Purpose of Study:

- Identify Ontario online organizations that meet broad definition of social economy enterprises
 - strong social mission
 - member or public orientation
 - voluntary participation
 - member engagement in democratic decision-making
- and that rely on the Internet to meet their primary organizational objectives

Background and Rationale

- ❑ The Internet is the fastest growing medium of social and economic activity
- ❑ Online nonprofits are rarely included in any mapping of the social economy sector
- ❑ Invisible, dark matter associations (Smith 2000)
- ❑ Understudied area in the context of the social economy

Project Methodology

Snowball Sampling

- Key informants
 - Networks
 - Online newsletters, forums
 - Radio Interview
- Search engines

Analysis of websites

Interviews (telephone, email) with members of five online organizations

Main Findings

- ❑ Identified 74 potential online social economy enterprises
- ❑ Main categories
 - Civil society, community development and health
- ❑ Five short case studies
 - Toronto SSP, Ontario Women's Health Network, TorontoTheBetter, DAWN, K-Net

Toronto Social Purchasing Portal



toronto
social purchasing portal

A partnership of the Learning Enrichment Foundation, Miziwe Bilk, and the Information Technology Association of Canada for Ontario.

What would you like to do?



Buy Goods & Services



Sell Goods & Services



Post a Job



Learn More about the
Social Purchasing Portal

The Social Purchasing Portal connects corporate purchasers and suppliers seeking to leverage their transactions for commercial and social benefit. Purchasers use the portal to buy

Search for Goods and Services

Purchaser Sign-Up

Supplier Sign-Up

List of Purchasers

Post a Job

How You Can Partner With Us

Success Stories

About SPP Toronto

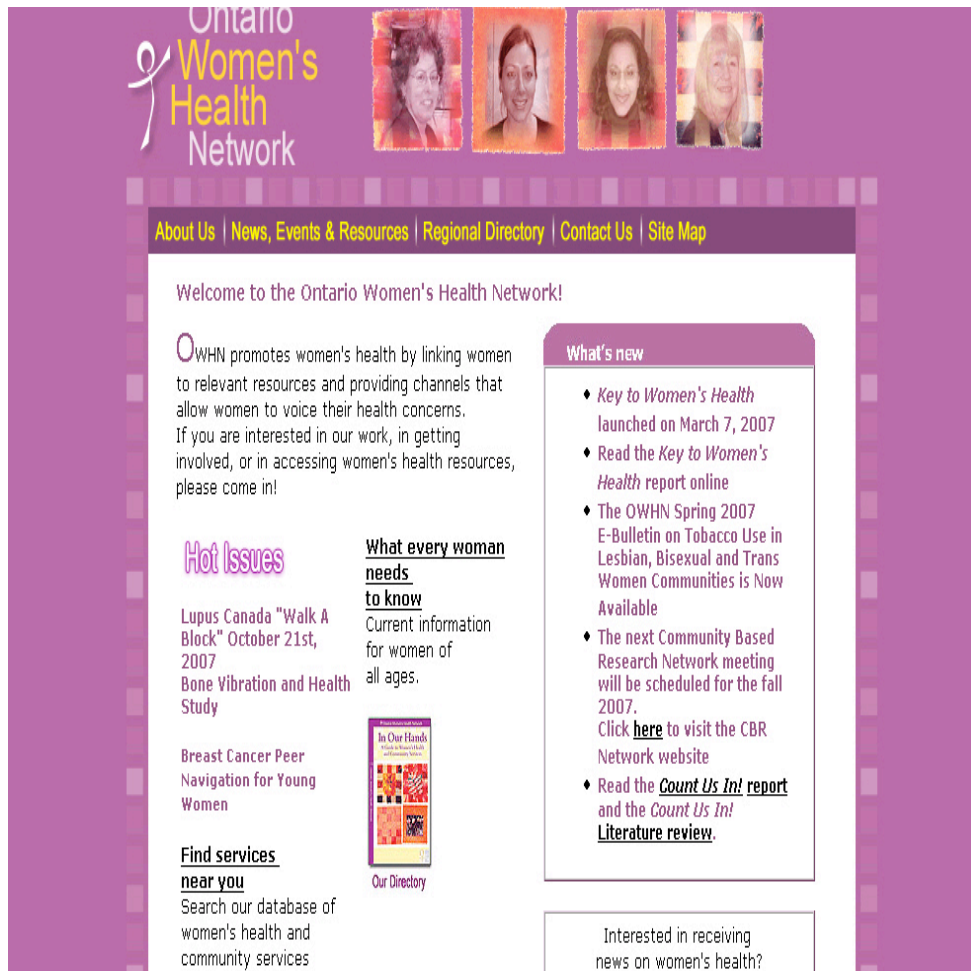
About SPP Canada

FAQ

Disclaimer

- Economic development
- Database connecting socially responsible companies and businesses
- Financial and social bottom line
- Achieves objective by using technology
- Development requires substantial face-to-face contact

Ontario Women's Health Network



The screenshot shows the homepage of the Ontario Women's Health Network. At the top left is the logo with a stylized figure and the text "Ontario Women's Health Network". To the right are four small portrait photos of women. Below the logo is a navigation bar with links: "About Us", "News, Events & Resources", "Regional Directory", "Contact Us", and "Site Map". The main content area has a purple header with the text "Welcome to the Ontario Women's Health Network!". Below this is a paragraph about OWHN's mission. To the right is a "What's new" section with four bullet points. On the left side, there are sections for "Hot Issues" (Lupus Canada, Bone Vibration), "What every woman needs to know" (Current information), and "Find services near you" (Search our database). At the bottom right, there is a box asking "Interested in receiving news on women's health?".

Ontario Women's Health Network

About Us | News, Events & Resources | Regional Directory | Contact Us | Site Map

Welcome to the Ontario Women's Health Network!

OWHN promotes women's health by linking women to relevant resources and providing channels that allow women to voice their health concerns. If you are interested in our work, in getting involved, or in accessing women's health resources, please come in!

Hot Issues

Lupus Canada "Walk A Block" October 21st, 2007
Bone Vibration and Health Study

Breast Cancer Peer Navigation for Young Women

Find services near you
Search our database of women's health and community services

What every woman needs to know
Current information for women of all ages.

Our Directory

What's new

- ◆ *Key to Women's Health* launched on March 7, 2007
- ◆ Read the *Key to Women's Health* report online
- ◆ The OWHN Spring 2007 E-Bulletin on Tobacco Use in Lesbian, Bisexual and Trans Women Communities is Now Available
- ◆ The next Community Based Research Network meeting will be scheduled for the fall 2007. Click [here](#) to visit the CBR Network website
- ◆ Read the *Count Us In!* report and the *Count Us In! Literature review*.

Interested in receiving news on women's health?

- Health advocacy
- Online resources that help women make informed choices
- Directory, E-Bulletin, weekly E-Digest and links to other women's resources
- No core funding
- Relies on face-to-face work for financial survival

TorontoTheBetter



better
Toronto the ~~GOOD~~ directory

Welcome to Toronto's first directory of businesses dedicated to maintaining and building a progressive Toronto that is an inclusive, just and creative community. There are many who challenge single bottom lines in business, as in life. It is to such people and their enterprises that this directory is dedicated.

- Directory
- Suggest a Business
- Get a Listing
- News & Events
- Why Torontothebetter?
- Better Cities Networking
- Resources
- Friends / Links
- Contact Us

Directory

New Listings!

[ESSERE ORGANICS](#)

[COLOURATION](#)

[LEFT FEET](#)

[printNG inc.](#)

Recognition / Awards for our Site

Site of the month - April 2004 www.workrights.ca

Site of the week - January 2005 www.rabble.ca

What's New!

[TorontotheBetter
2007 Movie Series](#)



- Economic development and advocacy
- Progressive online business directory
- Helps people put their money where their values are
- Operated by Libra, a unionised worker coop
- Use internet technology to vet businesses and employ a blog for news and member interaction

DAWN Ontario

DAWN ONTARIO
DISABLED WOMEN'S
NETWORK ONTARIO



Building an inclusive community
... fostering virtual activism & individual empowerment
locally and globally

Start Here:

[Women's Equality News](#)

additions to the site added daily

[What's New](#)

additions to the site added daily

[Featured Issues, News, Actions](#)

updated daily



NO Deep Integration
with the USA!

- Advocates for equality for disabled women and girls
- Online since 1998, building capacity, educational resources, online forums and technical support
- Facilitation of cross-sectoral networks for social justice groups
- Operates without staff or funding
- Reliant on technology

K-Net

The screenshot displays the K-Net website interface. At the top, a navigation menu includes links for Home, Homepages, Tutorials, Keewaytinook Okimakanak, News, First Nations, Language, About K.O., K-Net Services, Email, Organizations, Arts & Crafts, Health, Contact, Chat, Businesses, Youth, and High School. Below the menu is a search bar. The main content area is divided into three columns: Online Services (Email & Conferences, News, Network, Phone Directory, Homepages, Turning Point, Training & Tutorials, First Nations Schools, K-Net Meeting Place), Nishnawbe-Aski (Communities, Organizations, NAN Youth, Youth Careers, Native Language, TCS Youth), and Smart Keewaytinook Okimakanak (Information, KHS, Health, Telehealth, Public Works, K-Net Services, Smart Communities, Research Institute). Below these columns are three sections: Announcements (Welcome to Ned!, Ned is an online resource that aims to promote and support eLearning programs in First Nation schools. Click here to read about the programs that are currently being offered. VISIT SITE), Weather (Sioux Lookout, ON, A few clouds, 7° Celsius, Click for Forecast), and News (Nibinamik First Nation building a healing road to remember their family members 10/22/07 7:32 am Read More., Five Nations Energy Inc. - First Nations Business Award of Excellence 10/21/07 6:46 am Read More., Winnipeg Aboriginal Film Festival - Igniting the Creative Fire Within - 65 films and videos 10/20/07 8:34 am Read More., Meaning of Political Participation for Indigenous Youth - research paper 10/20/07 8:11 am Read More., Wars are nothing more than "money laundering" that loots local economies - Ruffly Sainte-Marie 10/19/07 10:05 am Read More.).

- Community development
- Telecommunication infrastructure, services, training and support to remote First Nation communities
- Enhances local health, education, social and economic initiatives and cultural self-determination
- International ICT leader in support of First Nation cultural self-determination

The screenshot displays the Ned.ca website interface. At the top, there is a navigation menu with links such as Home, Homepages, Tutorials, Keewaytinook, Okimakanak, News, First Nations, Language, About K.O., K-Net Services, Email, Organizations, Arts & Crafts, Health, Chat, Businesses, Youth, and High School. Below the navigation menu, there are three main service categories: Online Services (Email & Conferences, News, Network, Phone Directory, Homepages, Turning Point, Training & Tutorials, First Nations Schools, K-Net Meeting Place), Nishnewbe/Aski Communities (Organizations, NAN Youth, Youth Careers, Native Language, TCS Youth), and Smart Keewaytinook Okimakanak (Information, KIHS, Health, Telehealth, Public Works, K-Net Services, Smart Communities, Research Institute). Below these categories, there is an Announcements section with a "Welcome to Ned!" message and a Weather section for Sioux Lookout, ON, showing a temperature of 7°C and a forecast of "A few clouds". At the bottom, there is a News section with several headlines, including "Nibinamik First Nation building a healing road to remember their family members" and "Five Nations Energy Inc. - First Nations Business Award of Excellence".

- these communication tools provide a means for the remote and rural communities to now have a voice that can be heard anywhere in the world. They are now able to share and market their knowledge, experience and products as they see fit instead of depending on others to be taking care of them

Main Findings

- ❑ Many similarities with traditional social economy organizations
- ❑ Use of Internet on a continuum from little member participation to high member interactivity
- ❑ Case study organizations interested in further collaborative work with social economy researchers

Implications for the Social Economy

- ❑ Extends the reach of the social economy sector
- ❑ Explores contribution of online nonprofits to the social economy sector
- ❑ Resource exchange between traditional and online organizations
- ❑ Addresses research gap at the interface of the social economy and emerging technology

Conclusions and Next Steps

- ❑ Baseline research in understanding online social economy organizations and their contribution to the sector.
- ❑ Next steps:
 - Continue to identify online social economy enterprises
 - In-depth case studies
 - Surveys
 - Promote the inclusion of this type of organization within the social economy research agenda