Session #3:Public Policy for Sustainable Intrapreneurship

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Canada Fact

- Canada was not fully independent of the UK until 1982

Picking up from last session

Key points from session #3

- Entrepreneurship often sets the stage for intrapreneurship

- Trade-offs in terms of the "purity" of an offering from a start-up, and the scope of an intrapreneurial action

- While useful in theory, how to facilitate intrapreneurship is not straightforward

How this class connects to last class

- The evolution of entrepreneurship to intrapreneurship highlights the process-based nature of sustainability actions

- To guide that process and help it over "rough patches" the public sector is critical

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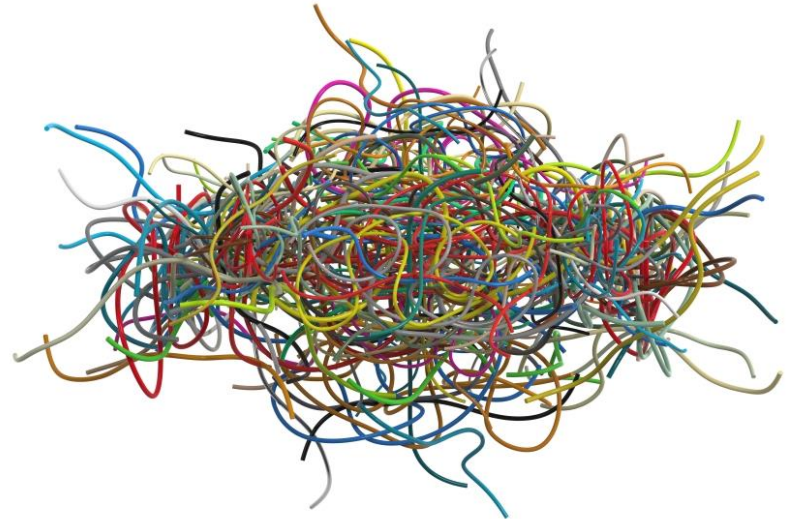
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Structure of Class

- Pre-break
  - *Why the public sector is necessary*
  - *How the public sector promotes sustainable entrepreneurship*

- Post-break
  - *Guest speaker from the City of Helsinki: Sustainability through Public Procurement*
  - *30' + Q&A*

Revisiting the Challenge of Sustainability

- Class #2: Market Failures open up opportunities
  - *Externalities*
  - *Inefficiencies*
  - *Information Asymmetries*
  - *Flawed Pricing Mechanisms*

- These are complex issues though. Cannot be tackled by one actor.

- Think climate change
  - *Simple cause, really tough solution*
  - *No one actor can address it*

Public Policy

- Critical to sustainability

- Only set of actor with a **broad enough scope, and long enough timeline**

- Public actors include:
  - *City, regional, national governments*
  - *Parastatal organizations*
  - *Public foundations*
  - *Universities*

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Policy Components

- Policy has to fundamentally bring diverse actors on board a single plan

- Different components to consider:
  - *Overall landscape: state of technological, economic, social, demographic, political trends*
  - *Regime: the current dominant "arrangement" of important factors*
    - Will change, but is path dependent
  - *Interested actors: groups or individuals working to achieve a certain policy end*
    - Include: businesses, NGOs, foundations, government departments, unions, etc.

- Sustainable public policy often needs to cause a change in the regime

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Challenges to Effective Public Policy

- Politics – Climate Change is a key example
  - *Diverse actors wanting diverse things*
  - *Power of entrenched actors is a big problem*

- Responsibility – Which public actor is ultimately responsible?
  - *Multiple levels of government*
  - *Multiple ministries*

- Complexity – Sometimes it is hard to know what to do even if you know what you want to do

Public Policy and what you care about

- Returning to our running exercise:
  - *What sustainability issue do you care about?*
  - *What could public policy do*

- Is there a market for your product/service?
  - *There very well may NOT be*
  - *Would entrepreneurship be a better approach?*