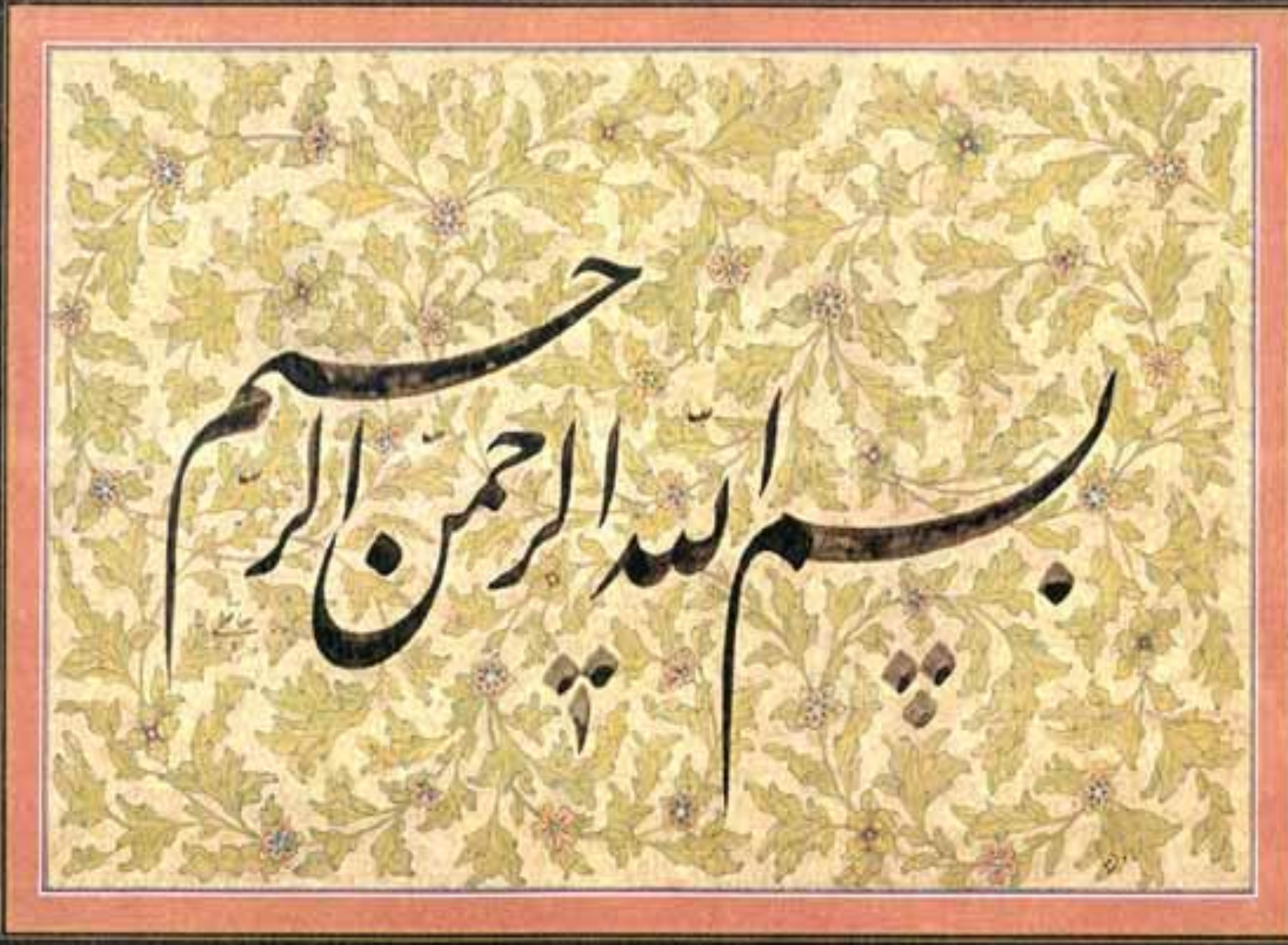


بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



پنل:

e-Learning from the
perspective of
accountability in
health profession
education

کنفرانس یک روزه آموزش پزشکی پاسخگو

تبریز، ۲۴ مردادماه ۱۳۹۸



STARTUPS and SOCIAL ACCOUNTABILITY In 3rd GENERATION UNIVERSITIES

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عضو هیات علمی دانشکده مجازی دانشگاه علوم پزشکی تهران و
معاون زیر ساخت دانشگاه علوم پزشکی مجازی



Social accountability

Social accountability is the obligation of medical and other health professional schools to **orient** education, research and service activities towards addressing the **priority health needs** of the **community**, region, and/or nation.

WHO, 1995



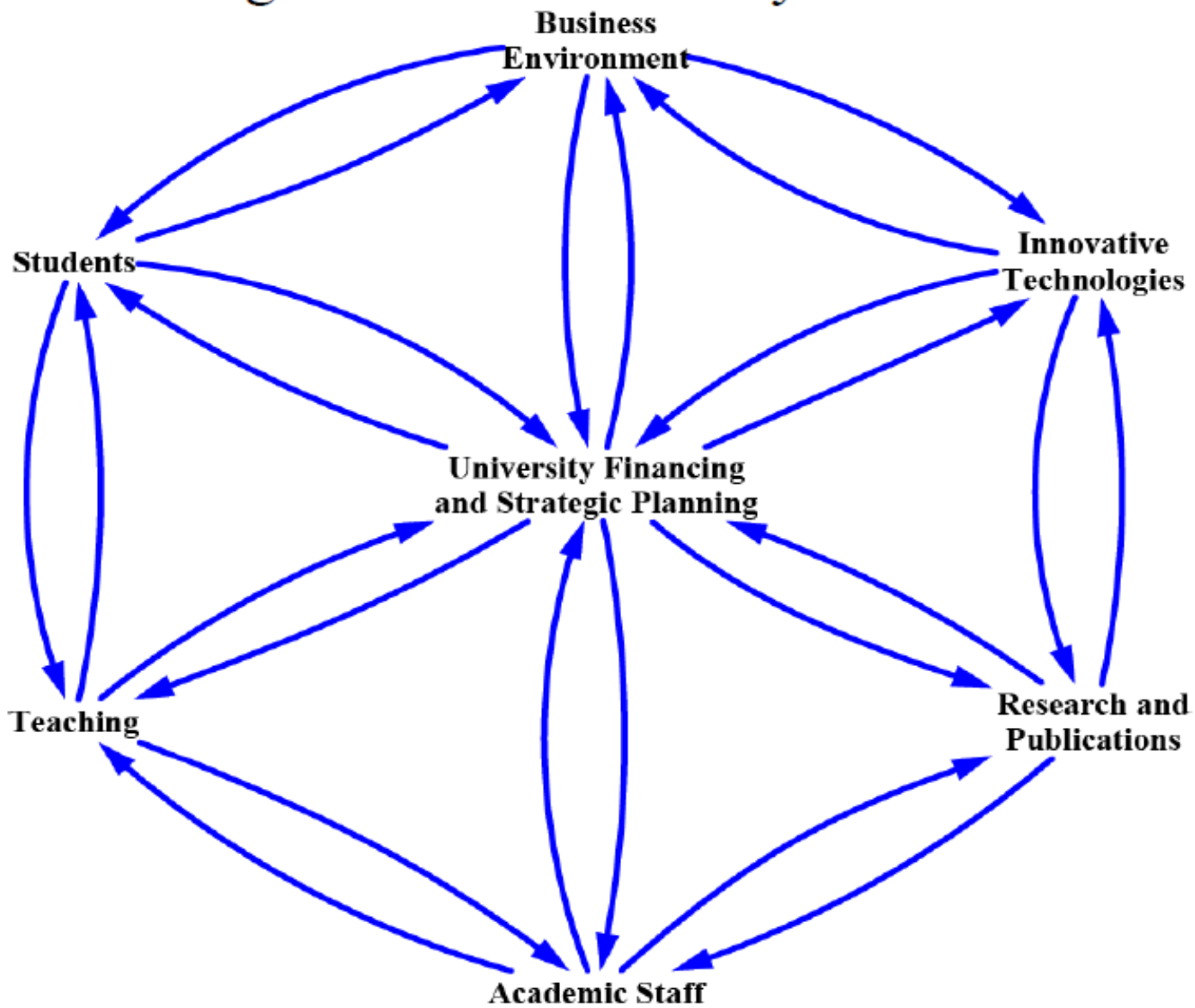
3rd generation university

The third generation defines university as innovation generation, transfer and implementation center, **while maintaining the traditional university functions.**

Skribans, 2013



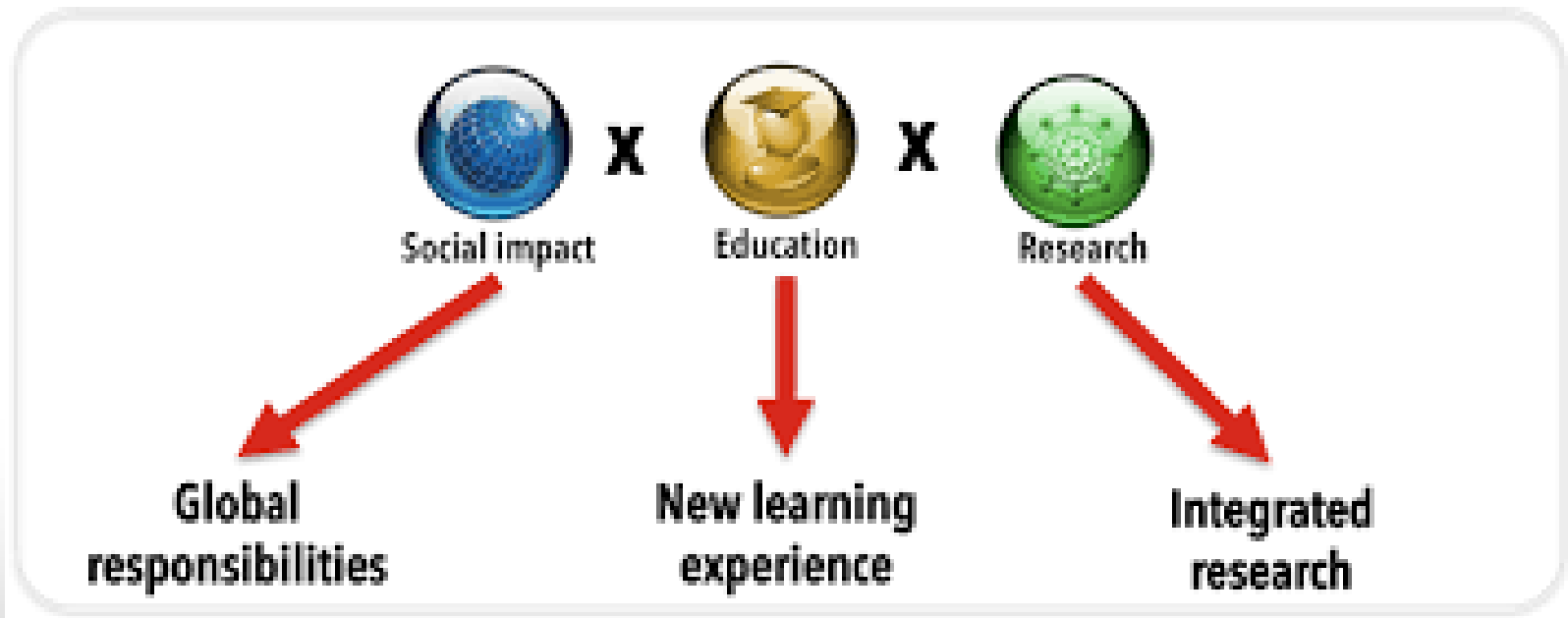
- ❖ The 3G university activities **change number of innovative companies** in the country. With growth of the number of innovative companies, potential researches and innovation customers' amount grow.
- ❖ **Innovative products and technologies is the basis of university competitiveness in the 21st century.**



The general structure of the 3rd generation university model



A crucial role in the model has the relation between the university and the business environment.





• Social Accountability

• 3rd Generation Universities

• Number of innovative companies in the country

• Startup and accelerators

**HOW STARTUPS CAN USE SOCIAL RESPONSIBILITY
TO DELIVER PURPOSE?**



What Is a Startup?

A startup is a company that is in the first stage of its operations. These companies are often initially bankrolled by their entrepreneurial founders as they attempt to capitalize on developing a product or service for which they believe there is a demand.

Investopedia





Startups are continually changing what is possible. They disrupt norms, create new ways of solving problems and help us be more productive and connected to each other.





- ❖ Startups **build meaningful social accountability** programs, despite limited resources, staffing and more.
- ❖ Startups can explore how to **build successful social responsibility strategies.**





Social accountability has the potential to:

- ❖ Increase market value by 4-6 percent
- ❖ Increase price premium by up to 20 percent
- ❖ Reduce staff turnover by 50 percent
- ❖ Increase employee productivity up to 13 percent





To translate a company's purpose into social accountability practices, there are six strategies startups can consider:





	Employees	Customers	Suppliers	Local Communities	Nonprofit or Service Organizations	The Environment
Cultivate a Culture Committed to Social Change	■				■	■
Connect with Local Communities				■	■	■
Donate or Discount Products or Services to Drive Social Change	■	■			■	
Lay the Groundwork for a Sustainable Supply Chain		■	■			■
Translate Diversity Values into Practice	■			■		
Make a Public and Formal Commitment to Social Change	■	■	■	■	■	■

A graphic in the top left corner shows silhouettes of four people with their arms raised in celebration, standing behind a green globe of the Earth. The background of the slide features a green gradient with wavy lines.

Cultivate a Culture Committed to Social Change

- ✓ **When a culture includes empathy and awareness of social issues, it can be an extremely powerful tool for building a commitment to social responsibility.**
- ✓ **Building a social responsibility culture tapped into the founder's passion for social responsibility and their decision to make it a priority.**
- ✓ **To build a corporate culture:**

START WITH A PURPOSE

DEFINE COMMON VALUES AND STANDARDS

EMBRACE COLLEAGUES WHO BEST EXEMPLIFY THE COMPANY CULTURE

A graphic in the top left corner featuring silhouettes of four people with their arms raised in celebration, positioned behind a green and white globe. The background of the slide is a light green gradient with wavy lines.

Connect with Local Communities

- ✓ **An initial step in creating a social responsibility strategy can be as simple as being a good neighbor.**
- ✓ **Social responsibility does not have to mean attempting to solve national challenges or donating millions of dollars. It can mean rallying employees to support local businesses or opening a company's doors to the community.**
- ✓ **Ideas for startups to consider:**

BREAK THROUGH THE BUBBLE

LEND LEADERSHIP

INCUBATE LOCAL TALENT

RESPECT THE ENVIRONMENT

Donate or Discount Products or Services to Drive Social Change



- ✓ Many businesses have products and services that can help support their nonprofit partners just as effectively as cash donations can, and the products and services may even help them to do their work better.



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Lay the Groundwork for a Sustainable Supply Chain

- ✓ Supply chain refers to both manufacturers of products and suppliers of services, but this section is more focused on physical product manufacturing.
- ✓ Knowing the business practices of partners and suppliers, and deciding how to influence them, is an important consideration for startups' social
- ✓ responsibility strategies.

DEVELOP A CODE OF CONDUCT

MAP VALUE CHAIN AND CONDUCT A SELF-ASSESSMENT

COLLABORATE WITH FELLOW COMPANIES

A graphic in the top left corner featuring silhouettes of four people with their arms raised in celebration, positioned above a green and white globe. The background of the slide is a light green gradient with a wavy, abstract design.

Translate Diversity Values into Practice

- ✓ **As startups work to develop or implement a diversity strategy, they can consider the following insights from companies interviewed for this guide:**

AIM FOR DIVERSITY AT THE TOP

CREATE A BROAD DEFINITION OF DIVERSITY

INSTITUTIONALIZE THE COMMITMENT

BUILD THE TALENT PIPELINE FOR THE COMPANY AND THE COMMUNITY



Make a Public and Formal Commitment to Social Responsibility

- ✓ **Born from the Salesforce Foundation's 1/1/1 model, Pledge 1% was created to inspire a company culture of giving.:**

1% OF EQUITY

1% OF TIME

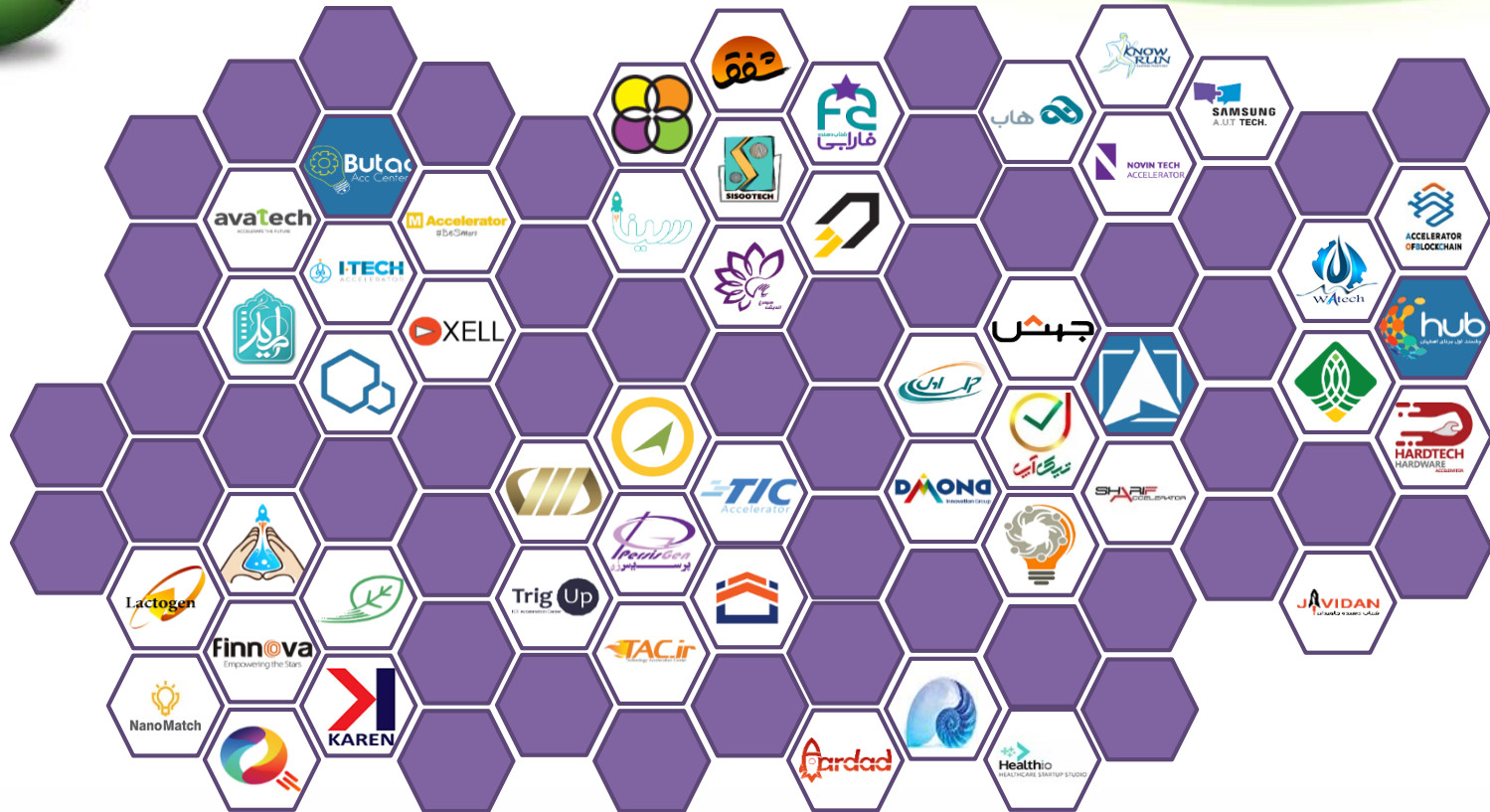
1% PRODUCT

pledge



- Startups are in a unique position to incorporate social accountability from the ground up.







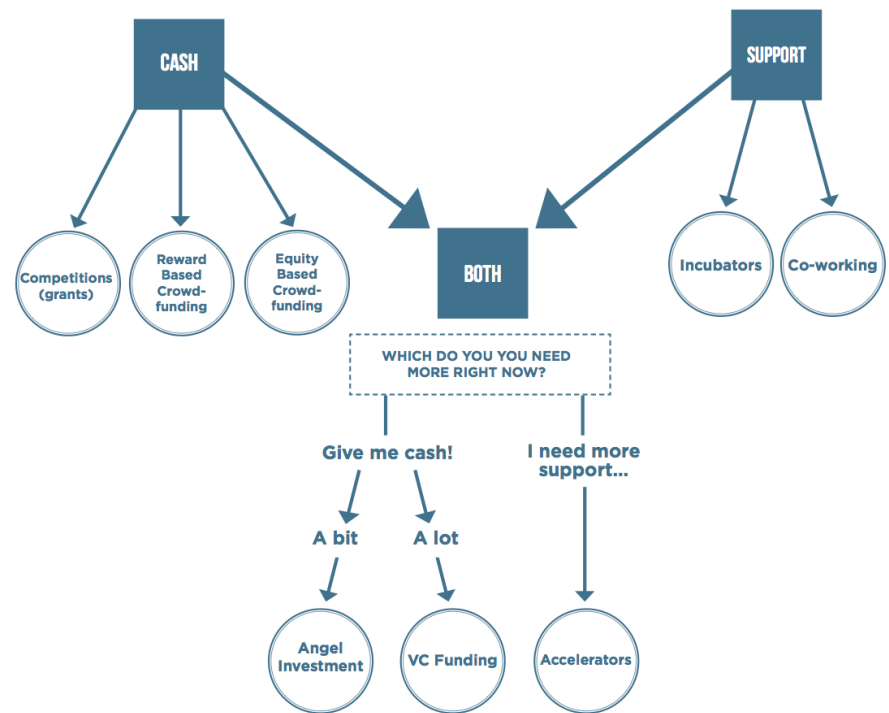
Accelerator

A startup accelerator is a business program that supports early-stage, growth-driven companies through **education, mentorship** and **financing**



Accelerators aim to help startups achieve a level of business growth in just a few months, that would normally take anywhere between 12 to 18 months if they decided to do so on their own.

WHAT ARE YOUR STARTUP'S NEEDS?



مقایسه شتابدهنده با انکوباتور و شرکت های سرمایه گذاری



	INCUBATORS	ANGEL INVESTORS	ACCELERATORS	HYBRID
Duration	1 to 5 years	Ongoing	3 to 6 months	3 months to 2 years
Cohorts	No	No	Yes	No
Business model	Rent; nonprofit	Investment	Investment; can also be nonprofit	Investment; can also be nonprofit
Selection	Noncompetitive	Competitive, ongoing	Competitive, cyclical	Competitive, ongoing
Venture stage	Early or late	Early	Early	Early
Education	Ad hoc, human resources, legal	None	Seminars	Various incubator and accelerator practices
Mentorship	Minimal, tactical	As needed by investor	Intense, by self and others	Staff expert support, some mentoring
Venture location	On-site	Off-site	On-site	On-site



دانشگاه علوم پزشکی مجازی

Virtual University of Medical Sciences

معاونت زیرساخت



راه اندازی **شتابدهنده**
دانشگاه علوم پزشکی مجازی



eBall

Accelerator

Virtual University of Medical Sciences

ایبال



شتابدهنده دانشگاه علوم پزشکی مجازی



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با تشکر
از حسن توجه شما

