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**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

**SCHWAB FOUNDATION ANNOUNCES WINNERS OF 2004 OUTSTANDING SOCIAL ENTREPRENEURS SELECTION**

*Rick Surpin, Founder of Independence Care System, Cooperative Home Care Associates and the Paraprofessional Healthcare Institute from the United States* has been selected as one of the world's most "Outstanding Social Entrepreneurs" by the Schwab Foundation for Social Entrepreneurship.

Ten have been so designated, four based in the United States of America, four in Asia and two in Africa. The work of these individuals and their organizations spans various fields including health, rural development, microfinance, environment, and media and communication.

This is the third consecutive year that the Schwab Foundation selects the world's foremost social entrepreneurs. Social entrepreneurs identify practical solutions to social problems by combining innovation, resourcefulness and opportunity. When selecting the members for its network, the Schwab Foundation applies a number of criteria that together characterize an outstanding social entrepreneur. These are:

1. **Innovation:** The candidate has brought about demonstrable, high-impact social change by transforming traditional practice in a given field.
2. **Reach and Scope:** The social enterprise has spread beyond its initial context and has been adapted successfully to other settings.
3. **Replicability:** Aspects of the initiative can be transferred to other regions and are scalable. The social entrepreneur and his/her organization are committed to openly sharing with others the tools, approaches and techniques critical to the replication process.
4. **Sustainability:** The candidate has generated the social conditions and/or institutions needed to sustain the initiative and is dedicating all of his/her time to it. If a not-for profit, the entrepreneur's organization is achieving some degree of financial self-sustainability through fees or revenues, or is engaged in creating mutually beneficial partnerships with business and/or the public sector. If constituted as a for-profit organization, the orientation toward social and environmental value creation predominates, with financial return treated as the means to a social end, rather than an end in itself.
5. **Direct positive impact:** The candidate has founded, developed and implemented the entrepreneurial initiative directly, together with poor or excluded beneficiaries and stakeholders.



6. **Role model:** The candidate is an individual who can serve as a role model for future social entrepreneurs and the general public.
7. **Mutual value-added:** The Foundation can provide further legitimacy, networking and resource mobilization opportunities to the social entrepreneur and his/her organization. Likewise, candidates demonstrate an interest in building a network of outstanding social entrepreneurs that stimulates and supports its participants to actively help one another.

Opportunities provided to Schwab entrepreneurs selected to this exclusive network include among others, participation at renowned events such as the Annual Meeting of the World Economic Forum in Davos, Switzerland, and the Annual Social Entrepreneurs Summit. These venues put them in contact with leading business entrepreneurs, heads of corporations and governments, academic and other thought leaders, as well as with other outstanding social entrepreneurs. The Foundation uses its leverage so that scalable solutions of social entrepreneurs can be replicated, improved and expanded to solve similar problems elsewhere.

Cooperative Home Care Associates, the Paraprofessional Healthcare Institute and Independence Care System are independent but complementary, affiliated organizations that are recognized for their respective efforts to transform traditional practice in long-term health care

CHCA is a cooperative conceived on the premise that home health care clients receive higher quality care only if home health care workers are offered higher quality jobs. Today, 70% of CHCA employees own shares in CHCA and receive annual dividends ranging from US \$200 to \$400. Employees elected by CHCA worker-owners comprise the majority of its board of directors. Rigorous recruitment, screening and intensive entry-level training are critical elements of CHCA's strategy for improving the quality of home care services provided by its aides.

CHCA quickly become a "yardstick" corporation and others flocked to learn from it. Foundations sought to support replication, but CHCA was not equipped to oversee a large training and replication exercise. As a result, Surpin set up the Paraprofessional Healthcare Institute (PHI) as an independent, national, not-for-profit health care advocacy and employment development organization. PHI has led national policy reform, established a web-based Clearinghouse on the Direct Care Workforce and provides intensive assistance to projects in several states which are seeking to implement the CHCA/PHI "good jobs"- "good care" model.

In 2000, Surpin launched Independence Care System (ICS) to coordinate and provide quality services to individuals with physical disabilities and low incomes whose needs were not being met by the existing system. These individuals are eligible for placement in nursing homes but wish to remain living at home. Today, ICS has 500 enrolled members and is the only managed long-term care plan in New York State primarily serving non-elderly adults with physical disabilities.



SCHWAB FOUNDATION FOR **SOCIAL ENTREPRENEURSHIP**

The **Schwab Foundation for Social Entrepreneurship** (<http://www.schwabfound.org/>) provides a global platform to promote social entrepreneurship as a key element to advance societies and address social problems in an innovative and effective manner. Founded by Klaus and Hilde Schwab in 1998, the Foundation is a non-profit organization based in Geneva, Switzerland. In addition to the Founders, its Board Members include Paulo Coelho (Brazil), Quincy Jones (USA), Sadako Ogata (Japan), Zanele Mbeki (South Africa), Adolf Ogi (Switzerland), Lord David Puttnam (UK), and Muhammad Yunus (Bangladesh). Pamela Hartigan is the Foundation's Managing Director.

Contact:

Schwab Foundation for Social Entrepreneurship  
Route de la Capite 91-93  
1223 Cologny/ Geneva  
Switzerland  
Tel.: +41 22 8691408  
Fax: +41 22 786 2744  
Email: [info@schwabfound.org](mailto:info@schwabfound.org)  
Website: <http://www.schwabfound.org/>