

WHAT IS “ SOCIAL ENTERPRISE ” ?

Social Enterprise, as known as social business is clarified as a business with specific social objectives that provide its primary aim. Social enterprises attempt to improve profits while assisting benefits to society and the environment, and the profits are principally used for social programs.

Can be a firm, incorporated organization or cooperative.

Income is mostly product and services, fundraising, grants.

Never done for profit.

Provides income by giving rise to skills.

**SOCIAL
ENTERPRISE**

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graph TD; SE[SOCIAL ENTERPRISE] --> A[Can be a firm, incorporated organization or cooperative.]; SE --> B[Income is mostly product and services, fundraising, grants.]; SE --> C[Never done for profit.]; SE --> D[Provides income by giving rise to skills.]; SE --> E[Social impact is the foremost and primary.]; SE --> F[Operated by board or committee management.]; SE --> G[In charge of social business.]; SE --> H[Profits are reinvested.];
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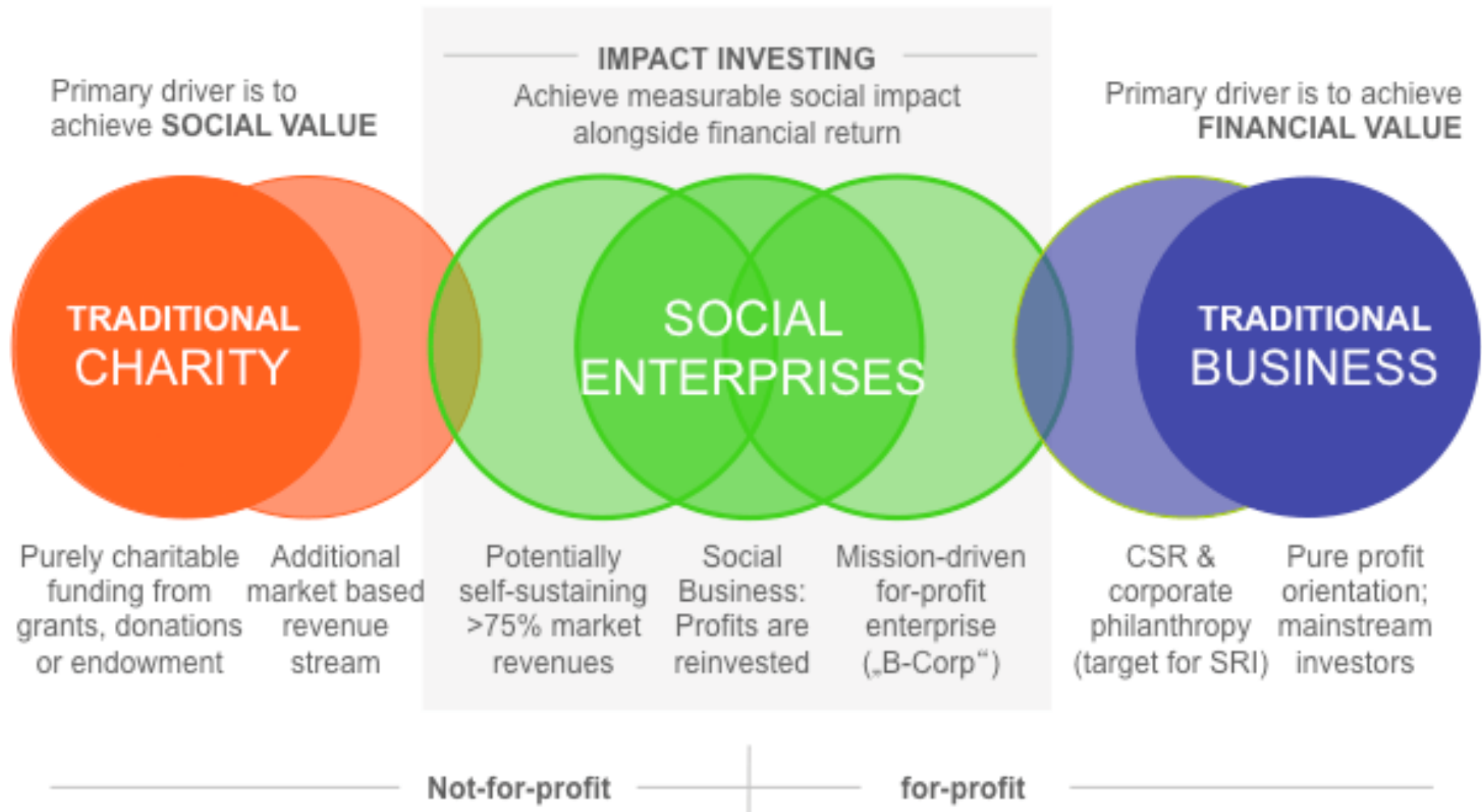
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The business model spectrum revisited



Source: Adapted from J. Kingston Venturesome, CAF Venturesome, and EVPA.

Principals a Social Enterprise has to seize ;

- Social or environmental purpose.
- Financial self-sustainability or sustainable business model.
- Limited profit.
- Participative administration.

SOCIAL - ENVIRONMENTAL PURPOSE

Environmental

84%



of social enterprises believe that buying products that are socially responsible and environmentally friendly is as important - or more important - than cost

20%



of social enterprises are addressing the climate emergency as part of their core social/ environmental mission

67%



of social enterprises have or plan to embed tackling climate change/ climate emergency into their constitution/articles of association

SELF-SUSTAINABILITY - SUSTAINABLE BUSINESS MODEL :

Recognizes and outlines to who's moving in and out, what they're doing and threats they present.

LIMITED PROFIT :

Non-profit corporation organized for the purpose of ownership and/or operation of a housing

PARTICIPATIVE ADMINISTRATION :

Actively participate in the decision-making process.



SOCIAL
entrepreneurship



social enterprise
&
social good



MORE INFO ABOUT SOCIAL ENTERPRISE

- Considering people's business target and observation, their social enterprise might change about being socially-environmentally or commercially absorbed.
- A socially-environmentally absorbed social enterprise might supervise business activities that are precisely associated to the social impact they aim to make. Furthermore, a commercially absorbed social enterprise can contribute employment for individuals or at the



A Social Enterprise is an enterprise whose objective is to achieve a social, societal or environmental impact, rather than maximising profit for its owners or shareholders.



It pursues its objectives by trading on an ongoing basis through the provision of goods and/or services, and by reinvesting surpluses into achieving social objectives.



It is governed in a fully accountable and transparent manner and is independent of the public sector. If dissolved, it should transfer its assets to another organisation with a similar mission.

IS SOCIAL ENTERPRISE A CHARITY OR A NON-PROFIT ?



We can determine social enterprise in many ways but conventionally they are non-profit social enterprises that uses the procedure and strictness of business and the advantages of marketplace to promote their mission.

As we express social enterprises mainly with social or environmental purpose, social enterprises can be charity and also a private business. Charities can and often do operate as social enterprises, getting some or all of their income from a running business. Private companies can run social enterprises as well as charities, choosing to dedicate some or all of their profits to a social aim.

WHAT'S THE DIFFERENCE BETWEEN A SOCIAL ENTERPRISE AND A NON-PROFIT ORGANIZATION ?

A non-profit organization doesn't conduct its activities to make a profit, however a social enterprise provides social benefits and it's sometimes non-profit or profit.

WHAT'S THE DIFFERENCE BETWEEN A SOCIAL ENTERPRISE AND A CHARITY ?

Social Enterprises usually sell products or services in order to reinvest their profits while charities usually fund their work through donations and fundraising.

WHO'S CREATING SOCIAL ENTERPRISES ?

Independent businesses, autonomous of state-government controlled in the attention of social-environmental committees.

SEVEN SKILLS FOR SOCIAL ENTREPRENEURS :

RECOGNIZING UNJUST SOCIAL ISSUES : Most of the social enterprises start by identifying a problem. Usually, they choose a fundamentally stable enterprise. Populations struggle because of their lack of resources and inability to stabilize themselves due to underlying social, economic or political injustices.

IDENTIFYING BUSINESS OPPORTUNITIES : Identifying fundamental problems, addressing it in a way that would be financially beneficial.

TAKING DIRECT ACTION : Social entrepreneurs are not likely to be satisfied with merely handing out capital to fix a problem. They take direct action to create positive change. An emphasis on the practical nature of social entrepreneurship is important. Direct action requires direct engagement. Most often, that involves establishing organizations, networks, and infrastructures to enact the changes that social entrepreneurs want to see. It also involves working on the ground directly with affected communities—perceiving and understanding what it is they need, and taking action to help.

PUBLIC SPEAKING : For social entrepreneurs to enact their vision, they must be effective public speakers. Change requires inspiration. For that inspiration to take root, social entrepreneurs must be able to effectively communicate their vision. It can be challenging to motivate people, even those who are aware of the social inequalities in the world. Public speaking is one way to achieve this goal because it combines a number of important factors and synergies that build on one another. Crowds who are composed of similar mindsets can find a sense of community.



CREATIVITY : For social entrepreneurs, the intuition to find a business opportunity in an unjust set of circumstances is not enough; they must also develop creative solutions to address the injustice. This is often done by thinking outside the box. Social entrepreneurs have endless opportunities to further their causes of social justice. Identifying these opportunities is a great challenge that takes a talent for creativity.

Social entrepreneurs are innovative thinkers by nature.

FIGHTING ADVERSITY : At the root of most social entrepreneurs is a deep commitment to social justice. Social entrepreneurs fight for communities who face daily challenges that only feed political and social instability and inequality. Social entrepreneurs must be innovative and persistent in the ways in which they fight adversity. Many obstacles can get in the way of social entrepreneurs: financial concerns, budgeting, lack of donations and inadequate organizational networks, to name a few. But each of these challenges provides an opportunity to win against adversity, which is the mission of the social entrepreneur.





SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	 SUSTAINABLE DEVELOPMENT GOALS

SEVEN PRINCIPALS OF SOCIAL BUSINESS

Cause-driven: A social enterprise is a businesses without a profit maximization purpose where the objective and purpose is to overcome or alleviate a global or local issue such as poverty, education, health, technology access or the environment.

Financial and economic sustainability: As any other business, financial numbers and cash flow must be in line with what is expected and sustainable in the long-term.

Investor returns: Investors will receive a return on their investment amount only — no dividend. Investors must only receive back what they put in.

The profit generated stays in the company: Once the investments are paid back, profit will stay with the company for expansion and improvement.

Gender sensitive and environmentally conscious: Tackling gender discrimination and inclusion is vital as well as integrating environmental impact actions.

Workforce will receive market wage and better working conditions: More emphasis on well being in the work-place is given, fostering long-term relationships with employees and striving for their happiness.

Joy in their work: Businesses that work for a purpose of helping a cause do it with joy.



SOCIAL ENTERPRISE EXAMPLES

Blanket America: Buy 1, Give 1

Was moved by the issue of domestic poverty. For every blanket bought through Blanket America, an additional blanket was given to a person in need, thereby creating social awareness and providing families in need with domestic products. Since their inception, Blanket America has donated hundreds of thousands of blankets around the country.

Helpfreely: Buy While Contributing

At [Helpfreely](#), they enable you to buy whatever product you want while contributing to a cause/organization of your choice. Their aim is to support non-profits, raise social awareness and empower people to embrace social goodness. They do this through an integrated online network that allows people to raise funds while shopping online at no extra cost. You buy the product you wanted for its regular price with a percentage going towards the cause of your choice.