



ETCO

EMPOWERING TEACHER COMPETENCE
TO PROMOTE SOCIAL ENTREPRENEURSHIP
IN EUROPEAN SCHOOLS



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WHO IS CREATING SOCIAL ENTERPRISES?



SINAV KOLEJİ

Who are we?



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Gülsüm Çelik

What is a social enterprise?

A social enterprise is a business with the goal of making a social impact. A social enterprise can be either a non-profit or for-profit business, as long as their objective is to give back to society in some way. With such a broad definition, social enterprises can exist in a variety of industries and business models.



What is a social enterprise?

Depending on your business goals and vision, your social enterprise may be more socially or commercially focused. A socially-focused social enterprise may conduct business activities directly related to the social impact they wish to make. On the other hand, a commercially focused social enterprise may pursue its social purpose by providing employment for individuals from marginalized communities or by donating a percentage of its profits to a social cause.

Is a social enterprise a corporation?

A social enterprise is not defined by or limited to any specific business structure. Instead, like any other business, you have to choose the right business structure for your purposes. This means deciding between an unincorporated business structure, like a sole proprietorship or partnership, and an incorporated business, like a corporation, not-for-profit, or co-operative.



Is a social enterprise a charity or a non-profit?

Once you decide on your business structure and file the relevant paperwork, you can choose whether you want to operate as a non-profit organization or apply to become a registered charity. A social enterprise business is not required to be a registered charity or non-profit organization, but there are certain benefits to each option.



Is a social enterprise a charity or a non-profit?

A non-profit organization is a business focused on social welfare, civic improvement, or any other purposes not including profit. Unlike a registered charity, a non-profit organization cannot operate solely for charitable purposes.



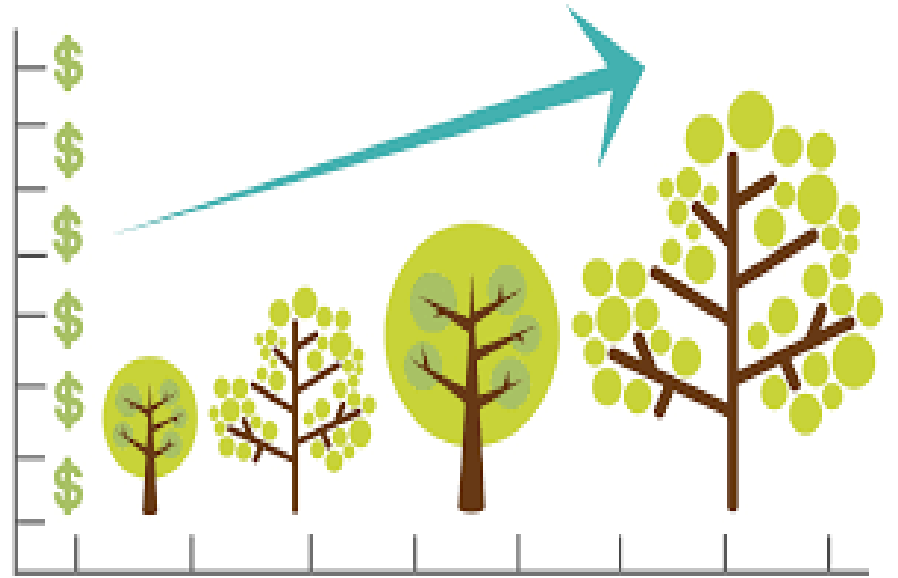
7 Principles of Social Business:

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.



7 Principles of Social Business:

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.



7 Principles of Social Business:

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.



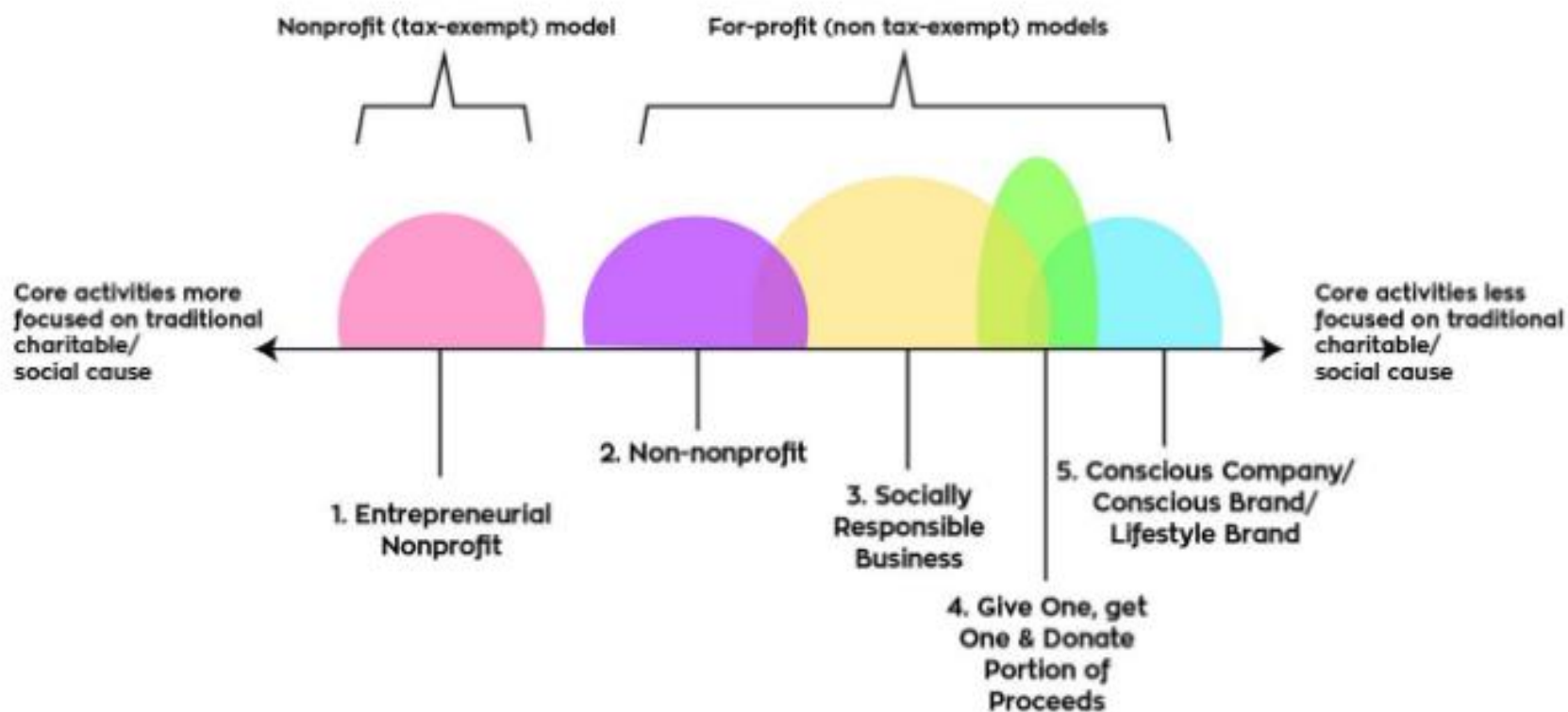
7 Principles of Social Business:

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 at the workplace 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.





Nicole Motter's Social Enterprise Spectrum

Who can create social enterprises?

Seven skills for social entrepreneurs:

1. Leadership: Social entrepreneurs identify problems and take action against unjust social issues. They address social circumstances that exclude or marginalize a portion of humanity. Instead of complaining, they take the lead and search for alternative solutions.

2. Optimism: These people follow a vision for change and are convinced that they will achieve their aims, even when many other people doubt them. They have a strong sense of self-efficacy and a belief that they have the control to change their circumstances.

3. Grit: This is a combination of perseverance, passion, and hard work – it is the drive to push forward, learn every day, and proceed in your business. Social entrepreneurs are not likely to be satisfied with finding a solution that works. Instead, they aim for a positive change that goes beyond the pure business model.

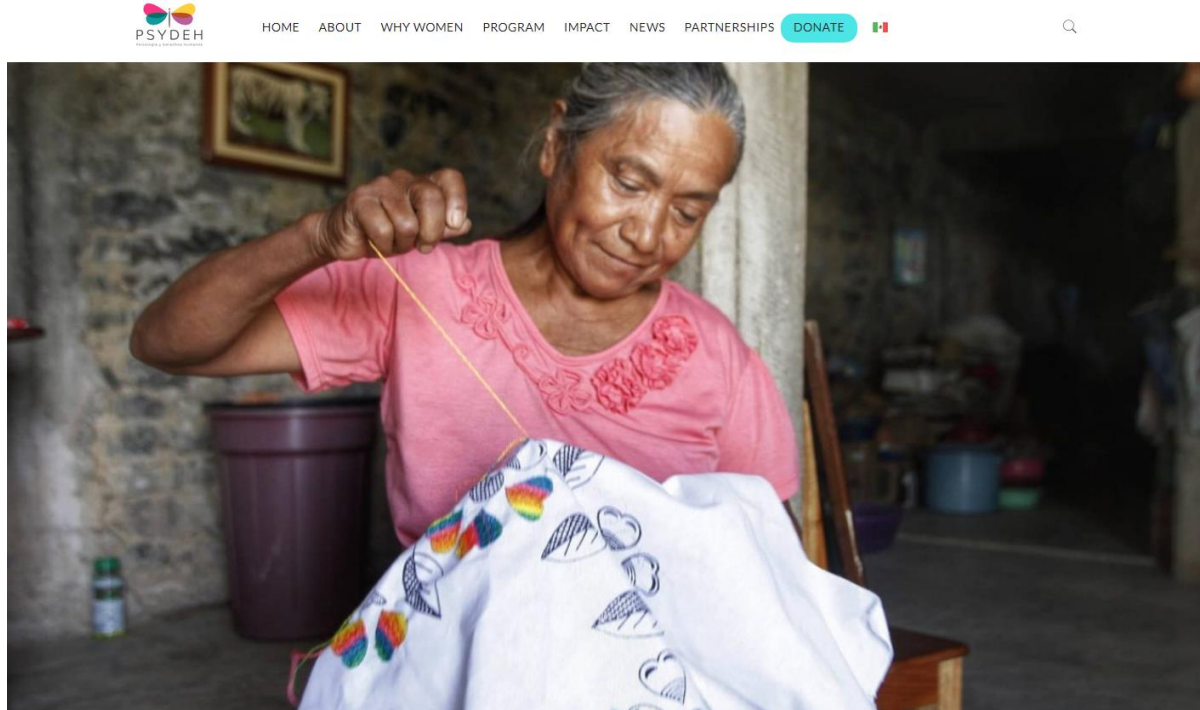
4. Resilience in the face of adversities, obstacles, challenges, and failures: When things get difficult, they take responsibility and search for gaps of opportunity. Many obstacles can get in the way of social entrepreneurs: financial resources, budgeting, lack of donations, and inadequate organizational structures, to name a few. But each of these challenges provides an opportunity to deal with adversity.

5. Creativity and innovation: For social entrepreneurs, the intuition to find a business opportunity is not enough; they must also develop creative solutions to address social problems. This is often done by thinking outside the box. Developing new business ideas and rearranging processes leads to value creation for both, the enterprise and the constituents.

6. Empathy: These people are able to motivate other people through creating narratives, communicating shared goals, and involving others through participation. Social entrepreneurs must be effective public speakers. For inspiration to take root, they must be able to effectively communicate their vision.

7. Emotional and social intelligence: Social entrepreneurs need excellent skills in connecting (with) people and building networks. Without strong ties, they will not succeed in creating leverage and scale for their business ideas.

some examples of social enterprises



PSYDEH's fieldwork focuses in part on empowering indigenous women to be the leaders and businesswomen they are. One mechanism for achieving this objective is our forthcoming second social enterprise-oriented initiative we call "Bordamos Juntos" (Embroider Together).


some examples of social enterprises

Blanket America: Buy 1, Give 1

Blanket America 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.

[Blanket America: Buy 1, Give 1](#)

some examples of social enterprises



Buy a Book, Plant a Tree

Baron Fig produces high quality notebooks that address the needs and expectations of everyday creative professionals and hobbyists. Aware of the impact paper production has on trees, they are committed to planting a tree for every notebook sold. Promoting environmental consciousness, responsibility and overcoming their impact. Up until now they have already planted 52,866 Trees in more than 30 countries.

some examples of social enterprises

Venture for Canada

Venture for Canada is a national charity whose mission is to foster entrepreneurial skills in young Canadians through several program offerings.

Their Fellowship Program involves training for recent post-secondary graduates, along with an immersive professional development camp to help accelerate their careers. Their Intrapreneurship Program is a fully virtual seven week program that provides current Canadian post-secondary students with paid 70-hour projects. Their Internship Program offers on demand curated training and up to four months of paid work, and is eligible for most post-secondary co-op programs.

In order to be able to provide these experiences for current students and recent graduates, Venture for Canada partners with Canadian businesses, connecting them with ambitious, talented workers at a variety of levels of cost commitment.

some examples of social enterprises



[Social Enterprise Academy](#)

WEEKLY NEWSLETTER



Stories of people using business as a force for good

[Learn more about this growing movement](#) of Certified B Corporations using business as a force for good, and [sign up to receive the B The Change Weekly newsletter](#) for more stories like this one, delivered straight to your inbox once a week.

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Kahoot it!

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