

Social entrepreneurship

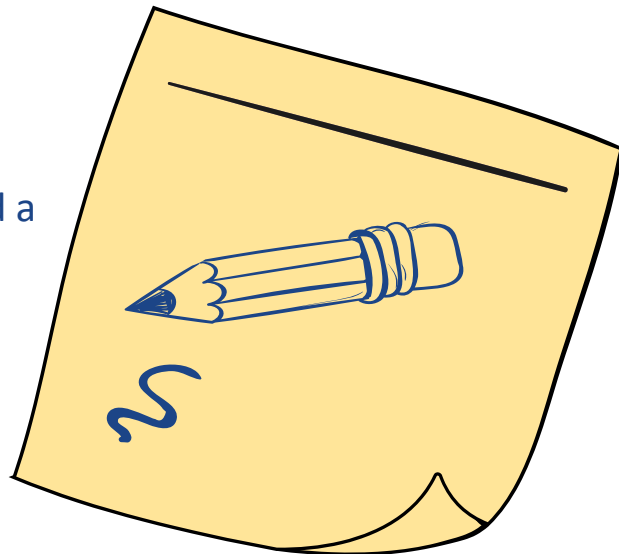
Module 1

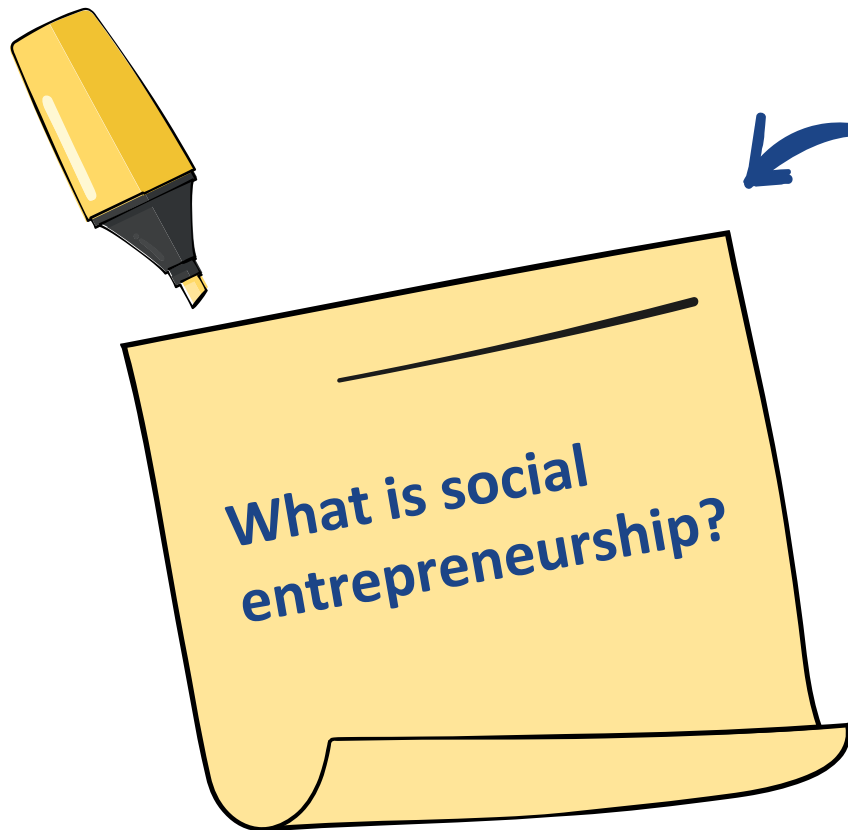
What is social entrepreneurship?

Upon completing the module, you will be able to:



- Define a social enterprise
- Identify the differences between an enterprise and a social enterprise
- Analyze the concept of social economy
- Describe the field of actions in which social entrepreneurship operates
- Recognize similarities and differences between entrepreneurship and intrapreneurship
- Describe the Triple Bottom Line



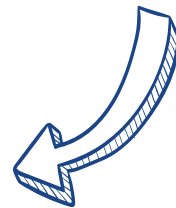


Course content

- 1 What is social entrepreneurship?
- 2 Forms of social enterprises
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- 4 Who is an entrepreneur?
- 5 Triple Bottom Line



What is social entrepreneurship?



Social entrepreneurship is

a way of doing business that is connected to a desire for **social change**

Social entrepreneurship is

based on the same business model as a traditional company, but its strategies revolve around the solution of a **social problem**

Social entrepreneurship is

is not only the achievement of profit, but the implementation of solutions that lead to an improvement in the **quality of life** for as many people as possible



What is social entrepreneurship?

*The **European Commission** considers a social enterprise an operator in the social economy whose main objective is to have a **social, societal or environmental impact** rather than make a profit for the investors or owners.*

*It operates by providing products and services for the market in an entrepreneurial and innovative way and the profits are mainly reinvested to achieve **social objectives**.*



Forms of social enterprises

- social cooperatives
- private companies limited by guarantee
- non-profit-distributing organisations
- provident societies
- associations
- voluntary organisations
- charities
- foundations



Fields of action of social enterprises



**PERSONAL SOCIAL
SERVICES**



**RECYCLING, ENVIRONMENTAL
PROTECTION, ARTS, CULTURE
OR HISTORICAL PRESERVATION**



**SCIENCE, RESEARCH AND
INNOVATION, CONSUMER
PROTECTION AND AMATEUR
SPORTS**



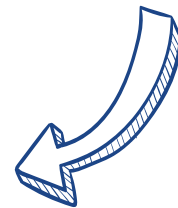
WORK INTEGRATION



**LOCAL DEVELOPMENT OF
DISADVANTAGED AREAS**



Figures about social enterprises



2 million

In Europe there are 2 million social economy enterprises, mostly micro, small, and medium-sized enterprises (SMEs), representing 10% of all businesses in the EU

11 million

more than 11 million people (about 6% of the EU's employees) work in these enterprises

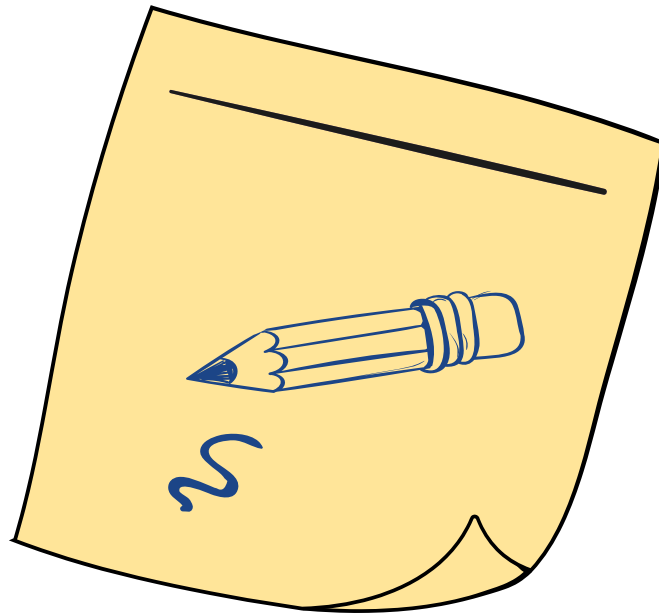
160 million

up to 160 million people in Europe are members of social economy enterprises

Social enterprise contribution

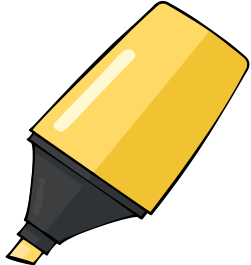
Social enterprises have an essential role to the EU's

- employment
- social cohesion
- regional and rural development
- environmental protection
- consumer protection
- agricultural development
- third countries development
- social security policies




What is social economy?

Social economy is a branch of economics—and a social science—that focuses on the relationship between social behavior and economics.



Social economics consists of two broad perspectives that, though opposite in their approach, can be thought of as complementary

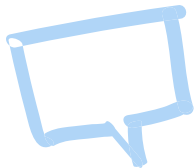


Perspective 1

- by Nobelist Gary Becker, applies the **basic theoretical** and applied **tools of neoclassical microeconomics** to areas of **human behaviour** not traditionally considered as part of economics proper, such as crime and punishment, drug abuse, marriage, and family decisions.

Perspective 2

- applies the ideas of **other social sciences**, such as sociology, psychology, and identity group studies to **subjects of an economic nature** like consumer behaviour or labour markets, using history, current events, politics, and other social sciences to predict social trends that could potentially impact the economy.



Social economy

- Social economy is intended to make **profits for people** other than investors or owners
- It aims to **serve the members** of society and not to obtain a return on investment as the traditional mainstream capital companies do
- The **social economy** includes cooperatives, mutual societies, non-profit associations, foundations and social enterprises.

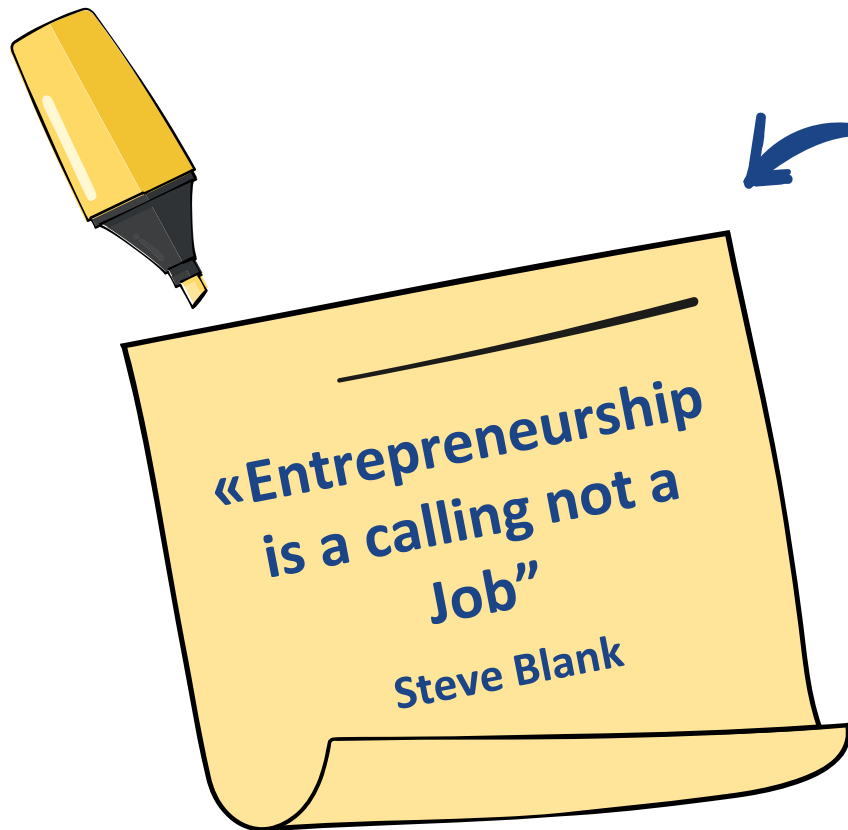


Social economy goal

*Social economics is primarily concerned with the interplay between **social processes** and **economic activity** within a society.*

Social economics may attempt to explain how a particular social group or socioeconomic class behaves within a society, including their actions as consumers.





Who is an entrepreneur?

- a starter
- an initiator
- a challenger
- the driver in charge
- accountable
- responsible
- an individual who creates something new



Entrepreneurship

- Entrepreneurship is one of the resources economists categorize as integral to production, the other three are land/natural resources, labor and capital.
- An entrepreneur **combines** the first three of these to manufacture goods or provide services.
- They typically **create** a business plan, **hire** labor, **acquire** resources and financing, and **provide** leadership and management for the business.



Qualities of an entrepreneur

- Being open-minded
- Problem identifier and solver
- Passionate
- Confident and disciplined
- Risk-taker
- A constant flow of ideas
- Creative
- Competitive
- Opportunist
- Determined and strong-willed



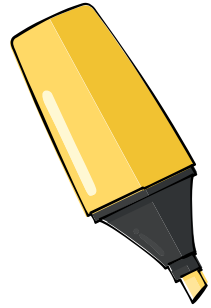
Intrapreneurship



The term intrapreneurship refers to a system that allows an **employee** to act like an entrepreneur within a company or other organization by allowing them to use their entrepreneurial skills for the benefit of both the company and the employee.

Intrapreneurship gives employees the freedom to experiment, as well as the potential for growth within an organization; foster autonomy and independence, while attempting to find the best resolution.



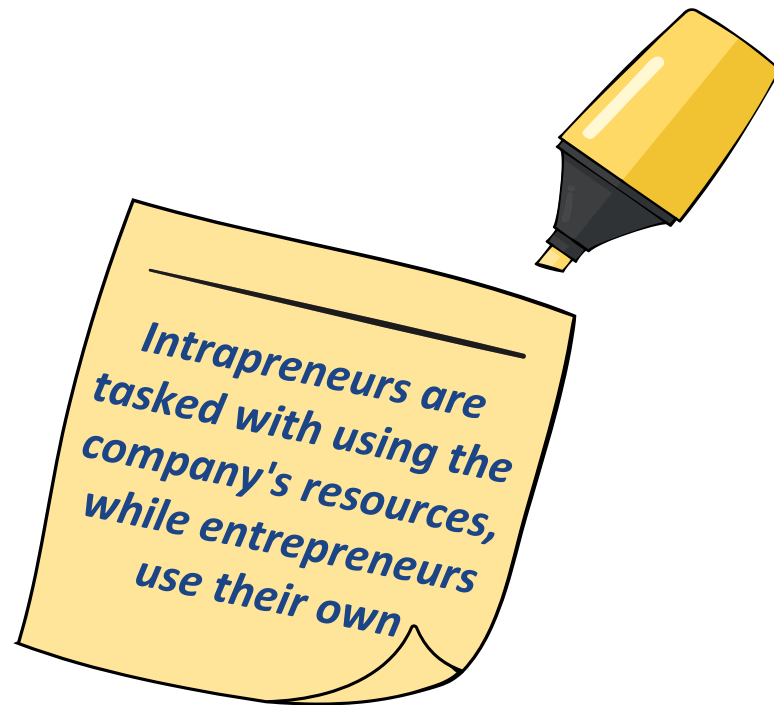


Who is an Intrapreneur?

- an employee in a company
- self-motivated
- proactive
- action oriented
- uses their skills as part of a team
- innovator of projects or ideas within a company/business

Qualities of an intrapreneur

- Being open-minded
- Problem identifier and solver
- Passionate
- Confident and disciplined
- Risk-taker
- A constant flow of ideas
- Creative
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Entrepreneur

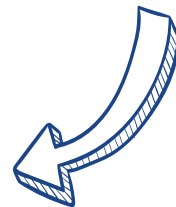
- Creates a business, start a company
- Uses its own resources
- Starts a company as a means of providing a good or service

Intrapreneur

- Provides good services
- Uses company resources
- Seeks to improve the performance of an existing company.



Different skills



Entrepreneur

- creates a business
- increase shareholder value
- develop customer networks
- determines potential markets

Intrapreneur

- an employee tasked to an innovative idea or project
- enhance existing goods and services within the context of the business
- seeks to improve the performance of an existing company

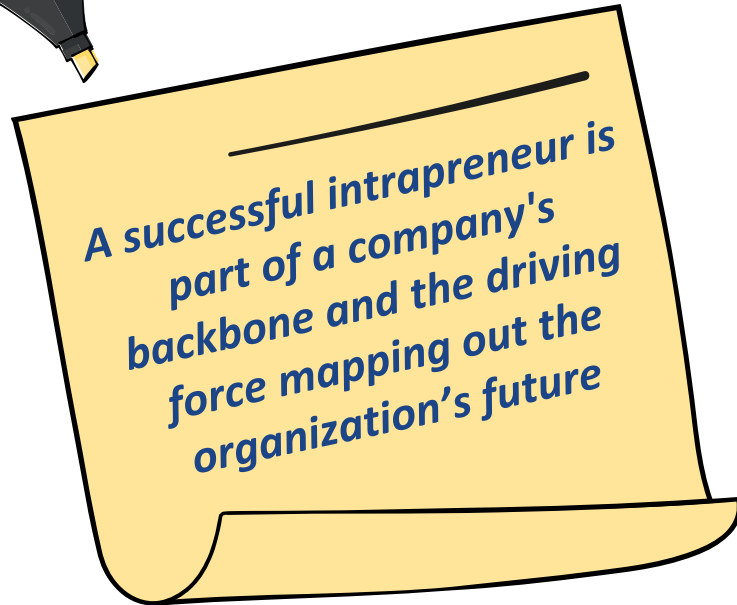
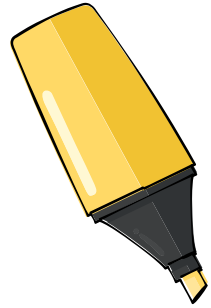
Innovator

- someone who invents a product
- create a new product, ideas, methods never made before
- create new iterations on products already created



Social intrapreneur

A specific category of intrapreneur that is emerging is the **social intrapreneur**, which add to all those characteristics we have previously identified the aim to achieve **objectives** that have a **positive social impact** and they want to do it together **with the company** they work for, as company involvement is part of the positive impact.



The 10 commandments of the Intrapreneur?

1. Build your team,
2. Share credit widely
3. Ask for advice before you ask for resources
4. Under promise and overdeliver
5. It is easier to ask for forgiveness than for permission
6. Do any job needed to make your dream work
7. Keep the best interests of the company and its customers in mind.
8. Come to work each day willing to be fired.
9. Be true to your goals, but be realistic about how to achieve them.
10. Honor and educate your sponsors

The Triple Bottom Line

- People
- Planet
- Profit



TBL



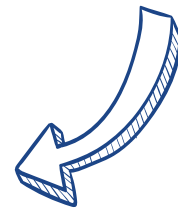
- The triple bottom line is a sustainability-based accounting method that focuses on people, profit and planet.
- The triple bottom line differs from traditional reporting frameworks because it includes ecological and social aspects that are often difficult to measure. The idea is that by improving in any one sector, you'll improve the company overall.







TBL



PEOPLE

This bottom line measures businesses' impact on human capital.

It recognizes the interdependency of all the human relationships and interactions that enable the company to operate

PROFIT

Businesses committed to the triple bottom line look at profits in terms of not just what they can do for shareholders, but also how they can help the broader community

PLANET

Companies following the TBL model work to reduce their ecological footprint. This involves not producing products that are unsafe or unhealthy for the planet and the people on it, reducing consumption, waste and emissions.

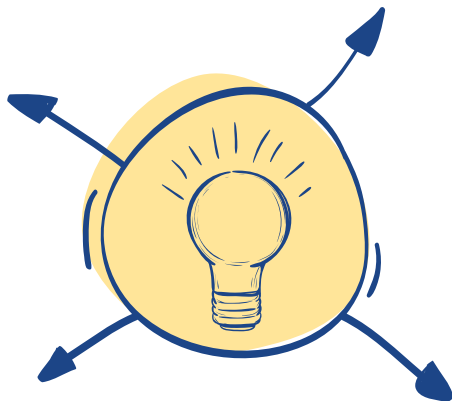
Conclusions

A social enterprise

is based on the same business model as a traditional company, but its strategies revolve around the solution of a social problem

Social intrapreneur

Aims to achieve objectives with positive social impact with the company



Social enterprise

is an operator in the social economy whose main objective is to have a social, societal or environmental impact

TBL

a sustainability-based accounting method that focuses on people, profit and planet

Thanks!



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