



<b>SPECIFIC LEARNING OUTCOME</b>	The student understands and can apply how social, environmental, or societal challenges can be turned into opportunities for an organization/company.
<b>KEYWORDS</b>	Social Enterprise, environmental business opportunity
<b>INTRODUCTION</b>	We have developed a short factsheet about Social Enterprises, giving a brief introduction and highlighting the difference with conventional businesses. Alongside the factsheet, there are a number of videos which you can watch to get a deeper understanding of how social enterprises contribute to the economic, environmental and societal benefit.
<b>HOW TO WORK WITH THIS MATERIAL</b>	<p>Please read the factsheet and carry out the tasks below.</p> <p><b>TASKS:</b></p> <ul style="list-style-type: none"> <li>• How many Social Enterprises are there in your country?</li> <li>• Find at least 3 existing local Social Enterprises and explain why they are meeting the above characteristics?</li> </ul> <p>The work can be done in groups or individually in class or given as homework.</p>
<b>TIMING</b>	approx. 1-2 hours

## 1. Theory

For students to get a better understanding how social, environmental and societal challenges can be addressed we have developed an introduction to Social Enterprises.

### Social Enterprise Introduction

Social Enterprises are on the rise. More and more European countries have specific legal forms or statutes for social enterprise. Long gone are the days that people associated the term 'social enterprise' with the activities of charities or work integration of disadvantaged and disabled people, and not entrepreneurship.

A recent report into how business is conducted in the UK today reveals the continued growth of the Social Enterprise movement.

Nearly one million people are now employed in the sector that aims to use the power of business and enterprise as a force for good, with over 70,000 businesses contributing more than £24 billion to the UK economy.

Social enterprise is all about combining business with social justice and using business and enterprise as a force for good and a way of making change.

Social Enterprises change people's way in many different ways: by creating jobs, preventing environmental waste, through reinvesting profits into community activity, through to developing new services to help the most vulnerable.

Social Enterprises come in all sorts of types and forms but they often share these characteristics:

- They have a social mission
- They make more than 50% of their money from trading
- They reinvest or give away more than 50% of their profits to further their social mission
- They are independently owned
- They are transparent in how they report their social impact.

It is important not to forget that a Social Enterprise **still needs to make a profit** in order to run. You need to be able to pay yourself and others in the social enterprise. Therefore, if you are planning to set up a Social Enterprise you should still use and prepare the fundamentals of a business plan, cashflow forecast etc.



## 2. Video material

1. To prepare students and to illustrate the principles of social enterprise we have select a nuber of supportive videos:
  - <https://www.thesedge.org/socent-spotlights/22-awesome-social-enterprise-business-ideas>
  - <https://www.thesedge.org/socent-spotlights/4-surprisingly-simple-social-enterprises>

## 3. Tasks

To delve deeper in the subject of Social Enterprise we suggest for the students to undertake the following research:

- How many Social Enterprises are there in your country?
- Find at least 3 existing local Social Enterprises and explain why they are meeting the above characteristics?

