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# IO3 – Training package for social and green NGO leadership

## Module 2: Introducing green and social entrepreneurship

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NGEnvironment

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Foster European Active Citizenship and Sustainability  
Through Ecological Thinking by NGO's



## Task

# What defines an organisation or company as a 'social enterprise'?

## Can you think of concrete examples?



# What is a Social Enterprise?

**A social enterprise combines entrepreneurial activity with a social purpose. Its main aim is to have a social or environmental impact, rather than to maximise profit for owners or shareholders. This definition encompasses a wide variety of organisations, from large social cooperatives to small, community-run initiatives. It covers almost every sector: manufacturing, healthcare, education, sport, childcare, arts, tech...**

Source: Jill Kichul and Thomas S. Lions, Understanding Social Entrepreneurship, second edition

# Definitions: Using Business to bring about Social Change

- A social enterprise has a social/societal or environmental purpose, with at least part of its surplus reinvested in the social objective (Forfás 2013).
- Often social enterprises fill service gaps neglected by government or deemed financially not viable by traditional enterprises.
- The E.U. Social Business Initiative (EC 2011) defines a social enterprise as an
- “undertaking whose primary objective is to achieve social impact rather than generating profit for owners and shareholders; and which uses its surpluses mainly to achieve these social goals; and which is managed by social entrepreneurs in an accountable, transparent and innovative way, in particular by involving workers, customers and stakeholders of its business activity”.

Source: Jill Kichul and Thomas S. Lions, Understanding Social Entrepreneurship, second edition

# Definitions: Using Business to bring about Social Change

- The method of organisation or ownership system reflects their mission using democratic or participatory principles or focusing on social justice (EC 2016).
- Social enterprises encompass a wide variety of organisations, across a variety of sectors, from large social cooperatives to small community-run initiatives.
- They can be structured as a for-profit or non-profit, and may take the form depending on the legal forms available in a country.

Source: Jill Kichul and Thomas S. Lions, Understanding Social Entrepreneurship, second edition

# Green entrepreneurship

- Green entrepreneurship is the activity of consciously addressing an environmental and/or social problem/need through the realization of entrepreneurial ideas with a high level of risk, which has a net positive effect on the natural environment and at the same time is financially sustainable. Green entrepreneur is someone who starts and runs an entrepreneurial venture that is designed to be green in its products and processes from the very moment it is set up

Source: [http://greentproject.eu/wp-content/uploads/2017/05/GREENT\\_Lesson\\_20\\_Green-entrepreneurship.pdf](http://greentproject.eu/wp-content/uploads/2017/05/GREENT_Lesson_20_Green-entrepreneurship.pdf)

# Green entrepreneurs

- The green entrepreneurs have environmental and social goals into their core business, these goals are the reason their business exists, not just a side effect
- Education of the consumer towards the specifics of the green products/services
- Environmental values are part of the company values
- Green entrepreneurship can be (sometimes) associated with higher costs
- Financial profit is a goal insofar as it helps sustain the business so that it can go on fulfilling its environmental goals and bringing benefits to the environment

Source: [http://greentproject.eu/wp-content/uploads/2017/05/GREENT\\_Lesson\\_20\\_Green-entrepreneurship.pdf](http://greentproject.eu/wp-content/uploads/2017/05/GREENT_Lesson_20_Green-entrepreneurship.pdf)

# Social entrepreneurship

- Social entrepreneurship is the use of the techniques by start-up companies and other entrepreneurs to develop, fund and implement solutions to social, cultural, or environmental issues

Source: [http://greentproject.eu/wp-content/uploads/2017/05/GREENT\\_Lesson\\_20\\_Green-entrepreneurship.pdf](http://greentproject.eu/wp-content/uploads/2017/05/GREENT_Lesson_20_Green-entrepreneurship.pdf)



# Task

- You can ask the following questions to the whole class and collect several answers from volunteers. Alternatively you could ask the students to fill in their answers individually in written form in the worksheet provided:
- Is there a local green entrepreneur that you know of and like? If yes, what do you like about him/her?
- What about a national or international one?
- How do you apply the “think green” principle in your daily life?



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# Thank you very much for your attention!

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**Websites:**

<http://www.ngenvironment-project.eu/>  
<http://ngenvironment.eduproject.eu/>

# Sources

- ❖ Green entrepreneurship and social entrepreneurship, Available under: [http://greentproject.eu/wp-content/uploads/2017/05/GREENT Lesson 20 Green-entrepreneurship.pdf](http://greentproject.eu/wp-content/uploads/2017/05/GREENT_Lesson_20_Green-entrepreneurship.pdf)
- ❖ Jill Kichul and Thomas S. Lions, Understanding Social Entrepreneurship, second edition
- ❖ 22 Awesome Social Enterprise Business Ideas, Available under <https://www.thesedge.org/socent-spotlights/22-awesome-social-enterprise-business-ideas>.
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