

# I03 – Training package for social and green NGO leadership

## Module 2: Introducing green and social entrepreneurship

### Part 1: What is a Social Enterprise ?

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ERASMUS+ Programme – Strategic Partnership  
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Foster European Active Citizenship and Sustainability  
Through Ecological Thinking by NGO's



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# Agenda

## Part 1: What is Social enterprise?

1.1 What is a Social entrepreneurship ?

1.2 Definitions: Using Business to bring about Social Change

## Part 2: What is Green entrepreneurship?

2.1 Green entrepreneurs



# Learning Outcomes of Module 2

Module/Unit	Learning Outcomes – The learner will:	Indicative Content
Introducing green and social entrepreneurship	<ul style="list-style-type: none"><li>• Understand social enterprise</li><li>• Understand green entrepreneurship</li></ul>	<ul style="list-style-type: none"><li>• Social entrepreneurship</li><li>• Definitions: Using Business to bring about Social Change</li><li>• Green entrepreneurs</li></ul>



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# Part 1: 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

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## 1.1. 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.
- A social entrepreneur is a person who pursues novel applications that have the potential to solve community-based problems. These individuals are willing to take on the risk and effort to create positive changes in society through their initiatives.

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)



## 1.2 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



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## 1.2 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



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

Task

## Can you think of concrete examples?





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# Task

Task

**Have a look at the following video.  
After watching the video write down what is a social enterprise  
for you!**

**Share your ideas with the group.**



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# Task

Video: Social Enterprise 101

[https://www.youtube.com/watch?v=9\\_g5RqwW51I](https://www.youtube.com/watch?v=9_g5RqwW51I)

Common Good Solutions - YouTube

Task



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# H5P TASK

Drag the words into the correct boxes

What is a social entrepreneur ?

A social entrepreneur is a person who pursues [ ] applications that have the potential to solve [ ] problems. These [ ] are willing to take on the [ ] and effort to create [ ] changes in society through their initiatives.

community-based

positive

risk

individuals

novel

 Check

# Thank you very much for your attention!



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# 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>.
- ❖ Social entrepreneurship, Available under <http://www.sbs.ox.ac.uk/faculty-research/skoll/what-social-entrepreneurship>
- ❖ Social Enterprise Business Ideas, Available under <https://www.thesedge.org/socent-spotlights/22-awesome-social-enterprise-business-ideas>