

S.E.VET– Capacity Building Programme

Unit 2 Social Entrepreneurship Methods



Introduction to Social Entrepreneurship



Introduction and Overview

Social entrepreneurship refers to the practice of identifying, starting, and managing businesses with the primary aim of addressing social issues and creating positive societal impact. Unlike traditional entrepreneurship, which focuses primarily on profit generation, social entrepreneurship prioritizes social, environmental, and community goals, integrating them into the core mission of the business. Social entrepreneurs are driven by a commitment to solve pressing social problems through innovative solutions, often employing sustainable and ethical business practices.



Introduction and Overview



Theoretical Framework

Social Business Model:

- Conceptualized by Muhammad Yunus, this model focuses on businesses that are financially self-sustainable and reinvest profits to further social or environmental missions rather than distributing dividends to shareholders.

Microfinance:

- Pioneered by institutions like Grameen Bank, microfinance involves providing financial services such as small loans to underserved populations, enabling them to start or expand small businesses and improve their living conditions.



Theoretical Framework

Cooperatives:

- Cooperatives are owned and run by their members, who share in the profits and benefits. They operate on principles of democratic governance, economic participation, and concern for community, aiming to meet the common needs of their members.

Community Development Financial Institutions (CDFIs):

- These organizations provide credit and financial services to underserved markets and populations, promoting economic revitalization and community development.



Theoretical Framework

B Corporations:

- Certified by the nonprofit B Lab, B Corporations meet rigorous standards of social and environmental performance, accountability, and transparency, balancing profit and purpose.

Social Innovation Theory:

- This theory focuses on the development and implementation of new solutions to social problems, emphasizing the importance of innovation in addressing societal challenges and improving human well-being.



Theoretical Framework

Triple Bottom Line (TBL):

- The TBL framework posits that businesses should commit to focusing on social and environmental concerns just as they do on profits. This approach evaluates company performance based on three dimensions: social, environmental, and financial (people, planet, profit).

Shared Value Concept:

- Proposed by Michael Porter and Mark Kramer, this concept suggests that businesses can generate economic value in a way that also produces value for society by addressing its challenges.





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Practical Application

Watch and learn [here](#)



Practical Application

Which are the main points of this case study?

Write down 4 key elements



Discussion and Reflection



Discussion and Reflection

Role-Playing Exercise

- Assign different roles within a social entrepreneurship venture, such as founder, investor, beneficiary, or community partner.
- Conduct role-playing exercises where participants simulate interactions and negotiations between these stakeholders, focusing on issues like funding allocation, impact assessment, and stakeholder engagement.



Conclusion and Summary

Definition and Principles of Social Entrepreneurship:

- Social entrepreneurship was defined as the practice of creating businesses aimed at addressing social issues and generating positive societal impact. Unlike traditional entrepreneurship, which focuses on profit maximization, social entrepreneurship integrates social, environmental, and community goals into the business mission.
- Core principles include a commitment to social value creation, innovation, sustainability, and ethical practices.
- Models and Theories of Social Entrepreneurship



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Conclusion and Summary

Case Studies of Successful Social Entrepreneurship Ventures:

We examined detailed case studies of real-world social entrepreneurship ventures, identifying key strategies, challenges, and impacts. These examples illustrated how social entrepreneurs address issues such as poverty, education, healthcare, and environmental sustainability.

Challenges and Opportunities in Social Entrepreneurship:

- We discussed common challenges faced by social entrepreneurs, including securing funding, measuring social impact, and balancing financial sustainability with social goals.
- The session also highlighted opportunities for innovation and the potential for significant social impact through social entrepreneurship.

Interactive Discussions and Reflections



Conclusion and Summary

As we conclude our exploration of the intersection between the engineering sector and social entrepreneurship in Sub-Unit 1, it is essential to prepare participants for the upcoming topics in Sub-Unit 2: Developing Social Entrepreneurship Ventures. This sub-unit will delve deeper into the practical aspects of creating and scaling social entrepreneurship ventures, equipping participants with the knowledge and tools needed to bring their ideas to life.



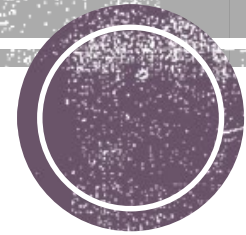


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