

What is Social Enterprise?

An Irish Perspective



A large, stylized letter 'Q' in orange with a white and black outline, centered on the page. A semi-transparent grey horizontal bar is overlaid across the middle of the image, containing the text.

What is social Enterprise?

Social enterprises use the power of business to bring about social and environmental change





SocialEnterprise.ie

Social enterprise is a business model that puts people and community first, ahead of private or personal gain, while operating in a commercially viable and sustainable way.

Social Entrepreneurship


Spectrum of Businesses

Business.	• Pure profit.
Ethical Business	• Good profit.
Corporate Social Responsibility	• Extra profit put to good use.
Social Entrepreneurship	• Make profit and do good.
Social Business	• Profit but no dividend.
Non-Profit	• Charity. No Profit, No Dividend.
Government	• Public Services, incentives and regulations.
International Organizations	• Framework initiatives.

has a double
bottom line of
profit and social
impact.

Source: www.slideshare.net/mindaugasdanys/social-innovations-and-social-entrepreneurship?

- If your children have fun in a community playgroup, if you ever hunt for bargains in a charity shop, or if you use community services like meals on wheels or accessible transport services, then you already know a lot about social enterprises.
- In a nutshell, they are businesses that are trading in order to provide essential services in their communities; to tackle some of the biggest problems in society or to address environmental issues.
- With the profits they generate from trading, social enterprises reinvest back into the business or the local community, continuing to provide jobs and other benefits to their communities.



Social enterprise is not a legal term in Ireland, but an approach.

Social Enterprise Principles

- Having a clear social and/or environmental mission (set out in governing documents)
- Generating the majority of income through trade
- Reinvesting the majority of profits to further the social mission

**START YOUR
SOCIAL
ENTERPRISE**

Click for pdf
Guide from
Social
Enterprise UK



Ireland's Social Finance Ecosystem:



supports social entrepreneurs through an [Awards Programme](#) which provides direct support to high-potential emerging social entrepreneurs.

Changing Ireland by significantly increasing the impact of Ireland's leading social entrepreneurs.



THE SOCIAL INVESTMENT FUND
ESTABLISHED 1996

Clann Credo - the Social Investment Fund - provide loans to community organisations, charities and social enterprises.

SEL Seed Capital Awards Finalists

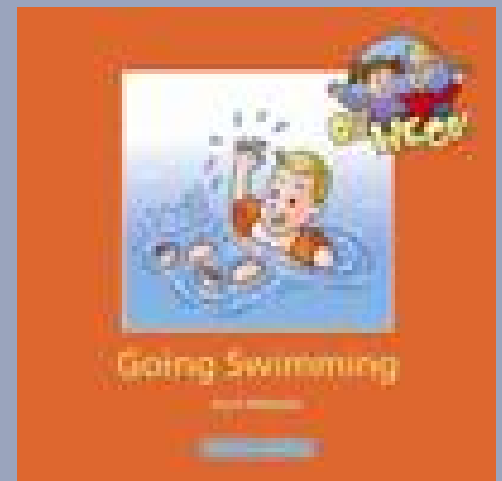
Community Impact Stories



Some Examples:

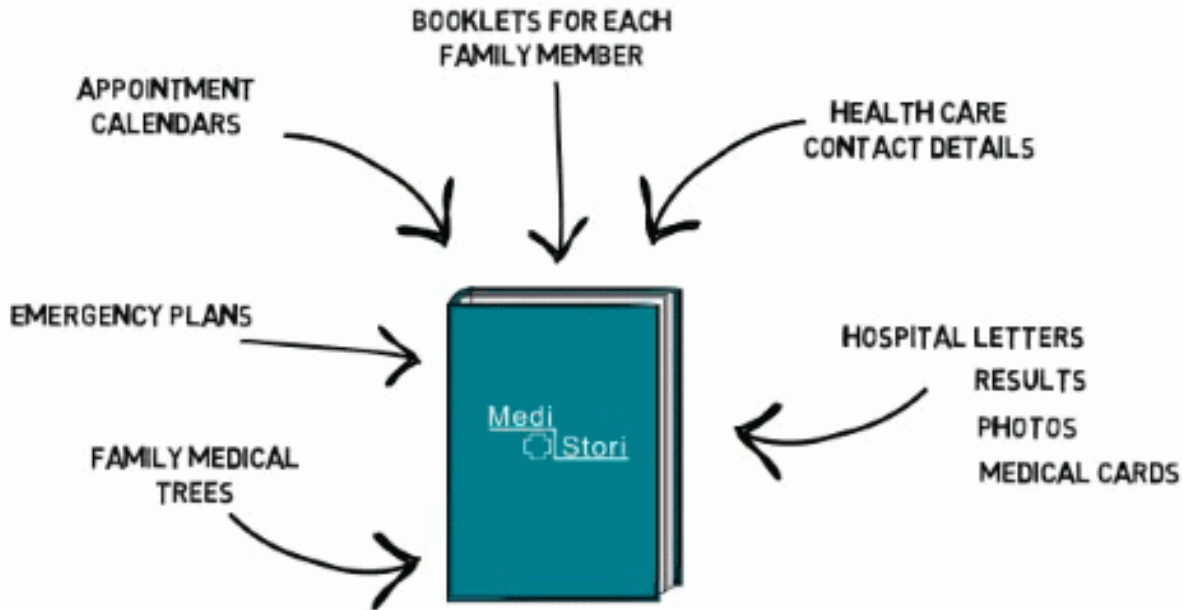


- Off We Go! Books and apps prepare children for first experiences.
- Proven to help children with special needs / autism
- Created by a mum for her own son who has a developmental delay including sensory integration dysfunction.



MediStori[®]

What's Your MediStori?



*paper-based personal health organiser -
daily medication and symptom diary –
for all the family.*

- Easy to use medical record
- Empowers patients and their carers
- Engage with national health systems to ensure no cost to patients who need it.
- Leads to improved treatment outcomes



- Private sector provider of reduced rate psychological intervention services for children
- Ireland's childhood suicide rates for both boys and girls amongst highest in Europe.
- Sugru provide innovative services to address – book, workshops and online platform.



elevator
PROGRAMME



1 in 10

people in Ireland
suffer from food poverty

1 Million
tonnes of food
is thrown out
by irish consumers
and businesses
every year



foodcloud



FoodCloud wants to take on food waste in the home and inspire new ways to prevent good food going to waste. Find out more at www.foodcloud.net.

Source: <http://www.dublinglobe.com/companies/dublin-startup-stories-foodcloud>


December 2015



+ MANY MORE

See the map on [Social Enterprise.ie](http://SocialEnterprise.ie)

SO:



**SOCIAL ENTERPRISES ARE
PROFIT SEEKING, TRADING
ORGANISATIONS THAT HAVE A
SOCIAL MISSION AND
MEASURED AND POSITIVE
SOCIAL IMPACT.**

Introducing

Social Innovation + Social Finance = Social Enterprise

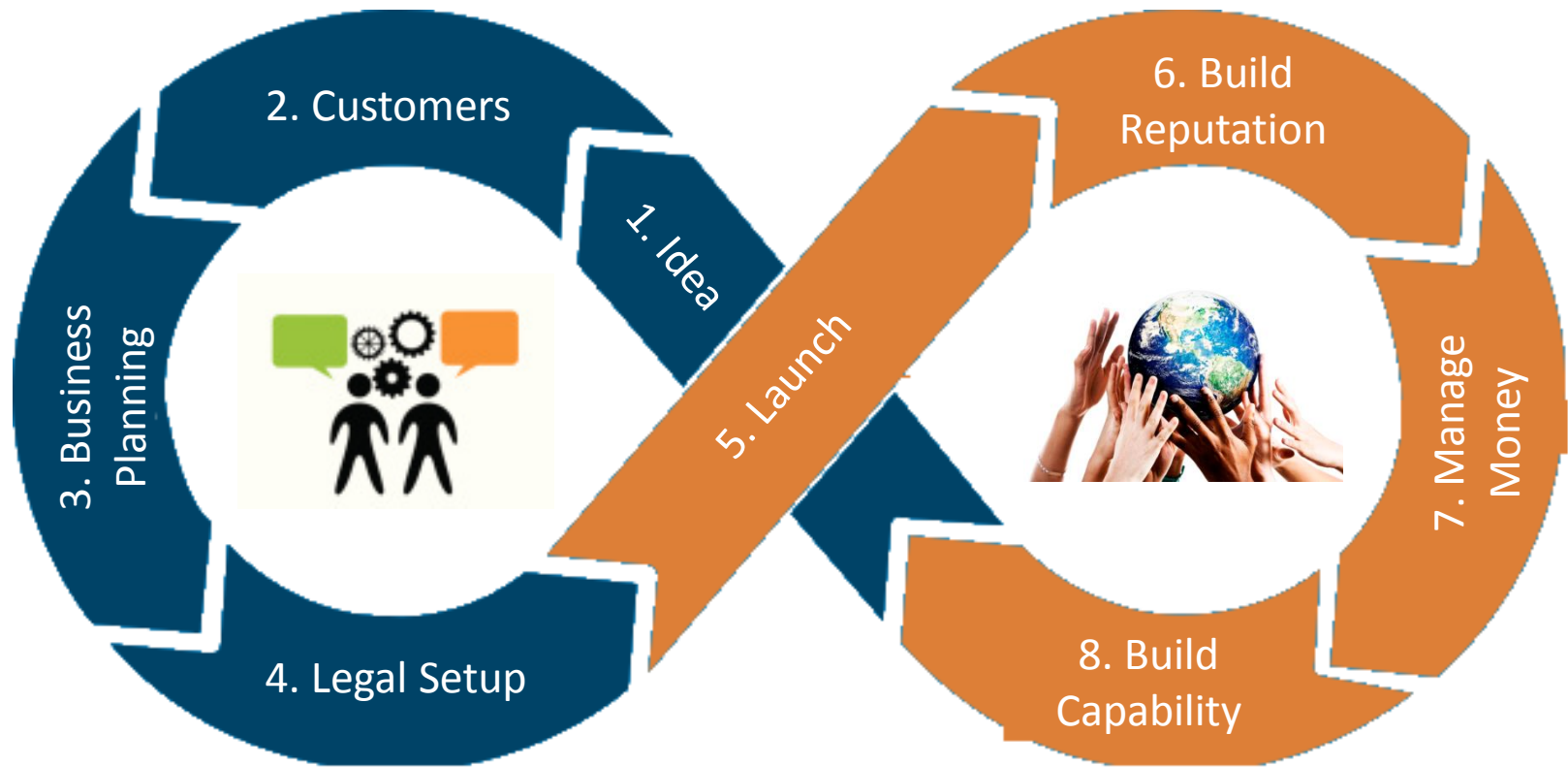
Start a Social Enterprise Programme

GALWAY CITY 2016

Programme Outline

- Eight 3 hour workshops – one a week - to address how to plan, set up and launch a Social Enterprise.
- Each participant assigned a [mentor by SCCUL Enterprises](#) – three * 1 hour sessions

8 Steps to Build your Social Enterprise



1. The idea

I have a technological breakthrough!



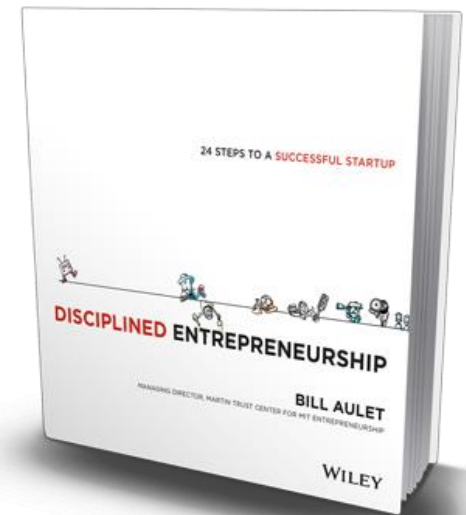
I have an idea!



I have a passion!



Three ways
to start a new venture



Important to start a company in line with your values, interests and expertise – Bill Aulet

2. Customers

- The single necessary and sufficient condition for a business is a paying customer – Bill Aulet
- It is not a product, a technology, a customer need, a business plan, a vision, a CEO, money, investors, competitive advantage, or company values.
- Identify a burning problem
- Profile your Customer - End Users v Other roles (buyer)
- Need to do your market research

3. Business Planning

- Every element of the business
 - Not a Business Plan
 - Tool: Business Model Canvas
- Product – Operations - Suppliers – Staff – Startup Capital – Premises – Pricing – Initial Marketing – Deliver to Reference Customers – Plan for future
- Key is to clarify Unique Value Proposition

4. Legal Setup

- Revenue
 - Taxation
 - VAT
 - Employees
 - Intellectual Property
 - Other contracts
 - Bank
 - Health & Safety
 - Governance
 - Legal Status
 - Companies Registration Office
 - Charities Regulatory Authority (Ireland)
 - Director Responsibilities
 - Reporting
- Develop your Startup Checklist for your Social Enterprise

5. Launch

- Work with initial reference customers
 - Market Testing
- Get Started
 - Set goals & take action
 - Planning ... Staff and other resources to include Finance
 - Commitment & Passion
- Build momentum and traction in Target Market

6. Build Reputation

- Marketing
 - Understand the market
 - Focus on Awareness + Interest
 - Call to Actions
 - Networking / Website / Social Media
- Sales
 - Early Adopters
 - Repeat Business /Lifetime Value



7. Manage Money

- Full understanding of Cost Profile
- Revenue Streams & Pricing
- Cash flow Management (Get Paid on Time)
- P&L, Balance Sheet ... maintaining records and working with your accountant
- Financial supports for Social Enterprise
- Use accounts to support Decision Making

8. Build Capability

- TEAM
 - Management Development
 - Advisors & Mentors
- ORGANISATION (Execution)
 - People
 - Finances
 - Systems
 - Domain Knowledge /Customer Insight
 - Network & Partners
- STRATEGY
 - Be open to change



SETH
GODIN,
Marketing
Guru

We are all social entrepreneurs

It's tempting to reserve the new term 'social entrepreneurs' for that rare breed that builds a significant company organized around the idea of changing the culture for the better.

The problem with this term is that it lets everyone else off the hook. The prefix *social* implies that regular entrepreneurs have nothing to worry about, and that the goal of every un-prefixed organization and project (the 'regular kind') is to only make as much money as possible, as fast as possible.

But that's not how the world works.

Every project causes change to happen, and the change we make is social. The jobs we take on, the things we make, the side effects we cause—they're not side effects, they're merely effects. When we make change, we're responsible for the change we choose to make.

All of us, whichever job or project we choose to take on, do something to change the culture. That social impact, positive or negative is our choice.

It turns out that all of us are social entrepreneurs. It's just that some people are choosing to make a bigger (and better) impact than others.

It's a spectrum, not a label.

Posted by [Seth Godin](#) on May 25, 2015

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About Donncha Hughes

Business Advisor, Mentor & Trainer

- Marketing & Sales to include Web Site Content, Event Management, PR, Events, + Market Research
- Business Plans, business planning, lean startup, financial projections + grant applications

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