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Module 1. Social and sustainable entrepreneurship. Make the difference!

1.1. What is sustainability



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2020-2023 Erasmus+ KA2

Module 1 – Unit 1 – What is sustainability?

Module 1 – Unit 1. What is sustainability?

1.1. Sustainability. What is sustainability?

1.2. Components of sustainability.

1.3. Social scope of sustainability.



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Learning outcomes:

- Explain the concept of sustainability.
- Introduce the different components of sustainability and how they can be applied into entrepreneurial context.





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1.1. Sustainability: What is sustainability?



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Module 1 – Unit 1 – What is sustainability?

Since the 1970s, and due to the first crises identified at the global level, the need to establish policies that ensure harmonious and balanced development has been at the top of global agendas. Today, ideas such as sustainability, green economy, circular economy, etc. appear in our daily lives and we talk about them as a matter of routine. But what do these concepts, these ideas represent, how do we embed them in everyday life, and how are they relevant for entrepreneurship?



Source: [Orlandow](#) in [Pixabay](#)



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Module 1 – Unit 1 – What is sustainability?



Sustainability is “the integration of environmental health, social equity and economic vitality in order to create thriving, healthy, diverse and resilient communities for this generation and generations to come. The practice of sustainability recognizes how these issues are interconnected and requires a systems approach and an acknowledgement of complexity.” From <https://www.sustain.ucla.edu/what-is-sustainability/>



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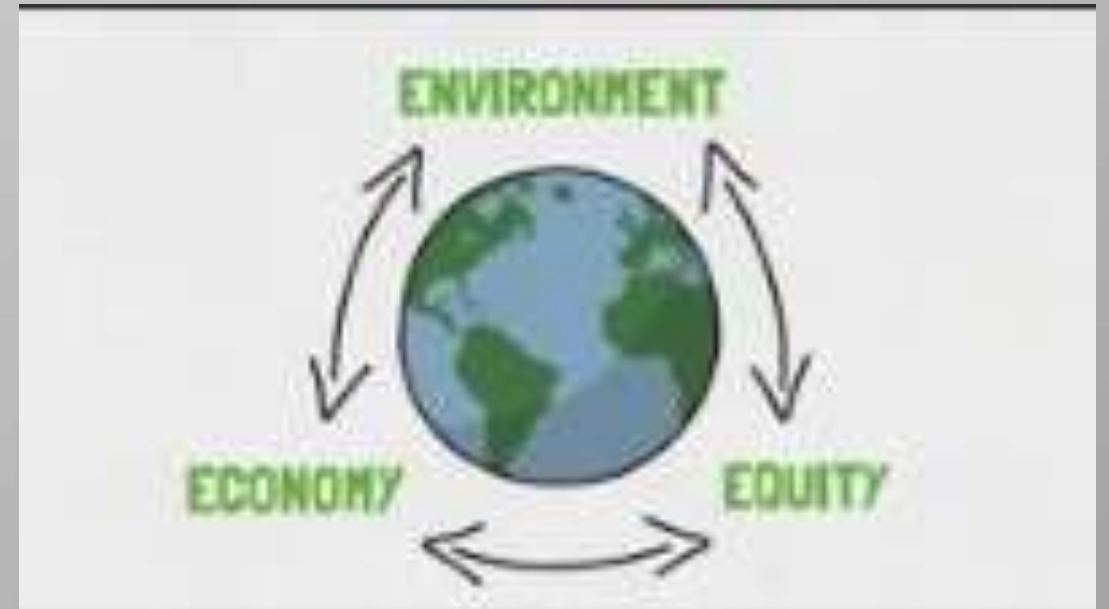
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What is sustainability

Elaborated by UCLA university, the video shows some different approaches about what sustainability is.



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1.1. Components of sustainability



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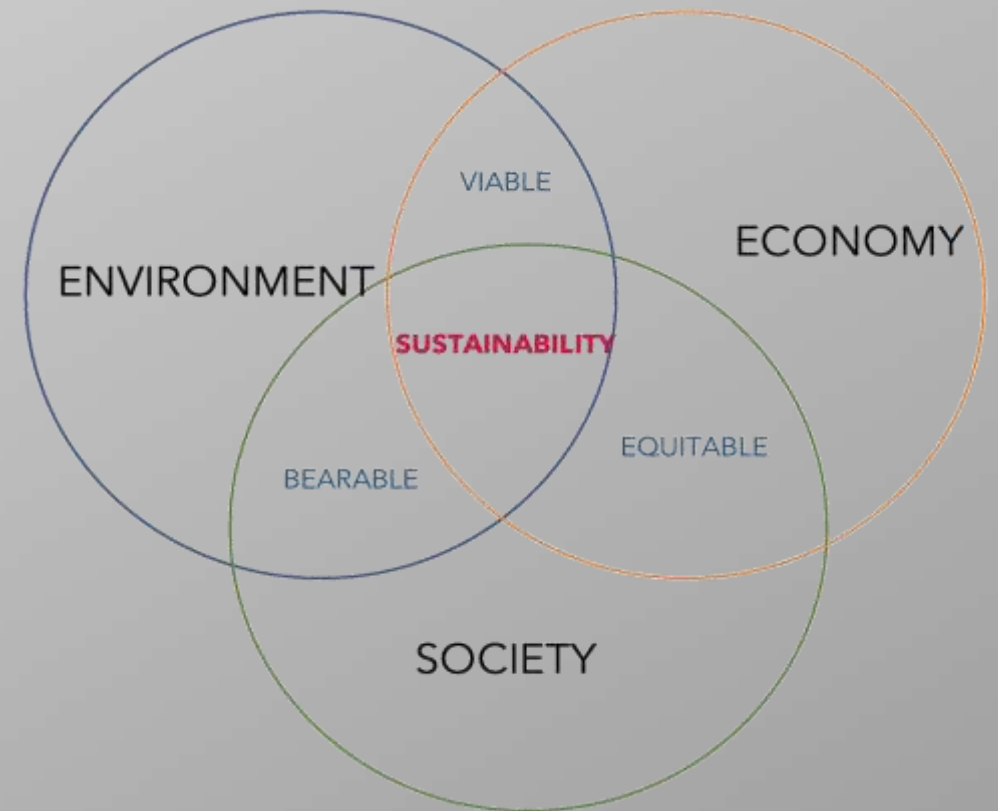
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Module 1 – Unit 1 – What is sustainability?

Sustainability seeks a balance between the different elements of our lives in order to achieve more egalitarian and resilient societies. Traditionally, sustainability was defined as the balance between the following spheres:

- Environment
- Society
- Economy



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Triple bottom line

The three spheres of sustainability



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1.3. Social scope of sustainability



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Module 1 – Unit 1 – What is sustainability?

Social sustainability is a proactive way of managing and identifying business impacts on employees, workers in the value chain, customers, and local communities. Companies that raise the importance of social sustainability recognize the significance of their relationships with people, communities and society.

According to different papers, social sustainability has 4 dimensions:

- Equity
- Diversity
- Social cohesion
- Quality of life



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5 principles for social sustainability



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Activity 1. Sustainable Development Goals

What are the Sustainable Development Goals declared by the UN and what is the idea behind the framework.





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Module 1 – Unit 1 – What is sustainability?

Case study 1: ECODICTA – Circular wardrobe

ECODICTA



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Unit 1. What is sustainability?



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Module 1. Social and sustainable entrepreneurship. Make the difference!

Unit 2. Social entrepreneurship. Main concept and scope



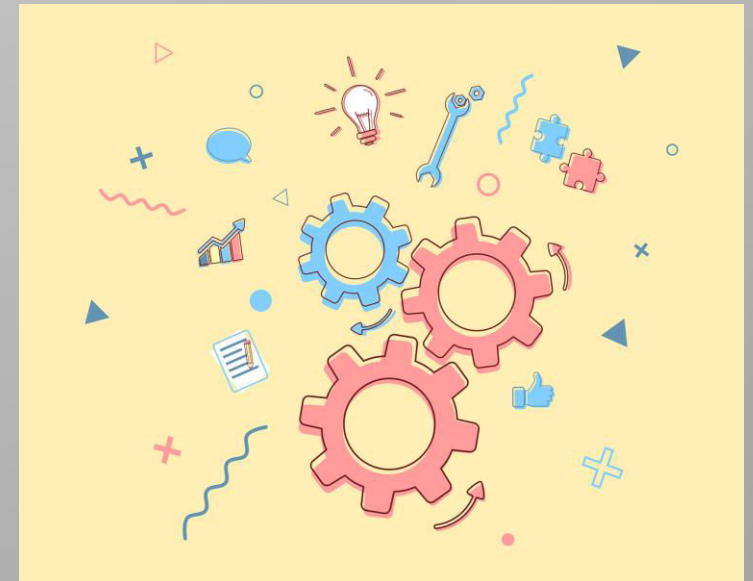
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Module 1 – Unit 2. Social entrepreneurship. Main concept and scope

2.1. Social entrepreneurship. Concept and approach

1.2. Social enterprise. What makes it different?



Source: [Max Pixel](#)





Learning outcomes:

- Introduce the social entrepreneurship concept.
- Explain the differences between an entrepreneur and a social entrepreneur.
- Explain the characteristics of a social entrepreneur.
- Introducing the concept of social enterprise.





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2.1. Social entrepreneurship. Concept and approach



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Module 1 – Unit 2 – Social entrepreneurship. Main concept and scope

Social entrepreneurship aims to develop shared initiatives and networks capable of generating added social value in the broadest sense of the term.

Social entrepreneurship is closely linked to some concepts such as non profit, social economy, people in risk of exclusion, third sector, ONGs, private sector, etc. However, these ideas limit the concept to a very specific sector which, although it is a social challenge, is not the only area in which social entrepreneurship should move.



Source: [Max Pixel](#)



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Module 1 – Unit 2 – Social entrepreneurship. Main concept and scope

But nowadays the meaning of the idea introduces new approaches, especially the wider scope of the “social impact” (not only linked to collectives in risk) and the introduction of the profit element in the entrepreneurial process.

Social entrepreneurship is the process through which specific types of actors – the “social entrepreneurs” – create and develop organisations that may be either social enterprises or other types of organisations. It also designates a field including a broad set of initiatives with a social impact dimension in a spectrum ranging from for-profit to non-profits.

OECD - <https://www.oecd.org/cfe/leed/social-economy/social-entrepreneurship.htm>

Social entrepreneurs are individuals with innovative solutions to society’s most pressing social, cultural, and environmental challenges. Social entrepreneurs are ambitious and persistent — tackling major issues and offering new ideas for systems-level change. They model changemaking behaviour and catalyse organizations and movements where everyone can be a changemaker.

ASHOKA - <https://www.ashoka.org/el/focus/social-entrepreneurship>



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What is social entrepreneurship?

After watching the video, please, think about the following key points:

- Difference between regular entrepreneurship and the social entrepreneur?
- Benefits of social entrepreneurship?





Module 1 – Unit 2 – Social entrepreneurship. Main concept and scope

Difference between social entrepreneurship and business entrepreneurship:

- Perception of value
- Measure of profitability
- Wealth creation approach



Source: [PNG EGG](#)



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2.1. Social enterprise - What makes it different



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Module 1 – Unit 2 – Social entrepreneurship. Main concept and scope

Social enterprise is defined as an enterprise that seeks and has as its main objective to have a positive impact on society or the environment.

Social enterprise "operates by providing goods and services to the market in an entrepreneurial and innovative way" and "is managed in an open and accountable manner".



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Module 1 – Unit 2 – Social entrepreneurship. Main concept and scope

Social enterprises also differ from NGOs or non-profit companies in that the former are profitable and earn their own income through the sale of their products or services, while the latter depend on other sources of funding such as donations and do not seek economic profitability



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What is a social enterprise?

After watching the video, please, think about the following key points:

- Why do we talk about social enterprise?
- What are the main characteristics of social enterprise?
- What is a social impact?





There are different types of social enterprises depending on who promotes the enterprise and what is behind the company.

- Professional entrepreneurship
- Awareness raising entrepreneurship
- Social intra entrepreneurship
- Entrepreneurship in social economy



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Activity 2. Be a social entrepreneur!

This exercise is intended to assess two study cases about what is social entrepreneurship. .





Module 1 – Unit 2 – Social entrepreneurship.
Main concept and scope

Case study 2: Tale of light - from narrative to sustainability



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Module 1. Social and sustainable entrepreneurship. Make the difference!
Unit 2 – Social entrepreneurship. Main concept and scope



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