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# Module 2

Unit 1: Being a social entrepreneur



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## Learning Objectives



**By completing this module, you will be able to:**

- **Introduce the main characteristics and behaviours of a social entrepreneur.**
- **Explain the differences between ‘entrepreneur’ and ‘social entrepreneur’.**
- **Explain the personal requirements to be a social entrepreneur.**
- **Introduce different techniques that will support self-reflection to create a social business.**



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## **Unit 1: Being a social entrepreneur**



**This unit is broken down as follows:**

- 1. Characteristics and behaviours of a social entrepreneur.**
- 2. Can I be a social entrepreneur? Self-assessment!**
- 3. Own reflection and motivations.**



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## **1. Differentiating between an entrepreneur and a social entrepreneur**



**An entrepreneur is a person who launches a business, with the aim of making a profit. To continue to support them in making money, they find better ways of delivering their products and services.**

**A social entrepreneur also launches a business, but their goals are different. They want to make a positive impact on the world through reinvesting profits back into the community they are working with, or spending the profits on charitable actions and causes.**

## Social Entrepreneurship



Social enterprises have a core objective to achieve a social, societal, or environmental impact ([Gov.ie, 2021](https://www.gov.ie/en/publications-and-statistics/publication/2021-03-14-social-entrepreneurship/)).

Social enterprises can take lots of different forms, including:

- Micro-lending enterprises,
- Community shops and/ or coffee shops,
- Recycling or upcycling services, including bike shops or furniture stores.
- Community services, such as medical or food provision
- Cooking clubs & theatre groups.

## Characteristics of a social entrepreneur



According to the [Social Sector Network](#) (2019), there are 7 essential characteristics that all social entrepreneurs have:

1. Curiosity;
2. Inspiration;
3. Resourcefulness;
4. Pragmatism;
5. Adaptability;
6. Openness to collaboration;
7. Persistence.



## **Behaviours of a social entrepreneur**



**To be a successful social entrepreneur, you should:**

- Plan your day.**
- Set clear goals and objectives.**
- Take appropriate and calculated risks in line with the goals and objectives of your social enterprise.**
- Recognise your personal strengths and weaknesses, as well as those of the social enterprise.**
- Behave in a socially responsible manner.**



## 2. Can I be a social entrepreneur? Self Assessment



Do you have the capabilities to be a social entrepreneur?

Take this mini-quiz to find out:

<https://www.proprofs.com/quiz-school/story.php?title=social-enterprise-quiz>

Quizzes > Society > Social

### Social Enterprise Quiz

10 Questions | By Ad1sjd | Last updated: Aug 26, 2020 | Total Attempts: 3027

All questions

**Start** →

The diagram illustrates the components of a Social Enterprise. It shows two paths leading to 'SOCIAL ENTERPRISE' (enclosed in brackets). The left path starts with 'TRADITIONAL NONPROFIT' and 'ADDING REVENUE GENERATING STREAM'. The right path starts with 'TRADITIONAL BUSINESS' and 'SOCIAL-PUBLIC BENEFIT CORPORATION STATUS'. Both paths converge into two boxes at the bottom: 'NONPROFIT SOCIAL ENTERPRISE' and 'FOR PROFIT SOCIAL ENTERPRISE'.



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### 3. Own reflections and motivations

Setting up an organisation requires hard work, determination and a willingness to succeed even through the most difficult of days.

As a social entrepreneur, your aim should be to improve the lives of those in your community.

Are you determined to succeed for the benefit of your community?



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### **3. Own reflections and motivations**

- Are you motivated to improving the lives of those in your community?
- Are you willing to work hard to improve the lives of others?
- If you are profit-orientated, do you realise that social entrepreneurs reinvest these profits back into the community?
- If the business does not succeed, are you aware that you cannot profit from its closure?
- Did you know that upon closure of a social enterprise, assets such as resources or money should go towards other social enterprises in your area?
- Would you like to leave a legacy?



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# Module 2

Unit 2: Creating a social business



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## Learning Objectives



By completing this module, you will be able to:

- Explain how to include the social approach in an entrepreneurial process.
- Introduce different techniques to analyse the environment and detect the social challenges.
- Explore the benefits of a social business.



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## Unit 2: Creating a social business



This unit is broken down as follows:

1. Identifying the social approach of my business idea.
2. An analysis of the environment and detecting the social challenges.
3. Benefits of integrating the social approach in my business idea.



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# The social approach of a business idea



- The 3P's Business Management Model can be used by social enterprises to ensure that they value their social, environmental and their economic responsibilities.
- The 3P's model stands for people, planet and profits.



# The social approach of a business idea



- People:
  - All possible stakeholders that can be impacted upon by the actions of the organisation.
  - Social enterprises ensure that stakeholders receive adequate compensation, safe working conditions and opportunities for inclusion.
- Planet:
  - Social enterprises ensure that their actions do not negatively impact on the environment, by committing to sustainable policies and practices.
- Profits:
  - To ensure longevity, social enterprises should avoid child labour, provide opportunities to the local economy, pay all of their relevant taxes and promote the greater society.



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## 2. Analysing the environment and detecting social challenges

- Social enterprises operate to address social challenges such as;
  - Period poverty;
  - Hunger and/or obesity;
  - Poverty & Homelessness;
  - Issues associated with climate change;
  - Civil rights breaches and/or racial discrimination;
  - Gender inequality.



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## Case Study 1: [Lidl Ireland](#).



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- 10% of girls in the UK, and 50% of Irish girls struggled to afford to buy sanitary products ([Body Form, 2021](#)).
- To address this issue, Lidl Ireland, in partnership with Homeless Ireland, has set up the Period Poverty Initiative.
- Lidl is providing free sanitary products to all of their customers through their mobile application.
- Lidl is also supporting The Simon Community, a charity which works to prevent and address homelessness, by providing sanitary products for those in need.



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## Case Study 2: Food Cloud

- Food Cloud is an intermediary organisation that connects organisations with food surplus, to other organisations that require food.
- Examples include restaurants with left over food and supermarkets with excess stock.
- Food Cloud redistributes this excess food to community groups, charities, or individuals who need it.
- Since its establishment in 2012, Food Cloud has donated over 2,528 tonnes of food to charities in Ireland and the UK.



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## Benefits of integrating the social approach in my business idea



There are lots of benefits associated with social enterprises but many of them are subjective to the individual group:

- Easier to access capital - incentives and supports from governments and large multinational companies.
- Wide pool of stakeholders to support the social enterprise.
- Easier to bring the service to the market, as there is a social issue.



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## Activity



1. Identify three social issues that exist in your community.
2. Consider these issues and identify if they are impactful and/or hurtful to members of your local communities.
3. Reflect on how you could improve these social issues by setting up a social enterprise.





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