



THINK SOCIAL

PROMOTING SOCIAL ENTREPRENEURIAL
MINDSETS FOR A SUSTAINABLE FUTURE

I01 - A4: EDUCATIONAL PACK

MODULE 1. SOCIAL AND SUSTAINABLE ENTREPRENEURSHIP. MAKE THE DIFFERENCE!



Co-funded by
the European Union



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MINDSETS FOR A SUSTAINABLE FUTURE





Think Social Up-skilling pathway

Educational pack

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



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Objectives and goals

Main Objective

This module aims to explain the concept of social and sustainable entrepreneurship. Focusing on the learner background and profile, the module will introduce the principles of sustainability, based on the social approach of the content.

Learning objectives

- Explain the concept of sustainability;
- Introduce the different components of sustainability and how they can be applied into entrepreneurial context;
- Introduce the social entrepreneurship concept;
- Explain the differences between an entrepreneur and a social entrepreneur;
- Explain the characteristics of a social entrepreneur; and
- Introducing the concept of social enterprise.

Learning outcomes

After completion of this module, the learner (you) will know:

- what is sustainability;
- the components of the sustainability and how to apply the concept in the enterprise;
- the differences between a sustainable and unsustainable scopes;
- the meaning of social enterprise ; what is a social enterprise;
- characteristics of a social enterprise and what it makes different; and
- the differences between an “enterprise” and “social enterprise”.

Structure of the module

The content of the module is structure in two units:

Unit 1. What sustainability is?

Unit 2: Social entrepreneurship. Concept and scope.

Duration of the module: 2,5 hours (see “Lesson plan” for more details)

Lesson plan

Module Title:	Social and sustainable entrepreneurship. Make the difference!
Unit Title:	Unit1. What is sustainability?



Description of the Learning Activities	Duration (in minutes)	Materials or Equipment Required
<p>Workshop Opening For this activity all participants will stand in a circle, trainer/facilitator and trainees. The facilitator starts by saying his/her name and passing the ball to the person on his/her right, and so on until the circle is complete. From then on, whoever has the ball has to throw it (in moderation) to any classmate, saying their name first. The dynamic must be quick to be fun, and we must manage the game so that all the pupils receive the ball several times. It's a great dynamic to know the names of the other colleagues in the workshop.</p>	5'	- Ball
<p>Theoretical content Topic 1. What is sustainability? Explanation of the concept of sustainability. We have included 3 videos. It's recommended that the facilitator/trainer/teacher watch the videos with the group and share some topics for discussion.</p>	10'	<ul style="list-style-type: none"> - A laptop with internet connection - Screen/projector/Digital board to watch the video in the room.
<p>Activity 1: Sustainable Development Goals (SDGs) - See detailed description of the activity below.</p>	20'	Materials described in the activity sheet.
<p>Theoretical content Topic 2. Components of sustainability? and Topic 3 Social scope of sustainability We have included X videos and X activities for discussion in the classroom</p>	10'	<ul style="list-style-type: none"> - A laptop with internet connection - Screen/projector/Digital board to watch the video in the room.
<p>Case of study Ecodicta</p>	15'	<ul style="list-style-type: none"> - Computer/Laptop - Sheet containing the case of study
<p>Activity 2 Defining the sustainability of my business. See detailed description of the activity below.</p>	20'	- Materials described in the activity sheet.
<p>Unit Title:</p>	Unit 2. Social entrepreneurship. Main concept and scope	
<p>Workshop Opening Word tree The objective of the dynamic is to ask about some key words or concepts that trainees can identify with the main subject of the training session: social entrepreneurship. 1) Draw a tree in the left part of the board and a basket in the right part (opposite).</p>	5'	<ul style="list-style-type: none"> - Board - Post-it - Pen



<p>1) Hand out post-it notes to the trainees. 2) Introduce the training session and explain what the main topic of the session will be. 3) Ask them to write on the post-its a word related to the main topic of the session. They can write more than one word. 4) Trainees will share with the group the word or words they propose and stick them on the tree drawn on the board. 5) When one of the words appears, the trainer/facilitator will explain the idea. The post-it note will be moved to the basket. At the end of the session, please take a couple of minutes to see how many of the terms identified at the beginning of the session have come up and which ones have not. The trainer will make a brief reflection on them.</p>		
<p>Theoretical content Topic 1. Social entrepreneurship. Concept and approach We have included X videos and X activities for discussion in the classroom</p>	15'	<ul style="list-style-type: none"> - A laptop with internet connection - Screen/projector/Digital board to watch the video in the room.
<p>Activity 3 Be a social entrepreneur!</p>	20'	<ul style="list-style-type: none"> - Materials described in the activity sheet.
<p>Theoretical content Topic 2. Social enterprise. what is make difference We have included X videos and X activities for discussion in the classroom</p>	10'	<ul style="list-style-type: none"> - A laptop with internet connection - Screen/projector/Digital board to watch the video in the room.
<p>Case of study Tale of light</p>	15'	
<p>Workshop close Thumbs Up, Down, Middle 1) Have the group stand in a circle, facing each other. 2) Tell them to place one hand behind their backs. 3) On the count of three, they will make either a “Thumbs Up”, “Thumbs Down”, or “Thumb in the Middle” sign with their hand. 4) Explain the meaning of each sign: The signs represent “how the training session worked.” Thumbs up means the session and group function perfectly: training contents have</p>	5'	



<p>been appropriate and answer the needs of the trainees, training session planning has been adequate, trainees could solve their doubts, there was enough time to develop practical activity, etc.</p> <p>Thumbs down means that the session and group did not function well: training contents have not been appropriate and don't answer the needs of the trainees, training session planning has not been adequate, trainees could not solve their doubts, there was not enough time to develop practical activity, etc.</p> <p>Thumbs in the Middle means that the group did well, but there some improvements are needed.</p> <p>4) Once you explain the "thumbs" scale, count to three, and have everyone present their thumbs and keep them in front of their bodies.</p> <p>5) Ask the group to go around the circle and discuss one specific example why they chose the way they did.</p>		
Total duration of the module	2,5 hours	



Unit 1. What is sustainability?

Since the 1970s, and due 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?

In this unit we will learn what sustainability is, how we are working on its development and the social implications of the idea.

1.1. Sustainability. What is sustainability?

The first steps to the definition of sustainability appeared in the late 80's, and it was related to the idea of "development". In 1987 the United Nations published the report "Our Common Future". The report elaborated by the World Commission on environment and Development led by Dra. Gro Harlem Brundtland (at that time prime minister of Norwegian). The publication, also known as **Brundtland report**, defined Sustainable development as development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

Recommended video 1: <https://youtu.be/omtxRNOxv4> - Video Episode 1. Birth of Modern Sustainability | Sustainable Development | SDG Plus

This video is a summary of the idea of sustainable development from the IWW to SDGs.

Duration 6:35 minutes. - Automatic subtitles in English

Some points for discussion at the end of the video

- Do you think that in recent years the concept of sustainable development has changed our societies?
- Have the problems that were intended to be addressed been solved?
- Have the policies/programmes developed served to improve not only our environment but also our society and economy?

This report is the starting point for a long way to today and continues (must). Several and diverse conventions and summits together with different measures have developed further the concept till today: Earth Charter, Agenda 21, Earth summits and Millennium goals. Nowadays, Sustainable Development Goals (SDGs) are the framework to support the sustainable development in our society.

Recommended video 2: <https://youtu.be/7V8oFI4GYMY> - Video What is sustainable development?



A simple introduction to sustainable development and the Sustainable Development Goals (SDGs). The film is produced by Animaskin on behalf of UN Association of Norway and UNICEF Norway, as part of an interdisciplinary learning program for students in primary and secondary education.

Duration 3:40 minutes. - Automatic subtitles in different languages

Some points for discussion at the end of the video:

- Do you think the concept of sustainable development can be applied in our society?
- How can we implement it in different areas - as the economy, the society and the environment?
- Should we be concentrating our efforts in any of these areas and why?

However, the present situation shows that this notion should not only be applied to the concept of development. It has to be extended to different areas of life, while maintaining the basic idea of balance, a planet with limited resources and a need to continue to develop as a human society.

There are some attempts to define sustainability. According to the definition provided by the Institute of the Environment and Sustainability - UCLA, 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.”*¹

Recommended video 3: <https://youtu.be/zx04Kl8y4dE> - What is sustainability

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

Duration: 3:40 minutes. - Automatic subtitles in English

Some points for discussion at the end of the video

- Which of the threats to sustainability in the video had the biggest impact on you?
- What can we do in our daily lives to contribute to sustainability?

When we talk about sustainability, we do not refer exclusively to environmental issues, such as energy efficiency or climate change. The principle of sustainability is based on the connections between the environment, society and the economy. And it's important that we integrate this principle into our daily lives.

¹ From <https://www.sustain.ucla.edu/what-is-sustainability/> (last access to the website on 15/09/2021)

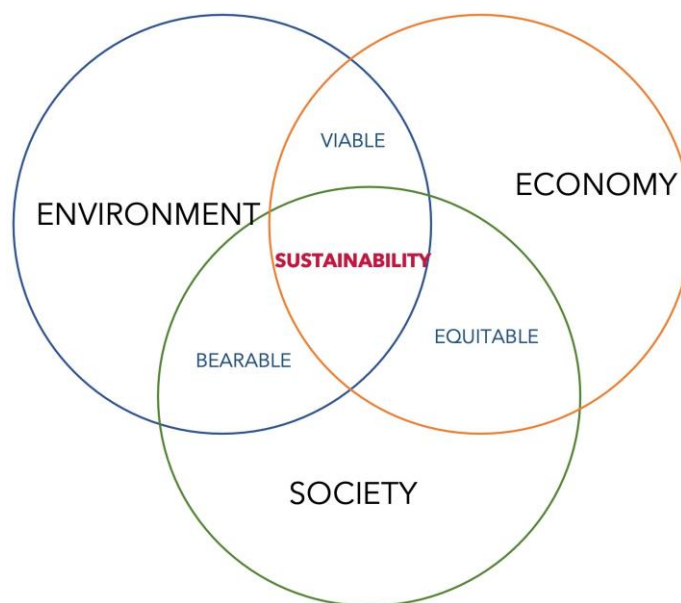


1.2. Components of sustainability. Balance development between economy - environmental and social approaches.

As we have seen in the previous section, 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

Figure 1. Sustainability three spheres (own elaboration)



Recommended video 4: <https://youtu.be/GsTPbnV8nE0> - Triple Bottom Line
This video explains the three spheres of sustainability



Duration: 1:46 minutes - Subtitles in English

Some points for discussion at the end of the video

- Why is the relevance of each sphere in sustainability?
- What is the main relevant sphere of sustainability? and why
- Are the three spheres excludents?

To clarify the different pillars of sustainability, here some definitions:

Environmental sustainability² *is the responsibility to conserve natural resources and protect global ecosystems to support health and wellbeing, now and in the future. Because so many decisions that impact the environment are not felt immediately, a key element of environmental sustainability is its forward-looking nature.*

Our planet is currently facing many impacts. Population growth has led to an equivalent increase in agricultural and livestock production, with the greenhouse effects of the latter increasing. Industry and especially the use of technology means that energy consumption is higher than ever before. All this is taking the planet to a point of no return. And now we are seeing the consequences of climate change in our communities. We need to put in place elements to improve environmental quality and reverse the current climate changes.

Economic sustainability³ *is an integrated part of sustainability and means that we must use, safeguard, and sustain resources (human and material) to create long-term sustainable values by optimal use, recovery and recycling. In other words, we must conserve finite natural resources today so that future generations too can cater to their needs.*

This part is closely linked to the processes companies use to create their products and/or offer their services. Aspects such as waste management, the use of recycled materials, etc. are related to this pillar of sustainability. Besides, le economic sustainability take into account other relevant issues as follows:

- Focus not only on productivity and competitiveness, but also, in other business
- Promote the innovation to create more sustainable framework for business, creating new process and products that could move our enterprise towards the sustainability; and
- Make a limited use of the “not renewable” resources and replace these with renewable resources as soon as possible.

² Definition from <https://sphaera.com/glossary/what-is-environmental-sustainability/> (last access to the website on 15/09/2021)

³ Definition from <https://www.hig.se/Ext/En/University-of-Gavle/About-the-University/Environmental-Work/What-is-sustainable-development-at-HiG/Economic-sustainability.html> (last access to the website on 15/09/2021)



Social sustainability⁴ 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.

Social sustainability focuses on how the company's activities affect people, pursuing the safety and well-being of people and with the objective that the activity does not result in human costs.

Open discussion: Different spheres of sustainability

- Do you think that the environment is the main element of sustainability?
- Why are society and economy also relevant to promote sustainable development?

The environment is of primary importance because a healthy ecosystem is required to nourish a robust society. Consequently, Society and Social Responsibility are of secondary importance. Economic Sustainability is third because a prosperous Economy cannot exist without a healthy and just society.

1.3. Social scope of sustainability.

A socially sustainable company seeks to eliminate unsafe working conditions, to enable people to balance their professional and personal lives, to avoid discriminatory situations and to eliminate any errors in its activities that have a consequence for public health.

According to the definition below, **Social sustainability**⁵ 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. It helps us both understand better the concept of social sustainability and determine if an enterprise or a project is sustainable from the social side:

DIMENSION	INDICATORS (Enterprise/business is aimed to)
Equity: Reducing disadvantages to certain groups or helping certain groups to remove barriers to have more control of their lives.	<ul style="list-style-type: none"> - Reduce disadvantage for the target group; - Assist the target group to have more control over their lives, socially and economically; - Identify the causes of disadvantage and inequality and look for ways to reduce them; - Identify and aim to meet the needs of any particularly disadvantaged and marginalized people within the target group; and - Be delivered without bias and promote fairness.

⁴ Definition from <https://www.adecesg.com/resources/faq/what-is-social-sustainability/> (last access to the website on 15/09/2021)

⁵ Definition from <https://www.adecesg.com/resources/faq/what-is-social-sustainability/> (last access to the website on 15/09/2021)



<p>Diversity: finding needs from different diverse groups of different diversity types and assessing their needs and educating everyone to have diverse viewpoints to leverage benefits of diversity.</p>	<ul style="list-style-type: none"> - Identify diverse groups within the target group and look at ways to meet their particular needs; - Recognize diversity within cultural, ethnic and racial groups; - Allow for diverse viewpoints, beliefs and values to be taken into consideration - Promote understanding and acceptance within the broader community of diverse backgrounds, cultures and life circumstances
<p>Social cohesion: increasing participation and building links between different target groups in a broader way by encouraging target groups to contribute to society as well.</p>	<ul style="list-style-type: none"> - Help the target group develop a sense of belonging in the broader community; - Increase participation in social activities by individuals in the target group; - Improve the target groups' understanding of and access to public and civic institutions; - Build links between the target group and other groups in the broader community; - Result in the provision of increased support to the target group by the broader community; and - Encourage the target group to contribute towards the community or provide support for others.
<p>Quality of life: it covers points/aspects that affect the living quality: education training opportunities, employment opportunities; access to support, and of course safety and security.</p>	<ul style="list-style-type: none"> - Improve affordable and appropriate housing opportunities for the target group; - Improve physical health outcomes for the target group; - Improve mental health outcomes for the target group, and - Improve education, training and skill development opportunities for the target group.

Table 1. Four dimension of sustainability.

Source: own elaboration

Recommended video 5: <https://youtu.be/o6ISuwJw0pk> - 5 principles for social sustainability

Duration: 8:36 minutes - Subtitles in English/Spanish

Some points for discussion at the end of the video

- How can the different dimensions of social sustainability be integrated in the company?
- What is the most important dimension of social sustainability for a business?
- How can we integrate all the dimensions of social sustainability in an enterprise?



Activity 1. Sustainable Development Goals (SDGs)

Module Title	Module 1. Social and sustainable entrepreneurship. Make the difference!
Unit Title	Unit 1. What is sustainability?
Activity Title	Sustainable Development Goals (SDGs)
Type of resource	Role playing game
Duration of Activity	20'
Aim of activity	This activity is aimed to know what are the Sustainable Development Goals declared by the UN and what is the idea behind the framework.
Materials Required for Activity	<ul style="list-style-type: none"> ● Paper ● Pencil ● To print: Icons of Sustainable Development Goals provided by UN in the following link: https://www.un.org/sustainabledevelopment/news/communications-material/ Print the 17 icons - separately.
Step-by-step instructions	<p>Step 1: (1') Divide trainees into groups of between 4 (minimum) and 6 (maximum) people. It is better if the participants do not know each other and improve the interactions between them. Then, place the icons on the table, so that they are all visible.</p> <p>Step 2: (4') Explain the programme and what the sustainable development goals are. You can use the following video https://youtu.be/HW76iOQ7qVQ to explain</p> <p>Step 3: (2') Now introduce the rules of the activity.</p> <p>1- Each group is a country who must propose activities to deal with one of the goals.</p> <p>2 - They must choose one Sustainable Development Goals and propose the activities and other measures to deal with the objectives pursued in each of them. They cannot repeat the goal (so the first one to choose will have a competitive advantage).</p> <p>3- At the end of the first minutes, they will have to explain their suggestions of solutions. For that they will have 1'</p> <p>4 - The group will assess the solutions proposed and the group will earn the icon of the goal.</p> <p>Step 4: (8') Working in groups</p> <p>1- Groups will discuss and agree on the goals that they want to address. Once the goal is agreed, one of the members of the group must take it from the table.</p> <p>2 - Start the discussion about how to deal with the goal.</p> <p>3 - Prepare the presentation of your decisions.</p>



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	<p><i>Step 5:</i> (5') Each group will have 1' to present the decisions to deal with the goal. Other groups will assess from 1 to 5 the solutions according to their feasibility and how to deal with the goal.</p> <p><i>Step 6:</i> The facilitator will check the score of each group, and those who obtain the highest score will win.</p>
Handout	N/A



Activity 2. Defining the sustainability of my business.

Module Title	Module 1. Social and sustainable entrepreneurship. Make the difference!
Unit Title	Unit 1. What is sustainability?
Activity Title	Defining the sustainability of my business
Type of resource	Brainstorming
Duration of Activity	20'
Aim of activity	This activity is aimed at defining the criteria that will make your business sustainable.
Materials Required for Activity	<ul style="list-style-type: none"> ● Paper ● Post-it of three different colours: green, red and blue.
Step-by-step instructions	<p>Step 1: Divide trainees into groups of 4 persons and ensure that each of them has one sheet of paper and post-it of three different colours.</p> <p>Step 2: (3') Explain the objective of the activity. You are a group of entrepreneurs that are defining your business idea. Now it's time to define the sustainability approach of your business. Considering the three pillars of sustainability (economic, social and environmental) define different measures that you will apply to ensure the sustainability in your business. Use the green colour for environmental sustainability, blue colour for social sustainability and red colour for economic sustainability.</p> <p>Step 3: (10') Working in groups 1- Make a short description of your business. Depending on the products and services that you will offer, the definition of your sustainability framework will be different. 2- In the sheet of paper, each group will draw three circles that meet at a point - like the picture of the section 1.2. of the unit. 3 - Members of the group will start working and they will write the different measures that make their business sustainable using the post-it and stick it in the sheet of paper. 4 - Prepare the presentation of your decisions.</p> <p>Step 4: (5') Each group will have 1' to present their spheres/frameworks of sustainability. First they will present the type of business and why they have selected the sustainability criteria in each sphere. At the end of the presentation each group will place the sheet in a visible place.</p>



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	Step 5: (2') The facilitator will comment on the different frameworks of sustainability elaborated by the groups.
Handout	N/A



Case study 1. Ecodicta - circular wardrobe

Module Title	Module 1. Social and sustainable entrepreneurship. Make the difference!
Unit Title	Unit 1. What is sustainability?
Case Study Title	Ecodicta - Circular wardrobe

ECODICTA

Name of the organisation / social enterprise / best practice guidelines:	Ecodicta - Circular wardrobe
What is the story behind this case study?	<p>The starting point of this company is the concern for the social, environmental and economic impact of the textile sector, and more specifically the purchase of clothing. Every year, 100 billion garments are produced worldwide and on average we wear them 7 times before discarding them. In the fashion industry, fast fashion leads to a linear production model, where garments are designed to be bought, worn and discarded with a negative impact on the planet. Making a single pair of jeans requires 7,500 litres of water. Can you imagine what our closets full of clothes cost the planet? Clothes that we often don't even wear or we get rid of them in a short period of time to buy new ones.</p> <p>With this problem in mind we have created Ecodicta, the circular closet service, which through renting seeks to maximize the useful life of the clothes to reduce the need to buy and therefore the rampant production.</p> <p>Through this practice we not only fight against the huge impact of textile production, but also contribute to the principles of sharing (our experience with other people), caring (of our clothes so that they last longer) and recycling (recycling the clothes used).</p>
Link to the case study	https://ecodicta.com/nosotros/
Why is this a good example for you to follow?	This experience shows us how an environmental promotion objective marks the start of an entrepreneurial business. What is important, fashion or the environment? Both contribute to solving an environmental and social problem through the use and recycling of clothing. Another way to create a company is to take as a reference a business objective based on a mature sector, but applying methods that lead to sustainability - in this case through circular economy.
How can you use this case study to develop your own social enterprise?	<ol style="list-style-type: none"> 1. Analyse your environment and detect ideas to contribute to sustainability; 2. Apply these methodologies in the sector of your interest;



	<ol style="list-style-type: none">3. Create synergies between different activities to be more sustainable;4. Involve your customers in the process, convert them into proactive customers.
What impact has this case study achieved?	<p>This business model has been able to connect different fashion companies and end consumers with the same goal of reducing the amount of clothing used, contributing not only to reducing waste, but also to the use of raw materials.</p> <p>As a result of this collaboration, the event "For a sustainable fashion" was developed.</p> <p>This event emerged from the concern of Loom and Ecodicta to change the world through fashion. They have brought together more than 80 brands to discuss, think and rethink, how we want fashion to be, in what state we are currently, and the best practices and learning necessary for fashion to be an effective tool for social change and a driver of sustainability.</p>
Follow up questions	<p>After having completed this case study, answer the following questions:</p> <ol style="list-style-type: none">1. Is fashion a sustainable business model?2. Is the circular economy a good option to improve the fashion business?3. How does this business model contribute to sustainability?
References	N/A



Unit 2: Social entrepreneurship. Main concept and scope

The promotion of entrepreneurship is a key intervention in the policies for economic promotion and employment. It is an option that allows people to enter into the labour market (and creates jobs) and promotes economic activity. The motivations that drive people to become entrepreneurs are very diverse: an idea, a market opportunity for a new product, a hobby that we can turn into our way of life, a dream ...

But entrepreneurship is also a key competence, i.e. a competence that will not only support us in our professional life, but will also help us in our personal life: “being an entrepreneur of our life”.

Social challenges have always been a good starting point for “these personal entrepreneurs”.

In Europe, during the 1920s and 1930s (the inter-war period), a new vision of the economy was born: the social economy. With the aim of helping the most disadvantaged groups and breaking with the concept of charity, many organisations set up social initiatives, which would be key for the integration into the labour market and personal development of traditionally marginalised groups and those at risk of exclusion. At the end of the 20th century, new challenges made this concept of social economy take another step forward and transform it into companies with social objectives that affect not only society but also the economy and the environment. This is where the concept of sustainability and sustainable development meets entrepreneurship. We are talking about social entrepreneurship.

2.1. Social entrepreneurship. Concept and approach.

There are different definitions of social entrepreneurship. In the past the main idea was that social entrepreneurship was that part of general entrepreneurship in which the protagonists are the people and institutions of the social economy to create a set of values that go directly beyond the mere personal economic benefit of the entrepreneurs. Under this concept the social entrepreneurship aims to develop shared initiatives and networks capable of generating added social value in the broadest sense of the term.

Attending the previous idea, 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.

As commented in the introductory section, a new concept appears and 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.*⁶

Recommended video 6: <https://youtu.be/aTo0qtdVMpM> - What is social entrepreneurship?

Duration: 2:22 minutes - Subtitles can generate automatically in different languages

Some points for discussion at the end of the video

- What is the difference between regular entrepreneurship and the social entrepreneur?
- What are the benefits of social entrepreneurship?

According to ASHOKA *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.*⁷

Elie Dhaer in his article *4 Differences Between Social Entrepreneurship and Business Entrepreneurship*⁸ explain the most relevant differences between both processes. We note here the most important.

1. Perception of value. The traditional entrepreneur bases the value of his/her business on the profit he/she expects to make as the product establishes itself in a market that can afford to buy it. For the social entrepreneur, profit also has value because it is necessary to support the cause. That said, the value to the social entrepreneur lies in the social benefit to a community or the transformation of a community that lacks the resources to meet its own needs.

2. Measure of profitability: The traditional entrepreneur sets his or her measure of profitability at making profits that benefit stakeholders, such as shareholders or private investors. Social entrepreneurs can also engage in for-profit activities. And they donate their profits to the causes they support.

3. Wealth creation approach: The traditional entrepreneur is driven to innovate within a commercial market, to the ultimate benefit of consumers. If successful, innovation creates wealth. For the social entrepreneur, wealth creation is necessary, but not for its own sake. Wealth is simply a tool that the entrepreneur uses to achieve social change.

⁶ Definition used by OCDE - <https://www.oecd.org/cfe/leed/social-economy/social-entrepreneurship.htm> (last access 22/09/2021)

⁷ Definition provided by ASHOKA - <https://www.ashoka.org/el/focus/social-entrepreneurship> (last access 22/09/2021) - Ashoka is a network addressing the world's most pressing problems. We identify and accelerate cutting edge social innovation: whether in social entrepreneurship, education or business. For more information visit the web site <https://www.ashoka.org/>

⁸ <https://www.linkedin.com/pulse/4-differences-between-social-entrepreneurship-business-elie-daher/> - (last access 22/09/2021)



Recommended reading: [No more mismatch between competencies and needs](#)

After reading the article, some points for discussion:

- Why can we consider this project a social entrepreneurship project?
- What does it make different from regular entrepreneurship?
- What is the impact generated by the project?

2.2. Social enterprise - what makes it different.

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. According to the European Commission's explanation, the mission to achieve a positive social impact is above and beyond the pursuit of profit by the owners or shareholders. Furthermore, the 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".

The concept of social enterprise goes beyond corporate social responsibility, as it has an obligation to have a positive social, environmental, or economic impact, while CSR is a set of actions that seek to counteract the possible negative consequences that companies can have on society and the planet.

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.

In addition to seeking to benefit society, a social enterprise is characterised by the following:

- It must guarantee equal opportunities for its employees and users, avoiding any discrimination.
- It promotes the active participation of society and cooperation to achieve its social or environmental goals.
- It must finance itself and not depend on large economic powers.
- Uses innovation and provides sufficient resources to empower its users.
- It does not seek economic profit as its main objective, and its profits should be invested in the achievement of its social purpose.

Recommended video 7: https://youtu.be/9_g5RqwW51l - What is social enterprise?

Duration: 3:35 minutes - Subtitles can generate automatically in different languages

Some points for discussion at the end of the video

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



- What is a social impact?

Even though so-called social enterprises always pursue a social purpose, we can distinguish between different types depending on who promotes the enterprise and what is behind the company. So, we can talk about:

1. Professional entrepreneurship: Entrepreneurs who use their expertise, competencies, and knowledge to solve a shortage or challenge in the community and in the society. Examples of this kind of social enterprise can be: a non-profit organisation that offers “free” support classes for kids living in an area at risk or a company who designs and produces devices to improve the living conditions of people over 70.

2. Awareness raising entrepreneurship: Entrepreneurs compromise with one societal concern and want to solve this issue and persuade others about the mission. For example: a business focused on environmental issues looks not only to obtain a profit selling a good or a service but to promote a change to improve the sustainability and the environment (changemaker).

3. Social intra entrepreneurship: An entrepreneurial idea with social impact that is born inside a company and because of its own activity, but with a clear social impact that needs to have its own identity as a company. Examples of this social intrapreneur are companies that work in the health sector and promote news services aimed to improve the elder people life.

4. Entrepreneurship in social economy: This type of social entrepreneurship is linked to non-profit organisations that work to solve social problems such as unemployment of collectives at risk. It 's related to the no-profit sector and works exclusively in social challenges. Examples of this type of entrepreneurship are ONGs that offer services for a specific group of people with specific needs.

This relation is not exhaustive but represents in a very good way the different types of social entrepreneurship. Are you ready to be a social entrepreneur?



Activity 3. Be a social entrepreneur!

Module Title	Module 1. Social and sustainable entrepreneurship. Make the difference!
Unit Title	Unit 2. Social entrepreneurship. Main concept and scope
Activity Title	Be a social entrepreneur!
Type of resource	Self reflexion - role play
Duration of Activity	20'
Aim of activity	This exercise is intended to assess two study cases about what is social entrepreneurship. Trainees, guided by the trainer, will watch two videos (proposed) and analyse (critically) the different approaches to be entrepreneurs and how entrepreneur deal with the different challenges and create her company.
Materials Required for Activity	<ul style="list-style-type: none">● Projector● Paper + pencil/pen● Internet access
Step-by-step instructions	<p>The exercise will be structure in the following steps:</p> <p>Step 1: Introduction 5' . Trainer will introduce the exercise: What, How and Why: What is expected from the trainees, How will they do and What are the reasons to do the exercises. Trainer will provide some topics that trainees have to consider when they watch the video.</p> <p>Step 3: Videos (2 videos maxi. 5 minutes). Trainees will watch the videos and take some notes. IMPORTANT. They only watch the videos once. During the activity, they could watch the videos more in detail.</p> <p>Step 4: Trainees' notes (10') Give some minutes trainees to write some notes according to the topics that they have to analyse.</p> <p>Step 5: Comments and review (5'). Trainer will facilitate a discussion about the videos. During the discussion, the trainers will put the videos again in the specific moment to explain and solve some doubts.</p> <p>Step 6: Facilitator will summarise the main results (10') and they can be added to the knowledge of the group.</p>
Handout	N/A



Think Social Up-skilling pathway



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

Module Title	Module 1. Social and sustainable entrepreneurship. Make the difference!
Unit Title	Unit 1. What is sustainability?
Case Study Title	Tale of light - from narrative to sustainability



Name of the organisation / social enterprise / best practice guidelines:	CUENTO DE LUZ - Publishing house
What is the story behind this case study?	Cuento de Luz is a publishing house specialising in children's literature. It was initially set up in a garage-turned-office during a period of economic crisis in Spain. Its founder, Ana Eulate, has been writing stories since she was a child. This was a vocation, a dream that became a reality. Ana previously worked for the Spanish Ministry of Economy and Finance. She was the commercial deputy of the Spanish Embassy in its office in Rio de Janeiro, and a national expert sent to the European Commission in Brussels, where she worked in the Directorate General for External Relations. Some years later, she left her job to create Cuento de Luz.
Link to the case study	https://www.cuentodeluz.com/es/pages/our-story
Why is this a good example for you to follow?	Cuento de Luz publishes stories that take the imagination on a journey, help care for our planet, respect differences and promote peace. We are committed to preserving the environment through the integration of sustainable materials in our books and are using stone paper as of January 2017. It is a new generation of paper that does not need trees, water or chemicals, saving more than 50% of the energy consumed compared to tree-based paper.
How can you use this case study to develop your own social enterprise?	This example uses the social enterprise model not only in its purpose (to raise awareness of social challenges and contribute to creating a critical mass towards them) but also puts in place mechanisms that support its social and sustainable character in its management.
What impact has this case study achieved?	The company is Certified B Corporation. B Corps meet the highest standards of verified social and environmental performance and public transparency. Collectively, B Corps lead a growing global movement of people who use business as a force for good and aspire



	to use the power of markets to solve social and environmental problems.
Follow up questions	After having completed this case study, answer the following questions: <ol style="list-style-type: none">1. What are the main social issues tackled by this initiative?2. Why we consider this case a social entrepreneurship case?
References	https://www.cuentodeluz.com/es/pages/our-story



References

Our common future - UN - 1987

<https://sustainabledevelopment.un.org/content/documents/5987our-common-future.pdf>

Environmental impact of business (in Spanish)

<http://blogseguridadindustrial.com/el-impacto-ambiental-de-las-empresas/>

Green Economy – European Commission

https://ec.europa.eu/environment/basics/green-economy/index_en.htm

Sustainable Development Goals – United Nations

https://ec.europa.eu/environment/basics/green-economy/index_en.htm

Green Growth and sustainable development – OECD

<https://www.oecd.org/greengrowth/>

Sustainable development – European Union

https://ec.europa.eu/environment/sustainable-development/index_en.htm

Sustainability transition – European Environment Agency

<https://www.eea.europa.eu/themes/sustainability-transitions>

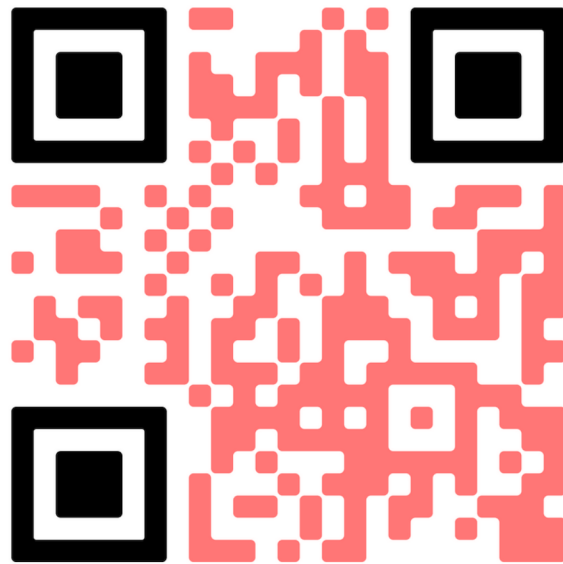


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