Module 1
Introduction to Social Entrepreneurship

Lesson 1

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Entrepreneurship

Learning Outcomes

After completing the Module, you should be able to:

LO1: Contextualise social enterprises within the labor market and thus have more confidence on your knowledge on the subject matter -- Comprehension and understanding

LO2: Have the ability to integrate, reflect, evaluate and manage the received information searched for from various sources to synthesise it and formulate by describing and performing on your own terms.

LO3 : Raise awareness among other people about the concept of social entrepreneurship and those values linked to it -- Explain and demonstrate

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What is a social enterprise?

Social Enterprise

- social and/or environmental concerns
- improve society
- economic sustainability
- double objective:
  - social impact
  - economic revenue
- innovated products or services.

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What is a social enterprise?

Producing for

Commercial gains
Social profit
Community welfare
The environment
Social Justice

Employees

Stable work
Decent salary
Distribution of responsibilities

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What is a social enterprise?

Self-sufficient economically
Non distribution of economical gains among stockholders (the owner/s of the enterprise)
Reinvestment of economical gains on the Project
Business structure
Procuring for social and environmental changes.

Fields of work:
Finances
Social labor
Cultural inclusion
Elders support
Low cost medical services (health services)
New educational methodologies (education)
Alternative energies
Environment
Fair trade
Selling a variety of products

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What is a social entrepreneur?

Profile of a social entrepreneur

a. Entrepreneurship motivation to change society

b. Focus in one area and a problem within this area.
For example, a courier service enterprise where the messengers are people with intellectual disabilities. This social entrepreneur provides work for these people, this then has a social impact, and has an economic benefit

c. Knowledge

d. Experimentation (ideas).

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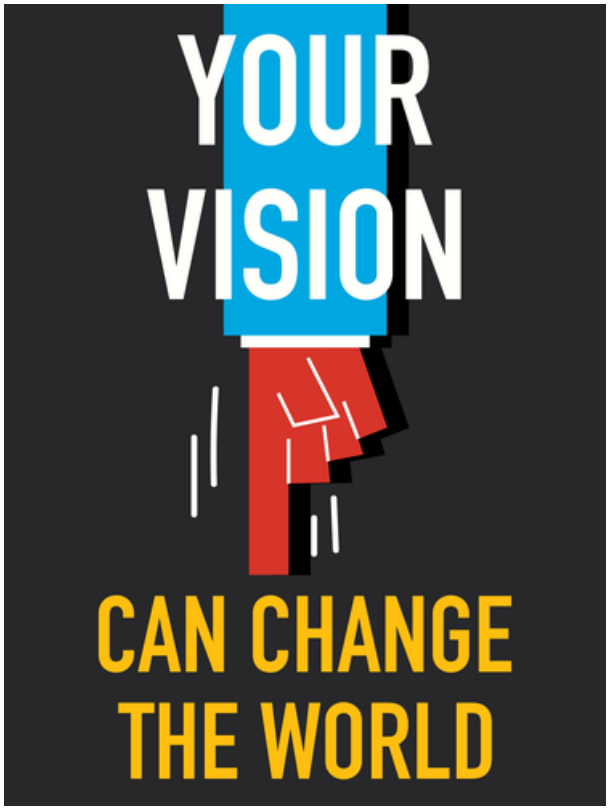
What is a social entrepreneur?

e. Someone who asks himself/herself many questions in order to provoke social change



<u>Three elements that a social entrepreneur should have</u>

a. Creativity (innovative solutions)

b. Vocation. It is the internal driving force.

c. An ethical code so people trust them.

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What is social innovation?

- A new solution to a social problem
- The introduction of something new into something that already exists that improves it (product or service)
- New improved processes or forms of organisation
- New ways of social performances searching for new solutions to societal problems

All of them should be:
More effective
More efficient
More sustainable
Fair

An example of social innovation is **Online volunteering**, a free service launched in 2000 where individuals from all over the world contribute to the needs and led to the development of Non-profit organisations with social and environmental aims, as well as public institutions.

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How does a social enterprise differ from a normal private business?

Traditional economy does not satisfy the environmental, personal and social expectations

Social enterprise:
- social/environmental change
- innovative solutions to social problems
- looks for economic sustainability
- uses business tools and principles for its management
- reinvests its profits to the mission of the organisation

social enterprises can improve
- local and community well fare
- social inclusion
- gender perspective
- has a moral and ethical responsibility

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How does a social enterprise differ from a normal private business?

Social enterprises

- collaboration
- sum up expertise
- sum up know-how
- non-competitive
- improve society

Private business

- earn income for owners and stockholders
- Success depends on making more profit for the owners
- Careless about the negative impacts of productiion processes upon society or the environment.

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This project has been funded by the European Union, under de Programme Erasmus+ KA2 Strategic Partnerships

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