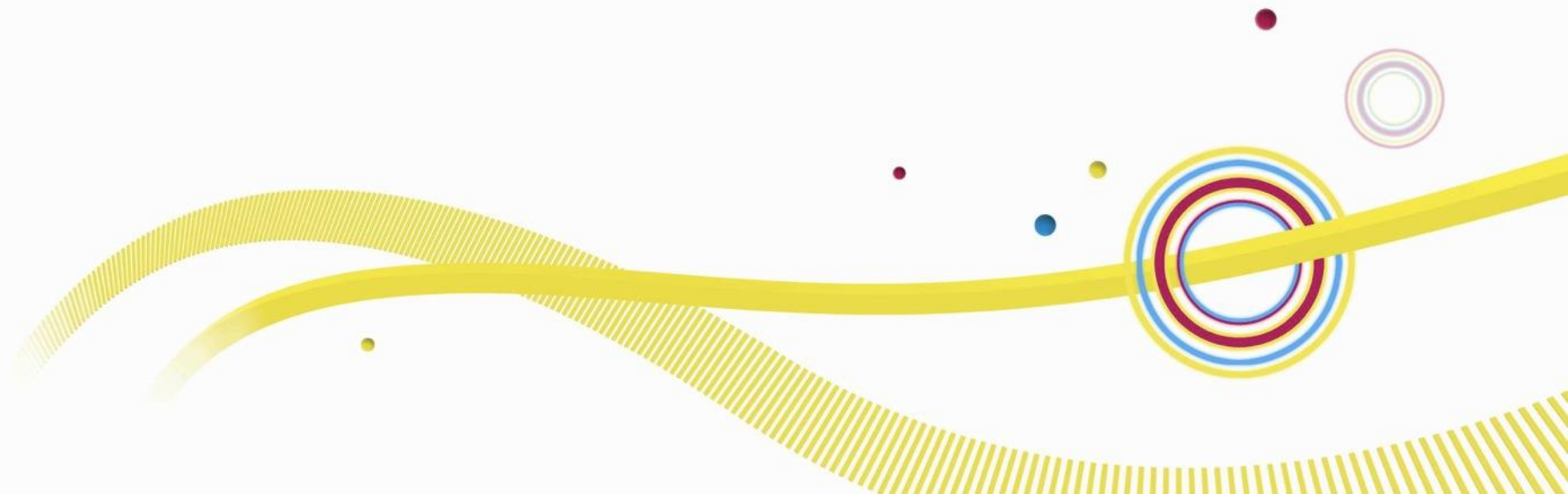




school for  
social  
entrepreneurs

# **Social Entrepreneurs:** People Powered Change



# What is a Social Entrepreneur?

Social entrepreneurs are everyday people with ideas or businesses that deliver a social, environmental or community benefit.

They are motivated by an unmet need in their community or society more broadly and develop innovative solutions to meet that need.

They are passionate, driven, committed and often have a personal experience of the need their ventures are addressing.



# Why Social Entrepreneurs? Why Now?

“Backing social entrepreneurs with support, education and investment has proven to have a significant impact in changing communities: tackling poverty, delivering better services, encouraging inspiration from more diverse groups, and creating new local jobs and business”

Social Entrepreneurs Manifesto UK, 2010  
(Ashoka, SSE, UnLtd, Training for Life, CAN, Changemakers)



# Benefits of Social Entrepreneurs

- **Inclusive:** diverse people from all backgrounds
- **Transforms:** ‘beneficiaries’ into active citizens leading social change
- **Empowers:** those who best understand the problem to create the solution
- **Strengthens:** community assets, environments and economies
- **Catalyses:** community involvement, engagement and responsibility
- **Create jobs:** a pathway for disadvantaged job seekers



# Social Enterprise: Australia

- Social benefit business that trade to fulfill their mission.
- Estimated 20,000+ social enterprises
- Motivations:
  - Employment/training
  - Service delivery
  - Income generation
- Types e.g.
  - Fair Trade
  - Intermediate Labour Market
  - Charitable Business Ventures



Source: FASES 2010

## Jess Moran – Scarf

- Scarf borrows restaurants in Melbourne to provide hands-on hospitality training and mentoring to young people
- Come to a Scarf dinner and pay \$35 for a two course set menu served to you by trainees mentored by volunteers from the hospitality sector
- Now running for three years, has supported 47 trainees with 80% of them moving into paid employment



# Simon Griffiths – Who Gives a Crap

- Social enterprise toilet paper that builds toilets in the developing world.
- Over 40% of the world don't have access to adequate sanitation. The resulting diarrheal-related disease fills half the hospital beds in the developing world.
- Launched a recent crowdfunding campaign and pre-sold \$50,000 of product in 50 hours!
- Every roll of Who Gives A Crap is basically providing someone with access to a toilet for about one week.



# Sunny Forsyth – Abundant Water

- Trains villagers to create their own clay-pot water filters, use them, and make a business selling them in their village.
- After 3 years of testing, a village potter can make simple health-grade filters.
- Now establishing a distribution network to get the filters to the communities in need – hopes to scale the project to help reach the nearly 1b people globally who have restricted access to clean drinking water





# Shanil Samarakoon – Empower Projects

- Empower operates in Malawi and Sri Lanka and has a mission of empowering local entrepreneurs to build self-reliant communities.
- Their approach includes:
  - Providing access to sustainable technologies e.g. solar lighting and eco sanitation.
  - Developing community banking to provide loans for local enterprises



# Amanda Ryan - Bacchara

- Bacchara started 4 years ago when Amanda was working as a volunteer in Bangladesh at a free of cost school for children living in slums. With the School's charitable donations running low, she decided to take the future of her student's families into her own hands and start the sewing centre driven by her passion for fashion, design and an entrepreneurial spirit.



## Kumari Middleton – Mayibuye

- Mayibuye's a youth-led organisation, which uses performing arts to facilitate educational opportunities for young people, who are vulnerable to at-risk behaviour.
- In 3 yrs we have established 20 programs across Australia, South Africa and Cambodia, working with 500 youth on a weekly-basis.
- Preparing to launch in Vietnam with dance school and cultural tours.



# Chantelle Baxter – One Girl

- Empowering women and girls in Sierra Leone both through its business model and its product, helping local women to build their own businesses selling low-cost, eco-friendly sanitary pads.
- [www.onegirl.org.au](http://www.onegirl.org.au)



# SSE Australia

- Est. in 1997 with 12 locations globally – Australia, UK, Canada - over 1000 fellows (250 in Australia).
- 4-9 month programs: non-academic and practical with focus on personal & professional development
- Skills workshops, business mentors, action learning, and digital platforms.
- Builds confidence, clarity, skills & networks



# So What! Our Impact

- Delivered 15 Programs over 4 years: 250 social entrepreneurs from every state in Australia
- On average SSE fellows create 3.32 jobs and 7.56 volunteering positions, 94% still in operation.



# How to help

- Foster an enterprising culture
- Invest in capacity building opportunities for social entrepreneurs e.g. business expertise and mentorship support
- Assist with access to start up capital
- Invest in research and impact measurement
- Open markets and procurement channels e.g. buy “social”



# 10 Questions to Ask Before Launching an Idea

1. Why am I creating this product or service?
2. Why now?
3. Who exactly is the product or service for?
4. What's the competition?
5. Do I need to worry about the competition?
6. How is this different and better?
7. Why will this be something people can't live without?
8. How do I research, test, launch, market, distribute, sell, build and scale my business idea?
9. Do I need to research, test, and scale, or should I just press Go?
10. How will I know when I've succeeded?





# Get in Touch

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