

The Safari

Of European Social Enterprise

What makes socent different?

Sell goods/services

Make profit

Positive social change

Sell goods/services

Make profit

THE SOCIAL BUSINESS INITIATIVE

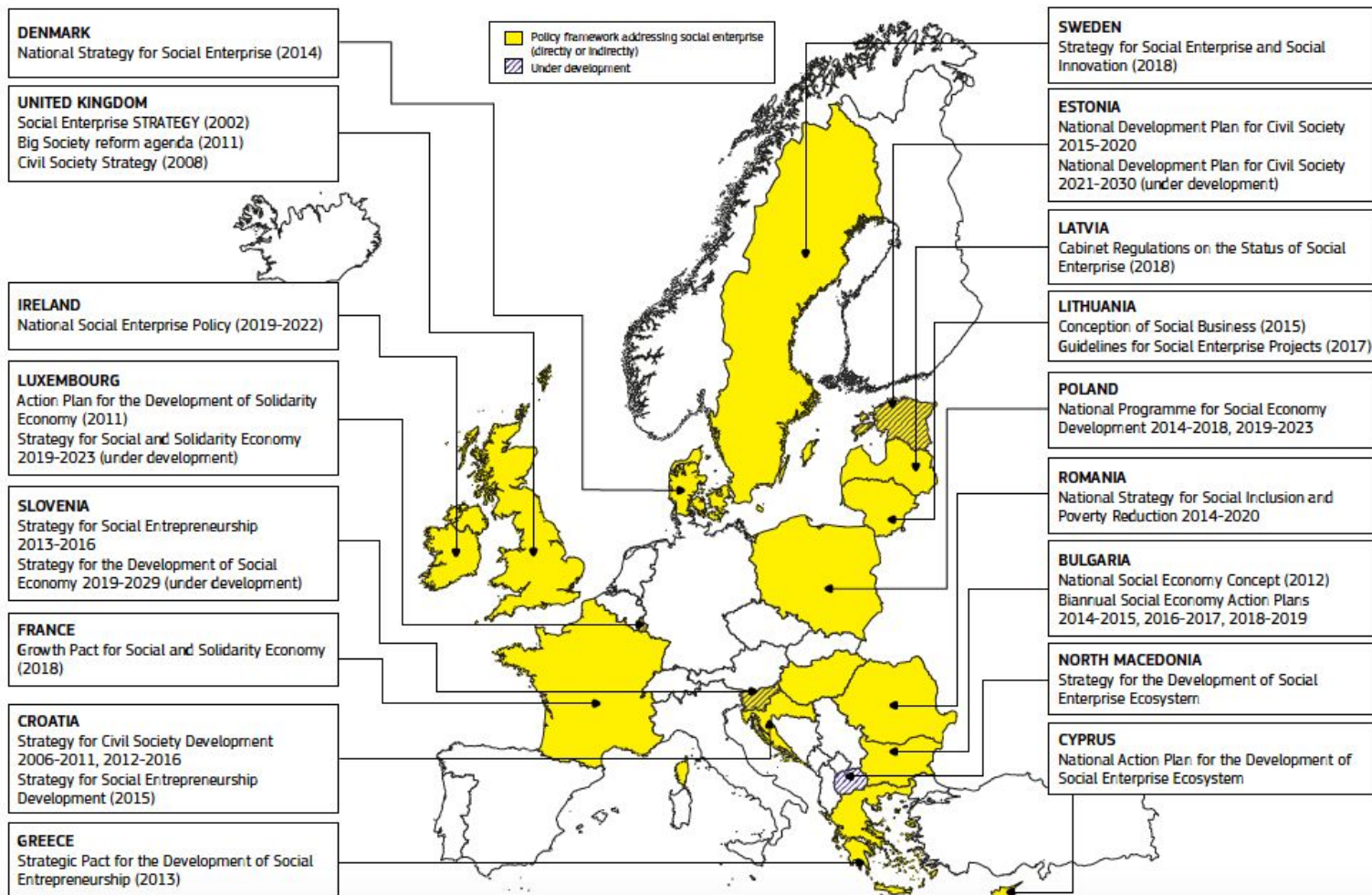
Social economy in the European Union:

- 10 % of the European economy (GDP).
- More than 11 millions of workers, 4.5 % of the active EU population.

Social Entrepreneurship in the European Union:

- 7.5 % of the active population in Finland, 5.7 % in the United Kingdom, 5.4 % in Slovenia, 4.1 % in Belgium, 3.3 % in Italy, 3.1 % in France, etc.
- 1 out of 4 new enterprise set-up every year in the European Union, and up to 1 out of 3 in Finland, France and Belgium.

Figure 3. Countries with policy frameworks targeting social enterprise

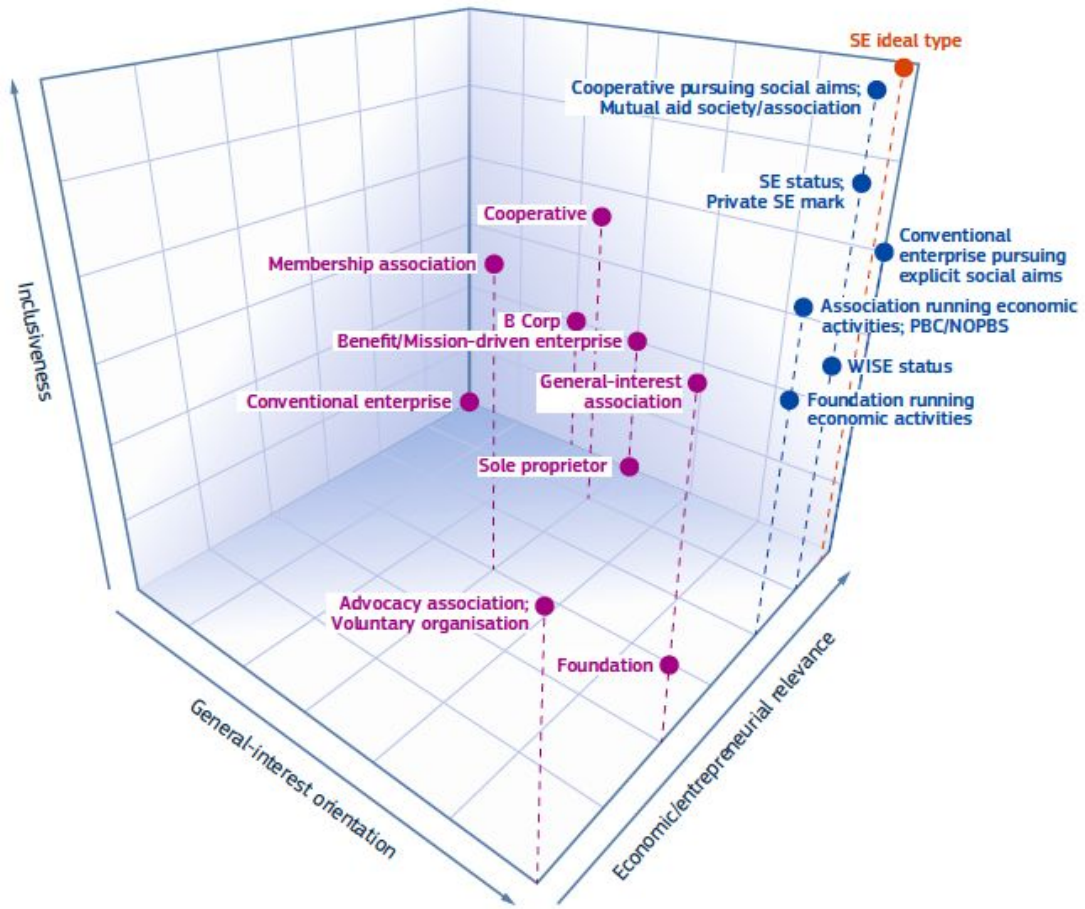


Organisational definitions

- Those for who the social or **societal objective** of the common good is the reason for the **commercial activity (25%income)**, often in the form of a high level of social innovation
- Those whose **profits** are mainly (75%) reinvested to achieve this social objective
- Those where the **method of organisation or the ownership system** reflects the enterprise's mission, using democratic or participatory principles or focusing on social justice
- follow/report/publish results

Topical definitions

- Work integration - training and integration of people with disabilities and unemployed people
- Personal social services - health, well-being and medical care, professional training, education, health services, childcare services, services for elderly people, or aid for disadvantaged people
- Local development of disadvantaged areas - social enterprises in remote rural areas, neighbourhood development/rehabilitation schemes in urban areas, development aid and development cooperation with third countries
- Other - including recycling, environmental protection, sports, arts, culture or historical preservation, science, research and innovation, consumer protection and amateur sport



EXAMPLES - which form did we choose?

Roum

- Roma community
- Produce upcycle art from waste
- Change prejudice about Roma as those dealing with waste into a business opportunity
- Organise workshops for children and youth as well as art residencies

Impact House

- Experts in impact policy, impact corporates and impact community
- Provide consultancy, training, policy labs, good lobby
- invest in in-house impact projects
- Strong impact business culture

Brlog beer production

- Started by women
- Produce and sell craft beer

Impact House

5 Ps

- Product
 - Process = Production + Placement
 - Profit
 - People
 - PR
-

Homework

- Choose your socent hero and tell us about her/him
- What do they do
- What impact did they have

The provocation

- Is socent new?
- Is socent female and is that good?

Thank you from:



Tamara Puhovski

Social Impact Hacker



International experience



PROPUH | Founder

Propuh is a consultancy company in the field of innovation, management and measuring of social impact. Propuh is also an impact investor - funding and working pro bono on several social impact projects. Propuh received an award for 30 best social innovators in Europe.

Social impact in policy/governance

Tamara worked in international institutions (UNDP, European institutions (EU Parliament)) as well as the national government. She worked as an adviser to the Deputy Foreign Minister heading the Open Government Partnership and in other bilateral, multilateral and consular affairs.

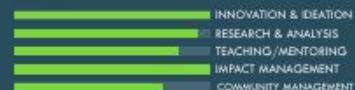
Social impact in corporates and start-ups

Tamara has worked with large corporates in developing core business through the perspective of social impact as well as numerous startups as a mentor in the field of innovation and impact.

Social impact in civil sector

For over 10 years Tamara worked and volunteered in the civil sector. She has worked as a researcher and professor of the university and in NGOs, as well as project manager, trainer and community manager working with youth, Roma, migrants, women and other communities.

SKILLS



LANGUAGES



EDUCATION



DEGREES

Sociology
Political Science



MASTERS

European Studies
Diplomacy



WORK EXPERIENCE

- POLICY/GOVERNANCE
- CIVIL SOCIETY
- CORPORATES/STARTUPS

YEARS OF EXPERIENCE

- 6
- 10
- 4



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Teaser

What it all comes down to is - what is our social impact and how do we plan, measure and ensure it

