



Social Enterprise



PROFIT OR PURPOSE OR BOTH?

Alumnos informados
Docentes involucrados
Administración comprometida

El Nuevo Modelo de
Emprendimiento para
México posiciona a las ES
como actores vitales
del desarrollo de la ciudad.

- Convocatoria a estudiantes
- Reconocimiento de oportunidades
- Valoración de ideas





- A) Makes maps of Ethiopia
- B) Is a restaurant
- C) Makes jewelry and weaves baskets
- D) Is a jewelry retail chain in Ethiopia
- E) Is a not-for profit organization





Ecocalzer

- A) Makes shoes from Colombian leather
- B) Makes shoes from Ethiopian leather
- C) Is a franchise shoe store in Colombia
- D) Is a charity that operates in Colombia
- E) Is a Colombian business



Local Social Enterprise

The screenshot displays the Potluck website. The header features the Potluck logo with the tagline "catering to communities" over a background image of food preparation. A navigation bar includes links for Home, About Us, Potluck Catering, Potluck Café, Community Programs, Events & Fundraising, Partners, and a contact us link. A left sidebar lists various programs and services. The main content area highlights the Community Programs section, specifically the Potluck Training & Employment Program, Potluck Resident Meal Program, and Potluck Community Kitchen Program, each with a brief description and a link for more information. A right sidebar contains calls to action for placing catering orders and supporting community programs, along with the CanadaHelps.org logo. A vertical strip of food images runs down the right edge of the page.

potluck
catering to communities

Home About Us Potluck Catering Potluck Café Community Programs Events & Fundraising Partners [contact us](#)

[Training & Employment](#)
[Resident Meal Program](#)
[Community Kitchen](#)
[Recipes for Success](#)
[DTES Kitchen Tables](#)
[Meal Program Service](#)
[Volunteer Meal Program](#)
[Meal Coupons](#)
[Catering Sponsorship & Donations](#)

Community Programs


Potluck Training & Employment Program
Trained and employed dozens of DTES residents with barriers to employment over the years. [\[more\]](#)

Potluck Resident Meal Program
30,000 free meals annually. [\[more\]](#)

Potluck Community Kitchen Program
Teaching basic cooking and nutrition skills. [\[more\]](#)

To place a Potluck Catering order
CLICK HERE

To support Potluck Community Programs
CLICK HERE


CanadaHelps.org
Giving made simple.

Us

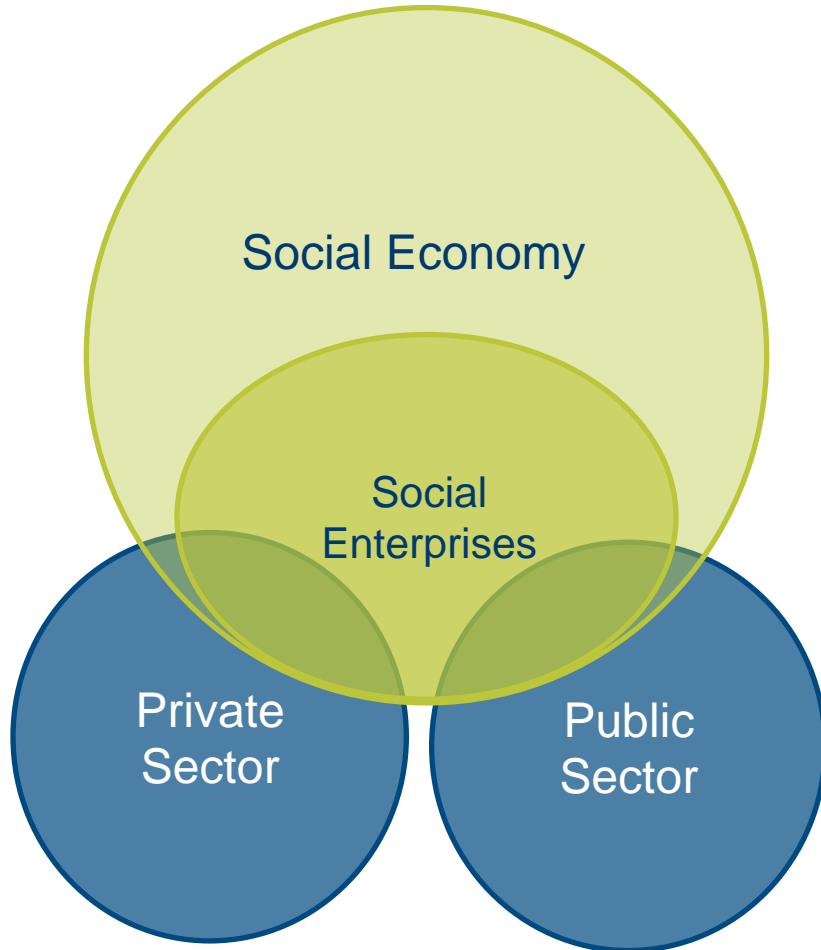


Social Entrepreneurs

- A) Make products but do not make money
- B) Create services but do not make goods
- C) Are owned by the government
- D) Use business skills to make a profit
- E) Only need to make a social “return”



Social Enterprise: Where does it fit?



Social Enterprise



Social Entrepreneur + Social Mission + Social Purpose Venture = Social Entrepreneurship **Social enterprise is about blending FINANCIAL AND SOCIAL RETURNS**

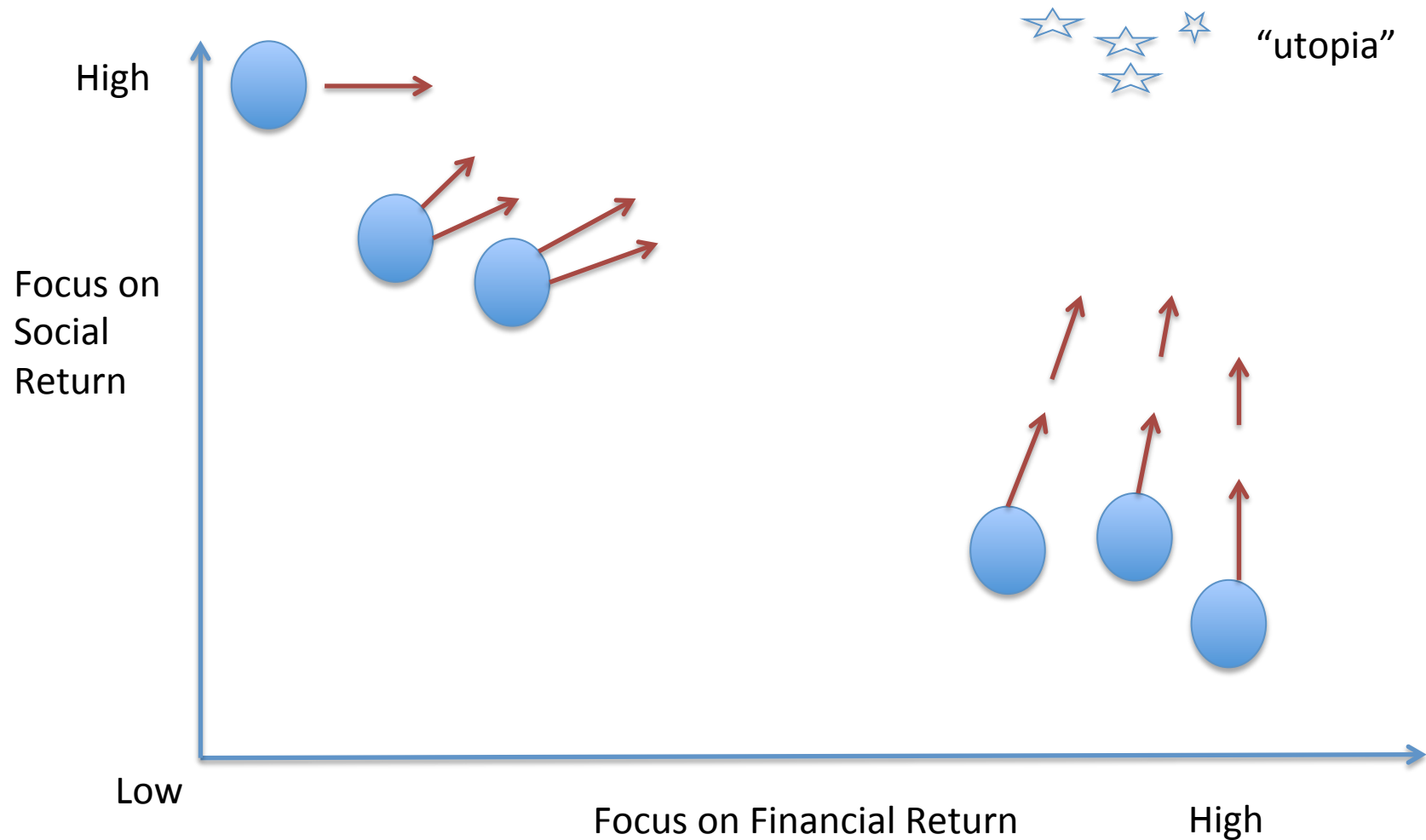
SOCIAL FOCUS is at the core of the social enterprise

SOCIETAL AND ECONOMIC IMPACTS on

individuals,
communities,
and the marketplace



Financial return versus Social return



Application of Concepts

- Form groups of **three**
- Travel to one of the four stations, bring laptop and/or smart phone
- At the station your group will get a single piece of paper
- You will be given 6 minutes at each station
- For each product identify and explain on the paper, what you determine to be the point of difference



Aquí Tejemos
con Calidad
Humana



JOHN JAIRO PIZARO | COLOMBIA

Founder of Ecocalzer



Pulsepress

- 1) The value proposition for Ecocalzer
- 2) Who is his target market?
- 3) What channel should he use in North America







Reflections & Takeaways

Resources

Ashoka (www.ashoka.org)

Enterprising Non Profits (www.enterprisingnonprofits.ca)

REDF (www.redf.org)

Echoing Green (www.echoinggreen.org)

The Schwab Foundation (www.schwabfound.org)

Centre for Social Innovation (www.csi.gsb.stanford.edu)

Skoll Foundation (www.skollfoundation.org)

Skoll Centre for Social Entrepreneurship @ Oxford

Surdna Foundation (www.surdna.org)

World Bank Social Development Department (www.worldbank.org)

Social Venture Network (www.svn.org)

Canadian Centre for Social Entrepreneurship (www.bus.ualberta.ca/CCSE)

Centre for the Advancement of Social Entrepreneurship (
www.fuqua.duke.edu/centers/case)

Canadian Social Entrepreneurship Foundation (www.csef.ca)

Young Social Entrepreneurs of Canada (www.ysec.org)