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# Module 2: Social Pathway

## 2.2 SOCIAL ENTREPRENEURSHIP FOUNDATIONS

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Project Number: 2024-2-PL01-KA220-YOU-000286516

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# Introduction

## Welcome to the Social Entrepreneurship Foundations Module!

In this module, you will explore the key concepts and practices behind social entrepreneurship, including how businesses can drive social change while remaining financially sustainable. You will learn about the importance of a social mission, innovative business models, and the tools used by social entrepreneurs to address real-world challenges.

Get ready to dive into real-world examples and create your own ideas for addressing the world's most pressing issues through entrepreneurial solutions.



Before we begin, do you think that a business can make profit and still prioritize social impact?

Yes

No

How?

Submit

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# What Makes a Social Enterprise

Social entrepreneurship refers to the process of recognizing, understanding, and addressing social challenges through innovative and sustainable solutions. A social enterprise is an organization that creates social or environmental value while remaining financially sustainable. Unlike traditional businesses, which focus mainly on profit, or NGOs that rely heavily on donations, social enterprises combine innovation, entrepreneurship, and social impact. Social entrepreneurs are individuals or organizations that prioritize social value creation while using entrepreneurial principles such as innovation, risk-taking, and resourcefulness.

## Key Features



- **Solving a social problem is the primary goal.**
- **Revenue supports the continuation and scaling of social impact.**
- **Developing new solutions or improving existing ones.**
- **Social entrepreneurs demonstrate empathy, ethics, and resilience.**



# Social Entrepreneurship



[Watch video on YouTube](#)

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# Mapping Local Challenges and Community Needs

Social enterprises must understand local challenges to create solutions that are relevant and effective. Mapping local needs ensures that the social venture targets real problems, not just symptoms.

## **Tools and Approaches:**

- Identifies root causes, core problem, and effects.
- Identifies all parties affected by or involved in the problem, including beneficiaries, partners, and policymakers.
- Understands what beneficiaries see, feel, think, and experience.

Document a real-world social challenge.

Could you propose an initial idea?

Submit

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# What best defines social entrepreneurship?

Running a business that donates profits to charity

Solving social problems through government programs

Using entrepreneurial approaches to create sustainable social impact

Maximizing profit while following ethical rules



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# From Idea to Impact

## The Social Business Model Canvas

### Content

The Social Business Model Canvas (SBMC) is a framework to plan how a social enterprise creates, delivers, and captures value, both social and financial. It includes:

- **Beneficiaries/Customer Segments** – Who benefits from the solution?
- **Value Proposition** – What problem is being solved?
- **Key Activities & Resources** – How will the solution be delivered?
- **Revenue Streams** – How will the enterprise sustain itself financially?
- **Expected Impact** – What social outcomes are achieved?

**Example:** A social enterprise providing clean water maps: low-income communities as beneficiaries, affordable filtration systems as the value proposition, partnerships with local NGOs as key resources, and revenue from small subscription fees to sustain operations.

# Which of these would NOT be considered a social enterprise?

A café that hires marginalized workers and reinvests profits into training programs

A clothing company that donates 1% of profits but prioritizes profit above social mission

A microfinance institution providing small loans to low-income entrepreneurs

A cooperative that shares profits with local farmers and reinvests in community projects

A rural village has low school attendance. Your team finds that children skip school because parents need them to work on farms. Which intervention do you think is more effective?

Build more schools

Provide financial incentives for families

Offer after-school tutoring

Combination of solutions

Could you please suggest one more action?

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# TOMS Shoes — “One for One”

TOMS Shoes is a social enterprise founded in 2006 by Blake Mycoskie in the United States with the mission to help children in need through a simple yet powerful business model.

TOMS became famous for its “One for One®” model: for every pair of shoes sold, the company donated a new pair to a child in need.

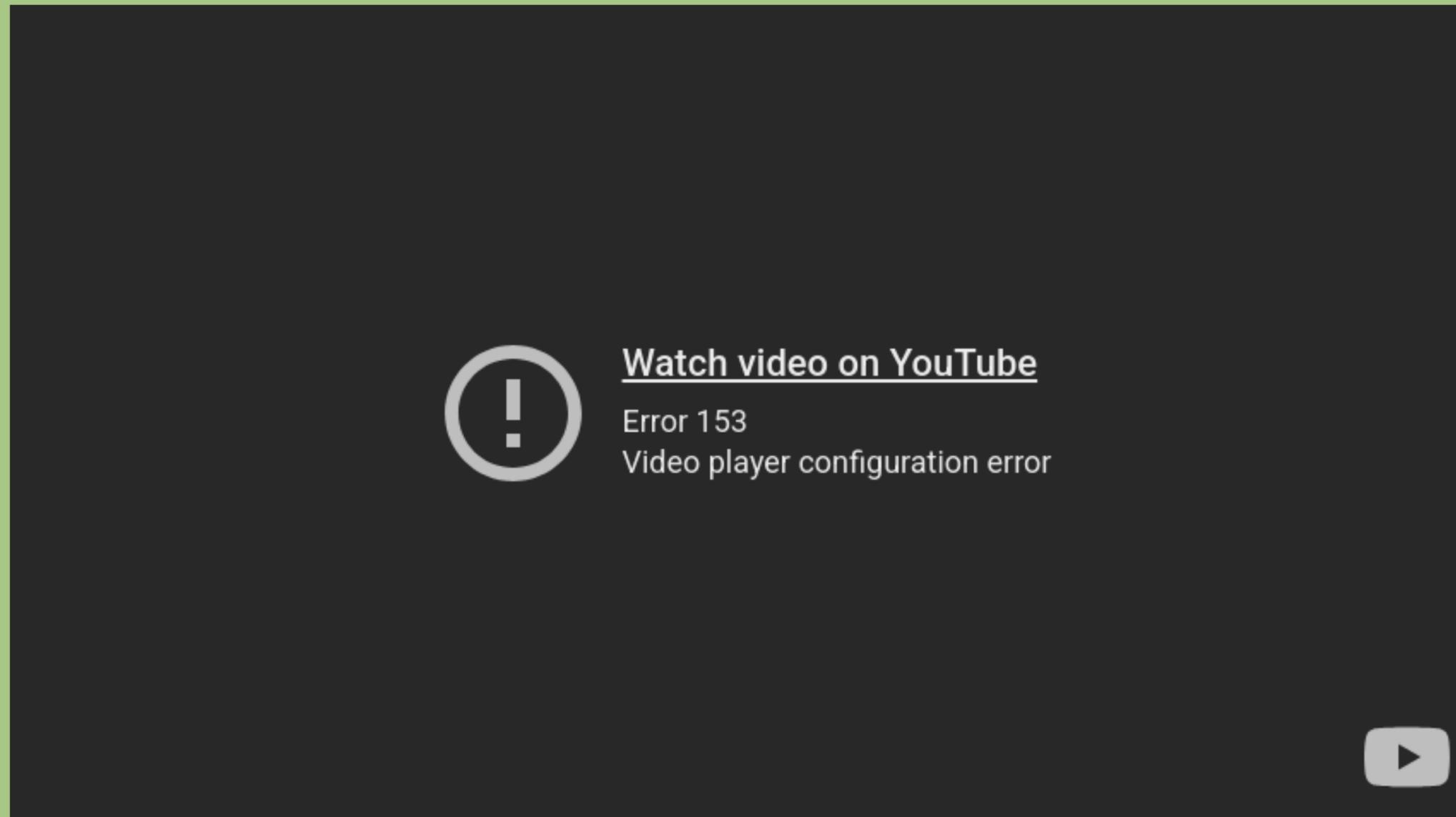
## **The Social Problem**

Millions of children around the world grow up without adequate footwear, exposing them to:

- injuries and infections
- environmental hazards
- barriers to attending school or participating fully in community life

This lack of basic shoes affects health, dignity, and opportunity for many children globally

# TOMS Shoes — “One for One”



# THANK YOU!

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