

MODULE 4

New ways to be in business

– *introduction to private, social and community enterprise, social innovation*

USING OUR COURSE- IT COVERING 9 KEY MODULES



MODULE 1

Your creativity, where do business ideas come from ?

MODULE 2

Personal Development: what are your goals?

MODULE 3

Qualifying your business idea - the importance and tools of research

MODULE 4

New ways to be in business – introduction to private, social and community enterprise

MODULE 5

Entrepreneurship on a shoestring

MODULE 6

Let's get practical, managing and raising project finance, legalities for starting a business

MODULE 7

The HOW and WHERE of being In business, making product and service


MODULE 8

Sales are the engine of your business


MODULE 9

Marketing on a shoestring





This Module will help you understand the different formats that you can adopt to set up your business -
Enterprise Structures,
Community Enterprise and
Social Enterprise






MODULE 4 CONTENT:

- Will define and explain the **different business structures** and provide examples; private enterprise, limited company, sole proprietorship and franchise
- Will define and explain the **social enterprise sector**
- You will understand the difference between a **social enterprise, community enterprise, collectives** and **social innovation**
- Each section has its own set of example **Case Studies** respective to countries Ireland, UK, Italy, Sweden and Turkey
- In the final section you will learn about different **social enterprise supporting organisations** with Case Study examples





Choosing how you set up your business is an important step

In this section we will go through the key enterprise structures and your options ...

1. Sole Proprietorship
2. Limited Company
3. Franchise



SOLE PROPRIETORSHIP



Definition

A sole trader is a person who is the exclusive owner of a business, entitled to keep all profits after tax has been paid but is also liable for all losses.

This person owns and runs the business in which there is no legal distinction between the owner and the business entity.





LIMITED COMPANYY – Advantages

Limited Companies are separate legal entities. This means that your potential creditors can only claim against the assets of your company.

Limited Liability protects the personal wealth of a private company's shareholders and does not put personal assets at risk

Company directors can avail of excellent tax breaks or pensions

Sole Traders are personally liable to the debts of your business. Therefore your personal assets, such as your house and car, can potentially be used to pay your creditors.





PRIVATE ENTERPRISE – Disadvantages

- **Increased legal compliance;** file annual returns, get accounts audited, tax and labour laws are also applicable
- **Requires a minimum of two persons;** to act as director and shareholder so personal control is limited.



SOLE TRADER Vs PRIVATE LIMITED COMPANY



SOLE TRADER

- × All your profits are taxed as your income, which can be up to 52%
- × Personally liable for debts
- × Lower tax credit than employees
- × You still need to prepare a tax return each year
- ✓ Simple to set up & shut down
- ✓ Less legal filings compared to a Limited Company

PRIVATE LIMITED COMPANY

- × More corporate filings and deadlines
- × Large fines and penalties for non-compliance
- × Longer and more expensive to set up than a Sole Trader
- ✓ Low Corporation Tax rate
- ✓ More tax reliefs and benefits
- ✓ Credibility for funders
- ✓ Protection of private assets



Franchise



*A **franchise**, in its simplest definition, is a business opportunity that allows the **franchisee** (possibly you) to start a business by using someone else's (the franchisor's) expertise, ideas, and processes.*

You pay a **franchise** fee and you get a format or system developed by the company and the right to use their name for a specific number of years with their assistance.





Franchise

Franchising is seen by many as a simple way to go into business for the first time. But franchising is no guarantee of success and the same principles of good management - such as informed decision-making, hard work, time management, having enough money and serving your customers well - still apply.

Be cautious when buying into a franchise if you have to develop the market and the brand in your designated area. Make sure your investment generates healthy returns and a capital gain when you sell.



Advantages and Disadvantages of a Franchise




ADVANTAGES

- ✓ **Benefits of a small business ownership;** supported by benefits of a business network
- ✓ **Training provided to run;** don't necessarily need business experience
- ✓ **Higher rate of success;** compared to a start up
- ✓ **Secure finance may be easier;** may cost less than to start yourself
- ✓ **Established reputation and image;** proven management and work practices and ongoing support

DISADVANTAGES

- ✗ **Costly Investment:** start up cost varies depending on the type of business and industry demand.
- ✗ **Cannot exceed to other geographic areas;** can diminish potential growth
- ✓ **Strict Operations Guidelines;** you have to follow for managing, marketing and operating
- ✓ **Risk Reputation;** if the brand gets a bad reputation because of other locations
- ✓ **Limited Exit Strategy;** there are strict rules, must get approval





In this section we will go through some interesting business structures that may support your start up in a more creative way;

1. Social Enterprise
 2. Community Enterprises
 3. Collectives
 4. Social Innovation
- 

SOCIAL ENTERPRISE



Definition

***Social Enterprises** are businesses primarily set up to tackle **social, economic or environmental issues**. While they are driven primarily by **social** and/or environmental motives, they engage in trading or commercial activities to produce **social and community gain**.*



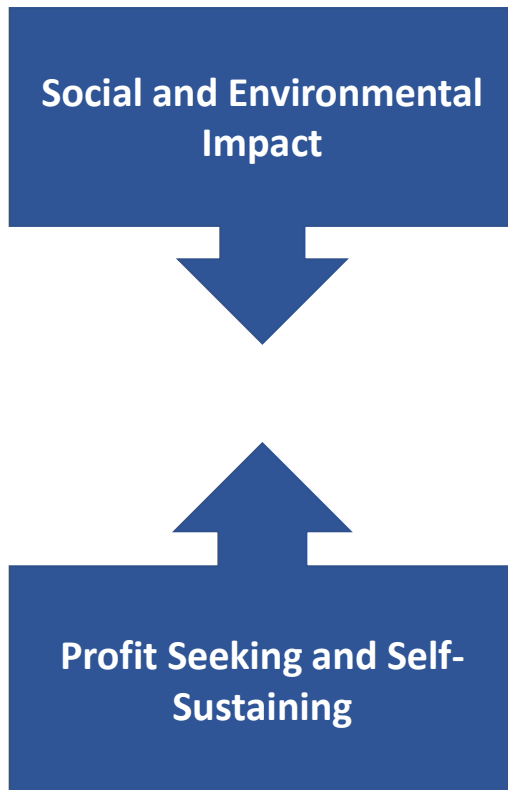


“ **Social enterprises** span the spectrum of non-profit to for-profit entities. Organizations that address a basic unmet need or solve a social or environmental problem through a market-driven approach ”

Social Enterprise Alliance



SOCIAL ENTERPRISE – So What Does It Mean?



These are organisations that sell products or services for a profit. With this profit, they **reinvest and create social impact**.

Example, let's take an organisation that makes coffee. The organisation **sells that coffee for a profit** and, with that profit, they can **help people who are homeless**.

The more coffees that they sell, the more profit they make, the more money they have available to help tackle the homeless crisis.

Social enterprises also, more likely than not, **employ people who are socially excluded or marginalised** or who perhaps might not have had a job otherwise.





SOCIAL ENTERPRISE – Some Key Terms

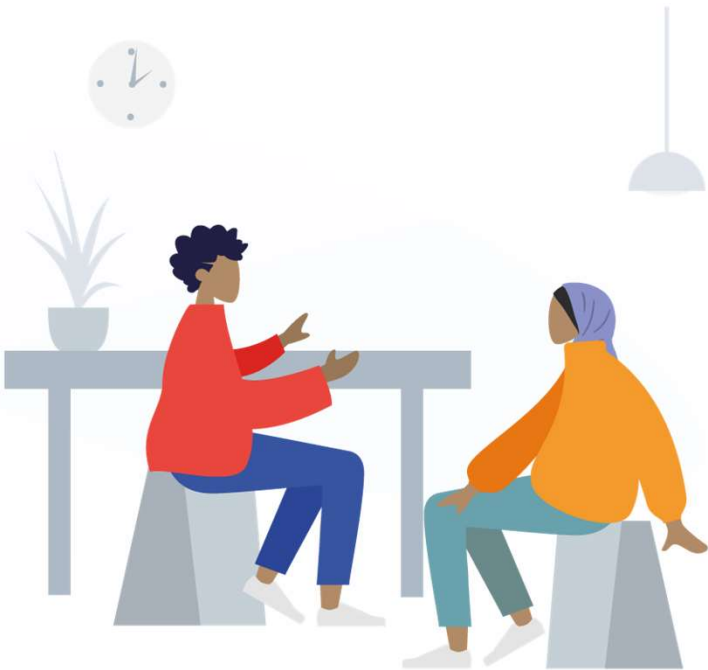
Social enterprises are businesses that trade to intentionally tackle social problems, improve communities, provide people access to employment and training, or help the environment.

- **Social enterprise**; reinvest their profits back into the **business** or the local **community**, continuing to provide jobs and other **benefits** to their **communities**. They also reach socially excluded people by providing volunteer, training and employment opportunities.
- **Social entrepreneur**; develops a mission and vision to bring in change in the society. They not only work for economic profit but invest the surplus profit to create **social** and economic assets and **social entrepreneurship** resources for the **community**.



SOCIAL ENTERPRISE – Some Key Terms

- **Social services sector**; are a range of public services provided by the government, private, profit and nonprofit organisations. They **build stronger communities and promote equality and opportunity**.
- **Social, economic, environmental impacts**; Social impacts are impacts on local public and social services sector. It covers **employment and training services, health, social housing, childcare, long term care, social assistance services, education, climate, energy and natural environment**.



SOCIAL ENTERPRISE – Some Key Terms

- **Social and environmental entrepreneurs' motives;** motivated by social problems and challenges, inspiration, and previous personal experiences as well as their social networks
- **Social and community gain;** reflects on **social inclusion and welfare of individuals and communities** through employment, education, health, consumption and/or participation for the creation and implementation of solutions to the problems of the community
- **Social enterprise trading and commercial activities;**





SOCIAL ENTERPRISE – Motivations

Social enterprises can broadly be categorised into three principle motivations.

- **Employment;** Businesses that provide employment, training and support for disadvantaged groups.
- **Community need;** Businesses that create or maintain products and/or services in response to social or economic needs in the community, not met by the market.
- **Profit Redistribution;** Businesses that exist to generate profits which are redistributed to social programs or charitable activities.





CASE STUDY - Dr Noha Nasser, UK

Business: MELA Social Enterprise www.melasocialenterprise.com

MELA, a social innovation enterprise for public spaces.

My career in academia came to a natural close so I decided it was time I pulled together my three passions to start up my own business; cultural diversity, social cohesion and public space. I also chose to set up a social enterprise rather than a company or charity because it bridged both worlds where I could have a business with a social mission.

My start up journey was a long and slow one. I found great support within my network and within a few months had a good Associate base from which to develop inter-disciplinary ideas, but what I didn't have was a set of ready clients. I resorted to grant funding and this helped pilot some of our ideas. Associated helped in writing grant funding proposals as I did not have those skills.





CASE STUDY - Dr Noha Nasser, UK

Business: MELA Social Enterprise www.melasocialenterprise.com

MELA, a social innovation enterprise for public spaces.

I could have benefitted from grant fund writing skills, as well as client/business development, writing a realistic business plan, managing different aspects of the business such as financial control, marketing and promotion, and client development.

Mainly we started with grant funding from Big Lottery and Arts Council. I do have a business plan but frankly it's not particularly realistic nor practical. It needs much greater research on the types of client and their needs. I don't have the time to do this work.

Website, Facebook, Twitter and LinkedIn are my primary outlets but they are less marketing and more about raising our profile everytime we do something or complete a project. I did start a blog some years back but didn't stay consistent with it. I also have two books which I use to promote the organisation when I am invited to give talks.



SOCIAL VS BUSINESS ENTREPRENEUR



SOCIAL ENTREPRENEUR

- **Focus is the community, environment health and wellbeing.** Help make the planet an improved place to live in. They concentrate a lot more on the **greater good** making a significant difference on society
- **Realize an obstacle in the local community, surroundings,** or methods of the people, they seize actions toward helping resolve that drawback
- The central end goal for the social entrepreneur is **not fortune or profit.** Instead, they prioritize way more on **servicing the wants and needs** of the local community
- Their jobs might **not produce richness and income.** They invest a considerable amount of their time and focus in **transforming society with little in return**



SOCIAL VS BUSINESS ENTREPRENEUR

BUSINESS ENTREPRENEUR

- More **focus on profit and wealth**
- Main goal to **satisfy customer needs**, provide growth for shareholders, expand the influence of their business, and to expose their business to the greatest number of individuals as they are able to
- Can **neglect the ecological outcomes** of their habits
- Most important **priority is to earn revenue**
- They **search for gaps in the market to fill**
- They try to **find things that people need or want** and make a product or system to satisfy their needs and desires





- **Charities & Voluntary Organisations:** These are organisations set up purely to help **those in need** and do so often by fundraising
- **Charities with a trading arm:** These are most recognised as **charities that sell** products and services through a store, e.g. charity shops
- **Social Enterprise:** An organisation that trades for profit and has a measured social impact
- **Commercial businesses have a social imperative:** These businesses are often set up to make money but have **strong values**
- **Private Sector:** These are pure businesses that trade to maximise shareholder value. They are **profit seeking and focus on making money.**





What a Social Enterprise Is and Is Not

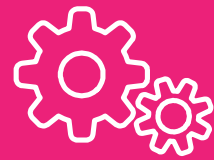
A SOCIAL ENTERPRISE DOES

- **Make money** from selling goods and services
- **Cover its own costs** in the long term (though like any business, it may need help to get started)
- **Reinvest profits** back into the organisation to make a difference
- Pay **reasonable salaries** to staff
- **Stimulate community economies**
- Include **environment and biodiversity priorities**
- Overcomes **social exclusion and is inclusive**
- Can **bridge** community and business

A SOCIAL ENTERPRISE DOES NOT

- Exist solely to make profits for shareholders
- Exist to make its owners very wealthy
- Solely rely on volunteering, grants or donations to stay afloat in the long-term (though again, it may need this sort of help to get started)

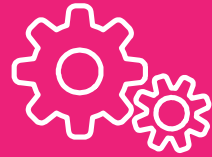




Case Study: AgriKids – Ireland Social Enterprise

[AgriKids](#), a farm safety education programme founded by Alma Jordan. AgriKids aims to engage, educate and empower children to be farm safety ambassadors through classroom resources, interactive workshops, storybooks and a child-friendly game app. The business is based in Meath, Ireland





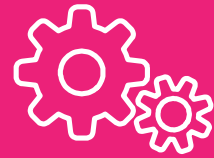
Case Study: Maskrosbarn – Sweden Social Enterprise



Maskrosbarn works with children and adolescents who have parents who are mentally ill or have an abusive condition to break their social heritage and shape their future. Maskrosbarn improve their living conditions through training, lecturers, support activities in the form of weekend and law camps. Provide internet support, children are met by leaders and personal coaches to whom they can identify, build trust and receptivity. They show children it is possible to feel good even if a parent feels bad.

Mission: want all children to be given the condition to grow up to be prosperous individuals, without the negative consequences of their upbringing





Case Study: Café Direct – UK Social Enterprise

[Cafédirect](#), is an award-winning charity that is owned and led by smallholder farmers. Cafédirect's mission is to champion the work and passion of smallholder growers, delivering great tasting hot drinks to improve livelihoods, whilst pioneering new and better ways of doing business. Cafédirect is an award-winning, social enterprise and 100% Fairtrade coffee company. Half of Cafédirect's profits are invested back into farmer communities through its farmer-led charity, Producers Direct, Cafédirect has invested over £6m to date. **Examples of its impacts;** 1 million farmers and their families impacted since 2009, 50% increase in income for farmers, 14 countries positively affected



COMMUNITY ENTERPRISE



Definition

*It means people working together to get something done. In contrast to purely individual effort, in which you do it all yourself, if you are involved in a **communal** effort (or **enterprise**), you cooperate, working all together to achieve success*





COMMUNITY ENTERPRISE – Innovation Examples

A type of business, company or enterprise with a director, management, employees created to run as a business with all assets controlled, managed and directed by the community, with a board of directors elected from the community and all profits created contribute to the optimum health and shared prosperity of the community or sharing with local communities in the area to achieve shared goals and objectives.

Across the world there are a wide variety of community enterprises from **coffee farming, community shops, youth cafe's, furniture making, market gardening** and the future opportunities are limitless according to choice and priority.



COMMUNITY BASED ENTERPRISES



Definition

Community based enterprises use business to improve the life of a community. They are different from private enterprise because their business activity is undertaken as a means of achieving community benefit, not private gain.



COMMUNITY ENTERPRISE – Innovation Examples



Community based enterprises have the **potential to be larger scale, generate more jobs and return benefit** to the community beyond those directly employed. They can be run as a worker-owned cooperative or as a member-based association.

In many parts of the majority world there is a role for community based social enterprises to help strengthen local economies.



COMMUNITY ENTERPRISE – Innovation Examples

Key characteristics of community enterprises are that they aim to be

- **community owned**--assets belong to the community and cannot be sold off for private financial gain
- **community-led**--people who are local stakeholders in the area of benefit play a leading role in the enterprise
- **community controlled**--the local community is represented on the Board of Directors and makes sure that the enterprise is accountable to the community



COMMUNITY ENTERPRISE – Innovation Examples



Key characteristics of community enterprises are that they aim to be

able to generate profits or a surplus that can be re-invested or distributed for community benefit

socially and environmentally responsible--the tackle social and environmental problems in their area

financially self-sustaining--or on the way to being so



Case Study: Recreate- Ireland Community Social Enterprise

Recreate is a thriving social enterprise making art materials and educational supplies affordable and accessible to every sector of the community for all kinds of creative purposes.

Vision: To establish a national social enterprise fostering creativity, valuing social inclusion and protecting the environment

Environment: Salvaging clean, reusable materials from businesses and distributing them to members for free and in unlimited quantities for creative reuse in all kinds of inventive ways.

The logo for Recreate features the word "Recreate" in a playful, multi-colored font where each letter is contained within a small, tilted rectangular block. Below the word, the tagline "Creativity through Reuse" is written in a smaller, green font, flanked by two small circular icons containing a grid pattern.

Recreate
Creativity through Reuse





Case Study: Recreate- Ireland Community Social Enterprise

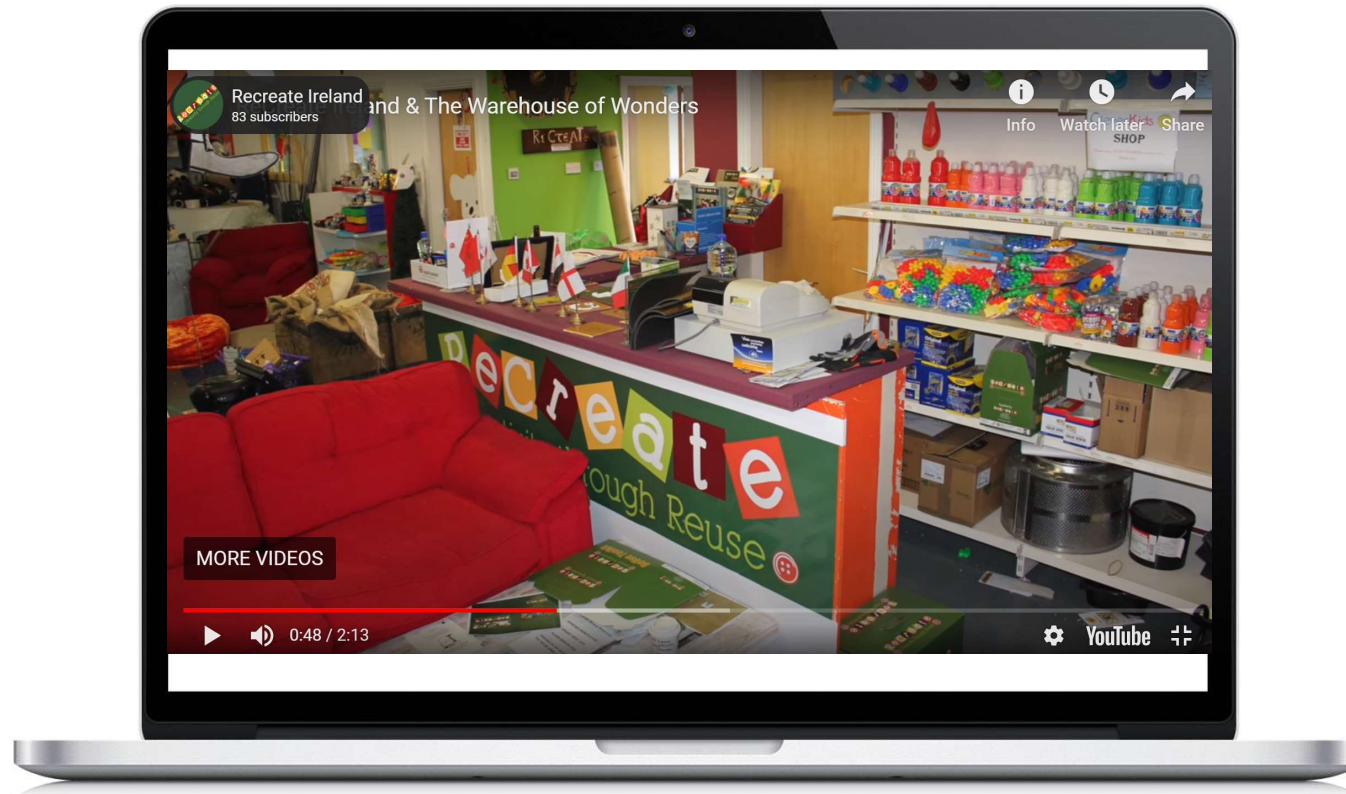


Recreate provide accessible and affordable art materials and educational supplies to all sectors of the community across Ireland. Championing awareness around reuse and diverting materials from landfill. Encouraging social inclusion through extensive work-placement programmes for those with additional needs and those distant from the labour market.

Have a team of 20 professional and creative artist that facilitate Workshops and Team Building to suit any group



Case Study: Recreate - Ireland Community Social Enterprise



Click image to view video

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Case Study Example; Community Social Enterprise - Sweden



“ Cultural association for women. Colors, shapes, patterns, smells, tastes from the world's various cultures. Come and be inspired by shapes, patterns, smells, tastes and textile crafts from around the world. We arrange lectures, exhibitions, cultural events, study circles and workshops together with Folkuniversitetet . We created a meeting place where you find possibilities to learn more about Sweden. ”



Case Study: Group 39 - Sweden Community Social Enterprise

The [Group 39](#) Network and classes spread knowledge about different cultures, health, entrepreneurship ideas and financial information among immigrant women from different backgrounds. They **increase integration, provide internships and employment opportunities** for migrant women. **Build bridges** between cultures e.g. they show and sell handicraft from different cultures. Other benefits are that Group 39 **raise the women's self-confidence, courage and ability** to get closer to the labor market. Group 39 create a sense of community in the municipality of Ronneby.





Case Study: Group 39 - Sweden Community Social Enterprise

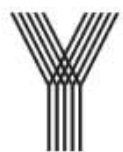


[Group 39 Facebook](#)

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Case Study Example; Community Social Enterprise - UK



**THE YOUNG
FOUNDATION**



“ “ The Young Foundation has devoted itself to fighting inequality through trailblazing research and by working with communities. Their ethos of ‘doing with’ people – rather than people ‘being done to’ – is vital. They have a cracking track record of creating and supporting the scaling-up of social innovations that have really made a difference to people’s lives

Lord John Bird, Editor in Chief, the Big Issue” ”

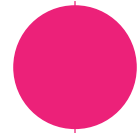


COMMUNITY SOCIAL ENTERPRISE - UK

The Young Foundation's mission is to develop better connected and more sustainable communities across the UK.

- A team, bringing together research, investment, innovation and community development capabilities to deliver local, national and international programmes.
- Amplify the stories and lived experiences of people in their communities; using this as a spur to drive locally-led community action and enterprise.
- Use what they learn across different communities to spot national patterns of need and opportunity.
- Work with national partners to support new ideas to tackle those shared, national challenges.





COMMUNITY SOCIAL ENTERPRISE - UK

Programmes cover a range of themes including: place-based work, health and well-being, inequality and support for young people, example;

Communities Driving Change; supports residents to determine and lead on the change they want to see for improved [health and wellbeing](#) locally. Design and deliver interventions which draw on the tools of grassroots community development and social innovation.

Influence existing services and systems to be more responsive to the needs and lived experiences of local communities



Case Study Example; Community Social Enterprise Turkey



Good4Trust.org

Case Study: Turkey



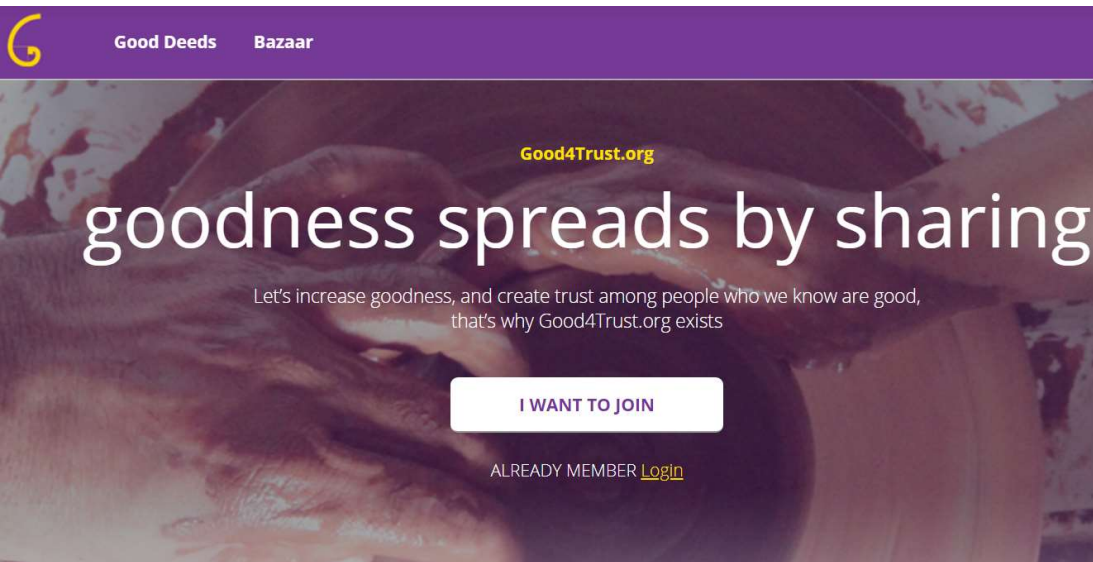
Good4Trust.org is a social platform where we share our good deeds with others, strengthen producers that are socially and ecologically responsible and trustworthy by getting their products, and services and thereby inspire each other.

Let's increase goodness, and create trust among people who we know are good, that's why Good4Trust.org exists





Social Innovative Business – Turkey



Good4Trust is an online platform that is working to build solidarity among ecologically and socially responsible producers. The platform is aiming to promote 'prosumers economy' that is a circular economy with minimum negative or positive ecological and social impact. This system enables a trust based service and product exchange among producers and prosumers. Products provided by ecologically and socially responsible producers are served to prosumers who embrace similar values with the producers.



A less formal business structure ... Collectives



Definition

A Collective is a group of people come together for a specific purpose. They share and are motivated by at least one common issue or interest or work together to achieve a common objective. The form of a collective can be formally defined or be a looser, informal agreement. Used a lot in the creative/artistic community and horticulture groups.





A CREATIVE COLLECTIVE – Innovation Examples

A **Creative Collective** is a network/membership-based Organization made up of independent creatives who:

- Come together based on **creative expression & connection**
- Are **groups of artists & creators** building a community through curated events
- **Each member provides expertise/experience** in a niche or complimentary facet of such as design/development/disciplines and skills in branding /business/marketing/etc.
- **Share resources and partners collaborate** to benefit each others business







Case Study: Beam Creative Network - UK Collective Creative

[Beam Creative Network](#) involves over **20 artists** who are specialists in a wide variety of creative arts such as **drama, dance, music, film production, art, creative writing, puppetry, photography, animation and comedy**. Beam Creative Network is the vehicle which brings the artists together and sources projects/programmes that would benefit from their skills.





In this section we will
introduce you to more
Social Innovation
Business Case Studies
across Sweden, Ireland,
Turkey, Italy, and the
UK



Case Study: Harmoni – Turkey

Social Innovation Business

[Harmoni Women's Co-operative](#) - established by a group of 20 women, with the idea of integrating women into the workforce. They make versatile, sturdy and handmade products in the finest quality made from natural local Turkish materials. Harmoni's vision is to establish an environment where women work to create economic value and contribute to the national economy, and where women producers are self-confident and respected.



Case Study: Community Shop – UK Social Innovation Business

Community Shop is the UK's first social supermarket chain. Located in areas of disadvantage, we offer surplus food to our members at heavily discounted prices. When members shop in store the revenue raised powers our Community Hub, where we engage, inspire and connect with every member who comes through the doors. From debt advice and employability skills, cook club to home budgeting, we are building stronger individuals and more confident communities.

**Good things come
to those with a
membership!**



**Shopping
with sprinkles
on top**



Case Study: ReStart– Ireland Social Innovation Business

ReStart is a social enterprise helping asylum seekers feel at home and integrate into Irish communities. It has developed several initiatives;

ReStart Cooking; participate in weekly cooking sessions

ReStart Gardening; gardening sessions with local communities



Case Study: Spraoi agus Spórt Social Innovation Business - Ireland

Spraoi agus Spórt is an award winning social enterprise based in Carndonagh, Inishowen, Co. Donegal providing excellent social, recreational and educational activities for the community which are focused on family development and which bring social, recreational and economic benefits to the area. Now provide over 60 social, educational and recreational activities.

- **After School Clubs and activities**
- **Holiday Clubs during school holidays**
- **Young Families & Toddler Groups, Mothers Together Groups**
- **Children with Disability; Social and Recreational Activities**
- **Evening Classes; cooking, baking, interior design, photography and loads more**
- **Ranganna Gaeilge; Irish speaking classes**



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Spraoi agus Spórt

Ionad Teaghlaigh

Family Centre

Spraoi agus Sport – Charity Impact Award

A social hub set up by five young mothers in need of a social outlet. Tackling issues of loneliness, social inclusion and the economic decline of rural towns. Click on image to view video



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SOCIAL INNOVATION ENTERPRISES

More Case Studies

- [Code World Club](#) - Mission: Give every child in the world the chance to learn code. (Global)
- [Social Tech](#) - A gathering of socially innovative businesses and technologies. (United Kingdom)
- [Amey](#) create safer, smarter, and sustainable places to live, work and travel (United Kingdom)
- [Caledonia Cremation](#) a social enterprise funeral directors, offer a single, simple, dignified Direct Cremation for £995 (United Kingdom)
- [Madlug CIC](#) with every bag you purchase you will give a child in care a bag instead of how most children in care transport their worldly belongings in a bin bag (United Kingdom)





SOCIAL INNOVATION ENTERPRISES

More Case Studies

- **SOF (Save Our Friend)** an App that connects (regardless of Wi-Fi) friends at festivals or events for a safer experience. (Italy)
- [AgroAdvisor](#) focuses on developing an innovative IoT solution to hobby farmers and links to digital resources all over the world. (Italy)
- [House of Highness](#) uses supply chain automation to deliver luxury fashion brands to the Nigerian market through an online retail store. (Italy)
- [InnoPhysio](#) allows a reliable and secure platform for doctors to communicate and collaborate, share expertise and ask questions. (Italy)
- **Haven** is a platform that offers busy women job opportunities by other women with low-income or no income at all. (Italy)





SOCIAL INNOVATION ENTERPRISES

More Case Studies

- [Mattecentrum](#) provides free help for children who want to improve their maths skills, though after-school online learning forums (Sweden)
- [Solvatten](#), a portable container harnessing sunshine to provide clean and hot water to households (Sweden)
- [JumpAGrade](#) provides secondary school grinds, allowing every student the opportunity to get the tutoring support they need to succeed (Ireland)
- [The Ease Project](#) aims to recognise, normalise and treat anxiety in students through workshops, combining music and visuals and how to manage it (Ireland)
- [Helping Hands](#) is an anti-bullying programme that provides schools with the tools and training to enable teachers to identify and prevent bullying before it can start (Ireland)





SOCIAL INNOVATION ENTERPRISES

More Case Studies

- [Anlatan Eller](#) aims to ensure equal opportunities in education for individuals with hearing impairments (Turkey)
- [BBOM Association](#) makes education accessible, affordable to everyone in Turkey and compatible with global values and standards (Turkey)
- [JOON](#) aims to facilitate the social and economic participation of refugees, women, people with disabilities and other individuals who struggle to make a living (Turkey)
- [SafiMera](#) aims to produce and share regenerative, fair and nutritious food that creates a fairer deal for all stakeholders in the production chain (Turkey)
- [TURMEPA](#) – Turkish Marine Environment Protection Association with an aim to leave a liveable Turkey that ensures clean seas for future generations (Turkey)






SOCIAL INNOVATION ENTERPRISES


More Case Studies

- **Women's Center Foundation (KAMER)** responds to the urgent and critical needs of women; provides services such as restaurants, kindergartens, legal and psychological guidance, human rights education, and economic enterprise branches **(Turkey)**
- [Wheat Ecological Life Support Association](#) ecological farming practices for the first time in the domestic market in Turkey, has tried to ensure ecologically conscious living culture with alternative marketing and promotion strategies **(Turkey)**



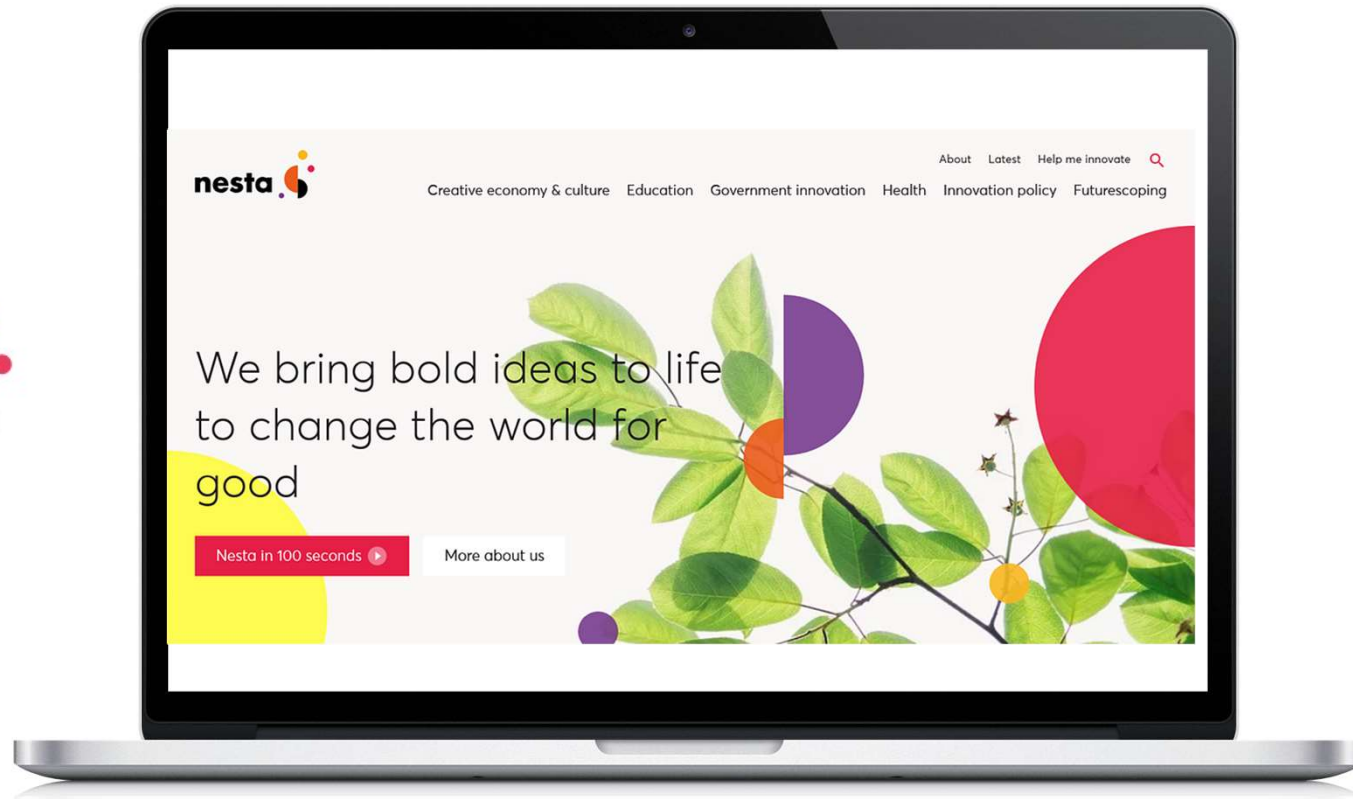


In this section we will cover;
Organisations that help and support Private Enterprises & Organisations, Social Innovation Businesses & Female Entrepreneurs to be socially innovative



Communities Driving Change

Nesta is a global innovation foundation. But what does that mean? Watch this to find out more..



THROUGH ENTERPRISE | *Make your enterprise dreams come through*





Case Study: Turkey



INOGAR is a new generation incubation center that combines innovation and enterprise culture with civil society, private sector, sustainable development, culture-arts and technology.

INOGAR aims to lead the way to the sustainable development, creativity and technology based transformation of entrepreneurship ecosystem in Turkey.





Social Innovative Support – Turkey



INOGAR is a **shared workspace and an incubation centre** that brings together civil society organisations, social enterprises and commercial enterprises working in fields such as **sustainable development, culture, arts and technology** to **support the entrepreneurship ecosystem** in Turkey. The activities of INOGAR are carried out under the INOGAR Academy. Throughout the year, programmes such as **hackathons, training sessions, panels, venture camps and kitchen workshops** are carried out with different private and public sector, civil society and international development organisations.





We do this by:

- ✓ Establish a sustainable entrepreneurship-oriented ecosystem between INOGAR's founders and its stakeholders.
- ✓ Provide ideas and projects for Sustainable Development Goals.
- ✓ Connect international startups, technology and sustainable development networks with networks in Turkey.
- ✓ Build bridges between the enterprise network in İstanbul and enterprise ecosystem in Anatolia.
- ✓ Sponsor enterprise ideas for improving talents
- ✓ Lead the development of social entrepreneurs and social innovation practices.



Case Study: Sweden

“

Our businesses provide individuals with motivation, power, tools to counteract them alienating themselves.

Include work with social entrepreneurs who have developed ways to include people who risk being excluded and do without private profit interest. The solutions are created at the grassroots level and are based on experience with the target groups situation

”

INKLUDERA

Social Innovation Support - Sweden

WELCOME TO INCLUDE

Include was born out of love for Sweden. We want everyone who lives in Sweden to be a part of society. That is why we work for strong social innovations to become national solutions.



Include wants everyone who lives in Sweden to be a part of society. That is why we work for strong social innovations to become national solutions.

New Ideas Become National Solutions

They **help organizations grow and reach** more individuals in their target groups. They do this by **expanding partnerships** with the public sector, and by securing private financing. [Read more about how we work here »](#)





Creates an active and meaningful life
for young people with functional variation

[Read more "](#)

The passport works with **young people**, regardless of functional variation, they get the conditions to create an active and meaningful life. Passalen **creates meeting places and activities in the open community**, the focus is on young people's opportunities rather than on their diagnosis. Those who participate get **greater confidence in their own ability** and stay independent individuals. The goal is for them to **understand and manage social norms** based on their own conditions, and to **create social relationships** based on their interests.



Case Study: Sweden

“

Center for Social Entrepreneurship in Sweden (CSES) defines social entrepreneurship as

“Entrepreneurship whose core activities not only provide revenue to owners and employees, but also in a tangible and preferably measurable way benefit individuals and society, locally, regionally or globally.”

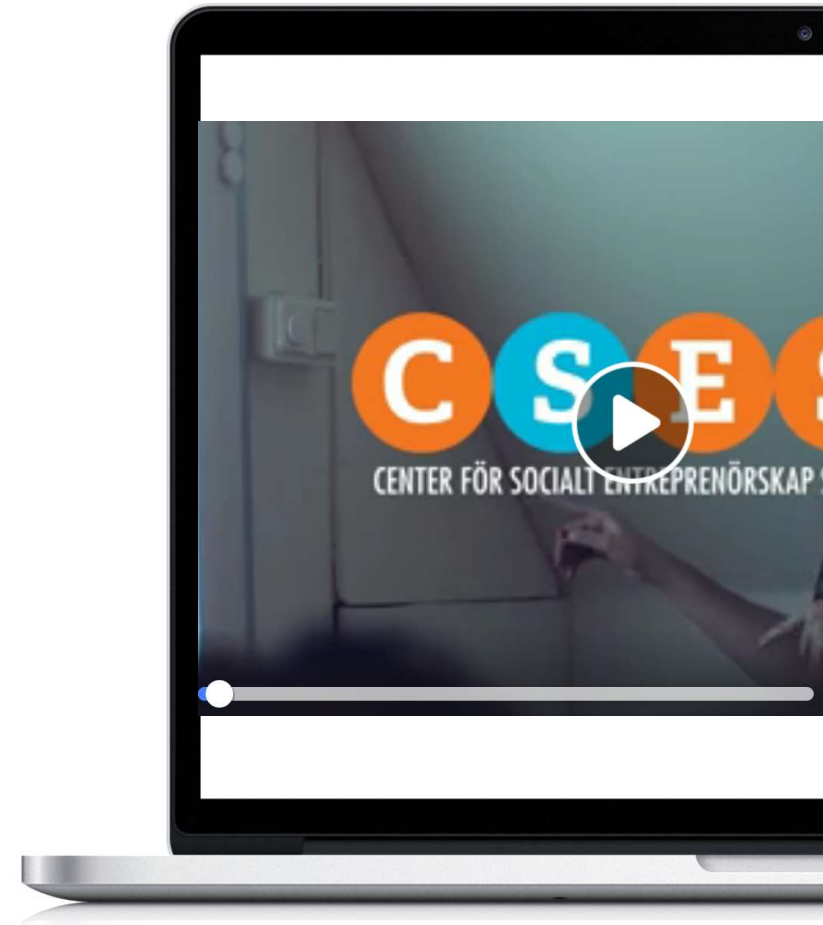
”

Social Innovation Support - Sweden

[CSES](#) is Sweden's **first incubator for social entrepreneurs**.

The mission of CSES is to stimulate and support the advance of social innovation in order to promote the development of new companies and organizations that solve pressing social problems.

CSES was initiated by [SU Incubator](#) and later run as a private nonprofit organization. [Future Food](#), [Circular Economy](#), [Inclusive Societies](#), [Sustainable Production and Consumption](#)



Case Study: Ireland

“ Social Innovation Fund Ireland is a national organisation supporting Ireland’s best social innovations through cash grants and business supports. Our purpose is to make Ireland a better more inclusive place through social innovation. We partner with corporates, SME’s, families and individuals who want new, tangible and real-world ways to tackle some of the pressing issues facing our country today ”

Social Innovation Support - Ireland

**SOCIAL
INNOVATION
FUND
IRELAND**

We work with our partners to find the best charities and social enterprises from all four corners of Ireland and provide them with grants, supports and access to networks.

These organisations have found sustainable and effective solutions to our most critical social issues, predominantly, in health, education, economic empowerment and climate justice.

We work with them so they can thrive and spread these solutions across the country.



THROUGH ENTERPRISE | *Make your enterprise dreams come through*

NEXT UP | *Module 5*

Entrepreneurship on a shoestring



A large, dark teal circular graphic on the right side of the slide. It contains a white mouse cursor icon pointing at the top left edge. Below the cursor are two circular icons: a pink one with a white Facebook 'f' logo and a yellow one with a white globe icon. To the right of these icons are the text '@throughenterprise' and 'www.throughenterprise.eu'. The right edge of the circle is decorated with a vertical line of yellow chevron arrows pointing downwards.



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