



**Enabling
Social change
through**

SOCIAL ENTERPRISE

**The Impact Effect
Dr Jacqueline Parisi**

BUILDING SOCIAL ENTERPRISES

Leverage the power of business
to enable social change



**Sustainability
Equilibrium**
(Bull et al. 2008)



SOCIAL
Sustainability



ECONOMIC
Sustainability

**ETHICAL
CAPITAL**



WHAT?

01. A procedural practise has been developed, to build social enterprises, with and through, **NGOs**
02. The practise has been piloted and is **PROVEN**
03. It is a **STEP-BY-STEP** process for the ideation, concept-creation, and operationalising of a Social Enterprise
04. Sits at Level **5** of the ethical capital scale

This Social Enterprise building practise:

— Enables **NGOs** to work with their beneficiaries to achieve sustainable social change

— Enables the achievement of scalable **SOCIAL IMPACT**

— Strengthens local economic development for **COMMUNITIES**

— Can enable **NGOs** develop an independent and sustainable source of funding



WHY?

THE BENEFITS

The practise comprises

3 PHASES:

Work with, and through, a partner NGO to create an idea for a social-enterprise (Inception)

Pilot that idea through a structured capacity building process, through which continual leaning and capacity building takes place (Incubation)

Take the learnings from the Incubation phase and operationalise it into a successful social enterprise (Early Acceleration)

Phase 1

Phase 2

Phase 3

HOW ?



KEY FEATURES

- The strength is in the process – it can be applied to any product/service/business idea
- The process comprises visual and participatory capacity building techniques
- It is easy to understand and the skills are easily transferred
- It leverages ‘Lean Start-up’ techniques

The practise can be utilised to enable:

- An NGO to create a Social Enterprise; or
- An NGO to assist a community of beneficiaries to create a Social Enterprise, or
- An NGO and a community, to both together create a Social Enterprise, and potentially co-own



APPLICATION



CASE
STUDY

- Worked with an NGO called HANDA and a community in a village called Maowangdong, Yunnan Province, China
- People affected by leprosy – an isolated, impoverished, and disadvantage community
- Severely impacted by the stigma leprosy carries in China
- Little assistance from the government, shunned and alienated by others, no access to medical help or education
- Low self-confidence and self-esteem
- Through the inception process a decision was made to establish a pure-honey social enterprise

(CASE STUDY ...)

Social Enterprise Method:

3 MONTHS

⋮

1 YEAR

⋮

1 YEAR

Inception

Incubation

Early Acceleration

Coaching/
Guidance

● Technical Assistance
to a project team

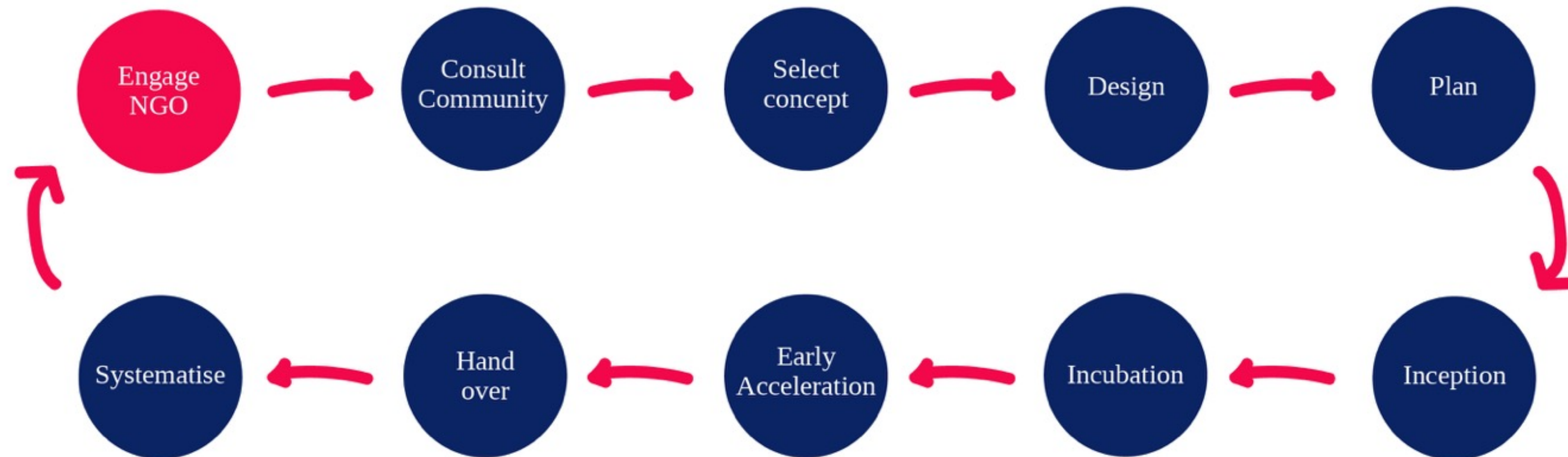
● Project
leadership

● Lean
Start-up

● Visits every
2 months

● Project Skype
calls every week

Steps to Building SOCIAL ENTERPRISE





KEY RESULT 1

Bee-keeping skills

KEY RESULT 2

160 new beehives by
end 2017





KEY RESULT 3

Increased self
confidence & social
integration



KEY RESULT 4

Increased female
participation

KEY RESULT 5

Two harvests per year,
sale of honey through
retailers and online stores,
Taiwanese visitors





**KEY
RESULT 6**

Village Management Group
taking responsibility

Village engagement,
accountability
& ownership

**KEY
RESULT 7**



Comments from THE VILLAGE

From this situation	To this situation
An impoverished village who could not afford education for their children	“Now we can afford education for our children”
A village of people with not formal education	“Now I have learnt these skills, I feel as though I can learn anything”
Villagers had exceptionally low self-esteem and low self-confidence	“Now I have the confidence to meet others and do business with them”
Villagers were consistently ignored and avoided by others	“Now other people take us seriously”
Villagers had been made to feel like they had no role to play in society	“Now I feel like a worthwhile human being”

Contribution towards SDGs

- | | | | | | | | | |
|--|---|--------------------------------|---|----------------------------------|---|----------------------------------|---|-------------------------|
| 1- No Poverty | ⋮ | 2- No Hunger | ⋮ | 3- Good Health | ⋮ | 4- Quality Education | ⋮ | 5- Gender Equality |
| 6- Clean water and Sanitation | ⋮ | 7- Renewable Energy | ⋮ | 8- Good Jobs and economic growth | ⋮ | 9- Innovation and infrastructure | ⋮ | 10- Reduce Inequalities |
| 11- Sustainable cities and Communities | ⋮ | 12- Responsible consumption | ⋮ | 13- Climate Action | ⋮ | 14- Life below water | ⋮ | 15- Life on land |
| 16- Peace and justice | ⋮ | 17- Partnerships for the goals | | | | | | |

Particular focus on 5 SDGs

1- No Poverty



5- Gender Equality

8- Good Jobs and economic growth

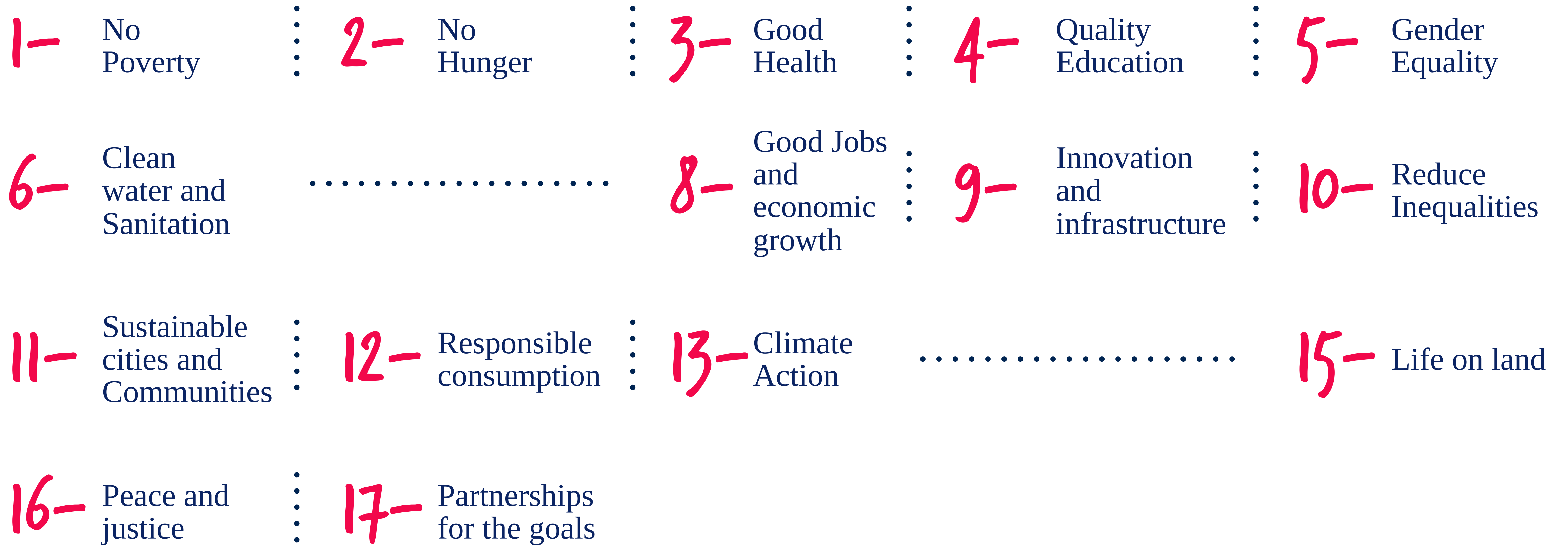


10- Reduce Inequalities

11- Sustainable cities and Communities



Contributed to all but 2 SDGs



Key

MESSAGES

- The procedural practise can be applied to any social enterprise idea
- Even the smallest business can have a huge social impact and contribute to SDGs
- Business can be a vehicle for fundamentally changing people's expectations
- Outcomes achieved with less than USD125K over the three year period
- As a message of achieving social impact, is this something that it of interest?



Thank *you!*