

What is a Social Enterprise?



Year 9

Discuss the following statements

Problem pair 1:

Flynn, aged 12, can't see his favourite band at an over-18s music event.

Tony, aged 55, can't find a new job after his last company shut down because he's "too old".

Discuss:

- What do the statements have in common?
- What differences are there between the two statements?
- Is the statement describing a "want" or a "need" and what is your reasoning for this?

Discuss the following statements

Problem pair 2:

Eli can't buy a PlayStation 5 with his savings.

Marie's full-time job doesn't pay enough to afford healthy food for her kids' dinner and cover the all the bills.

Discuss:

- What do the statements have in common?
- What differences are there between the two statements?
- Is the statement describing a "want" or a "need" and what is your reasoning for this?

Discuss the following statements

Problem pair 3:

Jamal's parents won't let him drink Coke because it's too sugary.

Judith can't drink her tap water because it contains lead.

Discuss:

- What do the statements have in common?
- What differences are there between the two statements?
- Is the statement describing a "want" or a "need" and what is your reasoning for this?

Discuss the following statements

Problem pair 4:

Izzy dreams of going to a prestigious private school.

Safisha can't go to school because the laws in her country forbid girls from being educated.

Discuss:

- What do the statements have in common?
- What differences are there between the two statements?
- Is the statement describing a "want" or a "need" and what is your reasoning for this?

Discuss the following statements

Problem pair 5:

Kayden, 22, uses some of her full-time salary to repay a car loan.

Puspal, 23, works all day, seven days a week with no end in sight to pay off a debt her father passed onto her when he died.

Discuss:

- What do the statements have in common?
- What differences are there between the two statements?
- Is the statement describing a "want" or a "need" and what is your reasoning for this?

Discuss the following statements

Problem pair 1:

Flynn, aged 12, can't see his favourite band at an over-18s music event.

Tony, aged 55, can't find a new job after his last company shut down because he's "too old".

Problem pair 2:

Eli can't buy a PlayStation 5 with his savings.

Marie's full-time job doesn't pay enough to afford healthy food for her kids' dinner and cover the all the bills.

Problem pair 3:

Jamal's parents won't let him drink Coke because it's too sugary.

Judith can't drink her tap water because it contains lead.

Problem pair 4:

Izzy dreams of going to a prestigious private school.

Safisha can't go to school because the laws in her country forbid girls from being educated.

Problem pair 5:

Kayden, 22, uses some of her full-time salary to repay a car loan.

Puspal, 23, works all day, seven days a week with no end in sight to pay off a debt her father passed onto her when he died.



What is a Social Enterprise?

A business that trades to intentionally tackle social problems, improve communities, give people access to employment and training, or help the environment. A portion of profits made must go towards its social mission.



Thankyou ad campaign (2014)
Source: https://youtu.be/r1Y_S7GUQsg

What is a Business?

Businesses are set up to earn money and make a profit. They get their income through trading goods and services to customers who want them. All profits go to the people running or owning it.

coles

What is a Charity?

A specific type of organisation that does not make a profit (money made doesn't go to the people who run the organisation).

Charities address social problems, such as promoting human rights and preventing the suffering of animals.

COOL
.ORG

COOL
.ORG

 SOCIAL
ENTERPRISE
ACADEMY

Business, Charity or Social Enterprise?

Organisation type	Are they trying to make a profit?	Does trading contribute a significant part of the income?	Where do the 'profits' go?	Are they trying to address social issues?
Business	Yes	Yes	Shareholders and the owners	No
Charity	No	No	100% towards social mission	Yes
Social Enterprise	Yes	Yes	At least 50% towards social mission	Yes

Business, Charity or Social Enterprise?

For each of the organisations on the cards given to you, ask yourself:

- What is the organisation's business activity, if any?
- What are its social goals, if any?
- Do you consider the organisation to be a Social Enterprise?

Place the organisations on a line on your desk with 100% charity at one end, 100% business at the other, and Social Enterprise in the middle.

