



# Module 3

## The Basics of Social NGOs



**EUROPE**

ACTIVE CITIZENS  
THRIVING COMMUNITIES



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# Tracing social and green problems

First, as a social entrepreneur, you should trace the social and green problems that affect your community.

*Which one do you identify the most with?*

*Which one affects more your community?*

*Which one will you address?*



# Tracing social and green problems

- Aging
- Addiction
- Child abuse and labor
- Hunger
- Racism against minorities
- Education
- ICT illiteracy
- Environmental issues



# Tracing social and green problems

- Health
- Peace and conflict management
- Poverty and homeless
- Pollution
- Renewable energy
- Violence
- Unemployment
- Women equality and Human Rights



# Identify the impact



benefits for society + reduction of ecological footprint + financial sustainability  
=  
**IMPACT**

# Identify the impact

How do you ensure a **strong** and **life-long impact**?



[Video 1](#)

[Video 2](#)

- 1° level ➤ What do we offer?
- 2° level ➤ How can we scale up?
- 3° level ➤ How can we change the system?
- 4° level ➤ How can we change the mentality?

# Understand shared value

**1980-90**

## Initial models

Philanthropic, non-profit entities in the **short-run**, dependent on subsidies and donations

**2010**

## Recent models

Self-sustaining, viable entities in the **long-run**

**2020**

## New models

Viable Social Enterprises



**Models of Social Entrepreneurship**



# New models in 2020

- **Definition:** SE will be defined, not by what makes it different, but by the difference it makes in the world.
- **Impact:** SE will no longer be seen as a mid-point between business and charity but judged alongside them for its demonstrable impact.
- **Influence:** SE will be Europe's R&D lab for social problems, transforming the practice of government, charities and for-profit businesses.
- **Leadership:** SE will increasingly be led and shaped by grassroots entrepreneurs, not funders and policy makers.

# New models in 2020

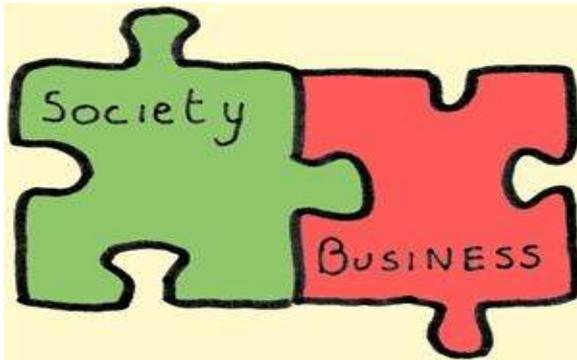
- **Connected:** SE will connect and spread in the way for-profit business has, taking democracy global in a way governments have not.
- **Growth:** SE will achieve scale through networks, replication and franchising; growing locally and spreading geographically
- **Uncertainty:** As the ideas and practices of SE are adopted by other sectors, will there actually be room for a SE sector?
- **Investment:** Social investment will grow beyond the sector in a global hunt for a blended return from anyone ready to deliver it.



# How the shift will be successfully completed?



# How the shift will be successfully completed?



**Collaborations** between social and commercial enterprises along with governmental support

Social Value + Economic Value  
=  
**Shared Value**



**Source/Watch the video**

(16,28')

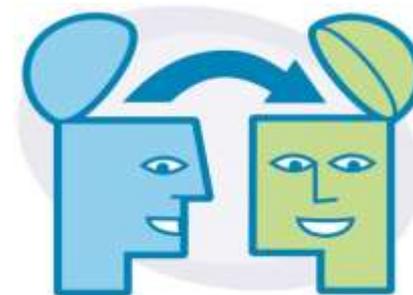
# How the shift will be successfully completed?

## STEP ①

Commercial enterprises have surplus of resources to produce income, but create or ignore social problems. Income should be transferred to social enterprises.

### Example: USA (trillion €)

- *Enterprises: 18 (80%)*
- *Government: 3.1 (15%)*
- *Social Enterprises: 1.2 (5%)*



# How the shift will be successfully completed?

## STEP ②

Social enterprises will be assigned to solve social problems in large scale and guarantee viable growth.



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# How the shift will be successfully completed?

## STEP ③

Social enterprises should strive for collaborations of social and economic impact.



# Exercise 1



# Exercise 1

- Think of ways of creating shared value between and traditional and social enterprises.
- Use INSP as an example.



## Example: INSP

- Selling street magazines
- Impact: social (employability, inclusion)
- Place: UK
- Geographical coverage: international
- [Video 1](#) (5,39 min)

# Solution



Creating shared value through **collaboration**  
between traditional and social enterprises  
in terms of:

- Content
- Production
- Promotion
- Sales points
- International presence



## Exercise 2



## Exercise 2

- Watch the video(s) for each of the 2 examples
- Identify and discuss the impact of each example



## Example 1: Trashy Bags

- Bags and accessories from plastic waste
- Place: Ghana
- Geographical coverage: international
- [Video 1](#) (2,41 min)
- [Video 2](#) (1,40 min)

## Example 1: Trashy Bags

- Define the impact
- How do you think they achieve/measure the impact?



# Solution



# Trashy Bags

**Social problem:**  
pollution in AFRICA

**Impact:**

protect the environment, increase employability,  
boost the cultural heritage



## Example 2: Buffalo

- Bicycles for African rural areas
- Place: USA
- Geographical coverage: national (Africa)
- [Video 1](#) (4,40 min)

## Example 2: Buffalo

- Define the impact
- How do you think they achieve/measure the impact?



# Solution

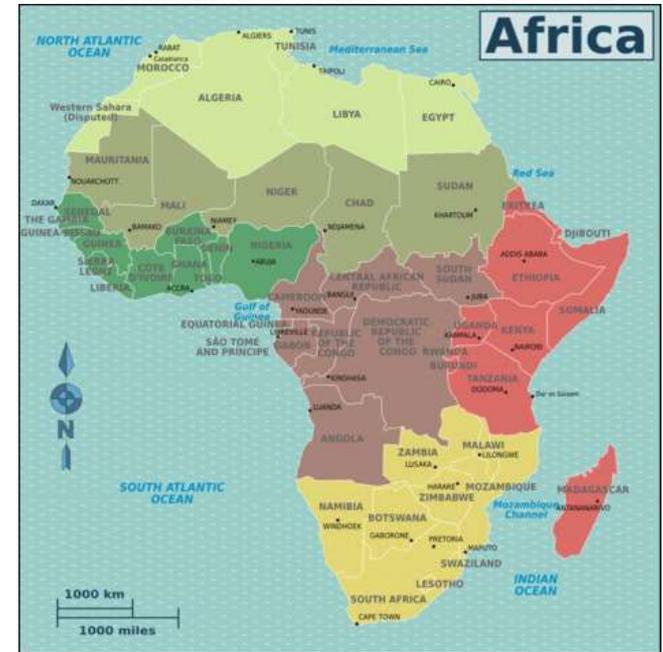


# Buffalo

**Social problem:**  
daily survival in AFRICA

## Impact:

new approach of transportation... to deal with daily problems of survival (water, health, food and education), that affect African people in rural areas



Any  
Questions



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