



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

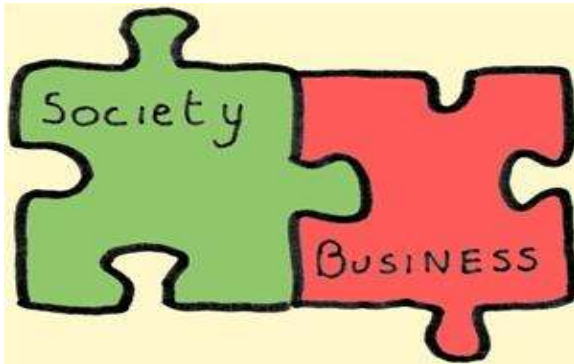
- **Connected:** SE will connect and spread in the way for-profit business has, taking democracy global in a way governments have not.
- **Growth:** SE will achieve scale through networks, replication and franchising; growing locally and spreading geographically
- **Uncertainty:** As the ideas and practices 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.



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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