

WHAT IS SOCIAL ENTREPRENEURSHIP?

Today's Objectives:

- ✓ Define **social responsibility**, **social entrepreneurship**, and **social enterprise**.
- ✓ Identify qualifiers of social enterprise businesses.

Today's Date:

- ✓ Evaluate businesses using the B-Lab Impact Assessment framework.

Bell Ringer:

Brainstorm all of the words or phrases that come to mind when you hear the term **social entrepreneurship**.

Step 1:

Vocabulary:

- **Social Responsibility:** Developing business practices that create a positive relationship with the populations they serve
- **Social Entrepreneurship:** The use of the techniques by start-up companies and other entrepreneurs to develop, fund, and implement solutions to social, cultural, or environmental issues. This concept may be applied to a variety of organizations with different sizes, aims, and beliefs.
- **Social Enterprise:** An organization that uses commercial practices to maximize improvements to human or environmental well-being, alongside generating profits for their stakeholders
- **Stakeholders:** A person or group that can be affected by the actions of a business
- **Shareholders:** A person or group that owns part of a business

Step 2:

B-Corp businesses are a new type of business that put a formal name and certification to the idea of social enterprise.

After watching the video about why the B-Corp certification was started, record below if you think this is a positive development for business. Explain why or why not.

Step 3:

Below list 5 businesses that you know well. These can be businesses that you shop at frequently.

1.	
2.	
3.	
4.	
5.	

1. In a group, select one business and analyze how this company would do in the B-Corp Impact Assessment using 4 of the questions below. You do not need to answer each question. You just need to think about each question as it relates to the business you selected.

2. Business Name:

Workers

- Are they paid at or above market wages for your industry?
- Are they offered reimbursement for ongoing education?
- When surveyed, what percentage of your employees are “Satisfied” or “Engaged”?
- Do they have a safety committee that helps monitor and advise on health and safety programs?

Community

- Do they evaluate the environmental impact of their suppliers?
- Do they use local suppliers whenever possible?
- Does their management team include people from underrepresented populations?
- Do they have a community service program that does not negatively impact employee salary?
- Does your business impact or target underserved populations?

Environment

- Do they share their environmental reviews with transparency?
- Do they work with the landlord/city planning board to improve the environmental conditions of the property that their business works from?
- Do they have energy efficiency plans in place at their corporate office?
- Do they use renewable energy sources?
- Do they monitor and record their waste production?

3. On a scale of 0 to 100, what score would you give the business you selected? Explain why.

Step 4:

Answer the following questions.

1. How does the food system affect me?

2. Who are the stakeholders of your real food business?

3. How do the different stakeholders experience the effects of decisions made for your school's real food business?