



Essential Question: How can businesses and organizations support food justice?

Objectives – Students will:

- Define and provide examples of **social entrepreneurship** and **social responsibility**.
- Identify how a social enterprise business is similar to and different from other kinds of businesses.
- Evaluate businesses using the B-Lab Impact Assessment framework.

Launch: Brainstorm all of the words or phrases that come to mind when you hear the terms **social, entrepreneurship, and responsibility**.

STEP 1. Vocabulary – Review the definitions. In the space provided, write examples or reword the definition in a way that makes most sense to you.

Social Responsibility: Developing business practices that create a positive relationship with the populations served.

Social Entrepreneurship: Startup companies and other entrepreneurs that develop, fund, and implement solutions for social, cultural, or environmental issues. This includes many types of organizations with different sizes, goals, and beliefs.

Social Enterprise: An organization that uses business practices to maximize improvements to human or environmental well-being, while also generating profits for its owners or shareholders (for profit) or reinvesting profits back into the organization and its mission (nonprofit).





LESSON 2: SOCIAL ENTREPRENEURSHIP

Stakeholder: A person or group that can be affected by the actions of a business or organization.

Shareholder: A person or group that owns part (shares) 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 five businesses that you know well. These can be businesses that you shop at frequently or select an example business from B The Change (<https://bthechange.com/>).

1

2

3

4

5



LESSON 2: SOCIAL ENTREPRENEURSHIP

1. In a group, select one business and analyze how this company would do in the B Corp Impact Assessment using four of the questions below. You may not have an answer for 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 their industry?
- Are they offered reimbursement for ongoing education?
- When surveyed, what percentage of their 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 salaries?
- Does the business impact or target underserved populations?

Environment:

- Do they share their environmental reviews transparently?
- 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?

Consider how B Corps are assessed by visiting this link: <https://bimpactassessment.net/>. There you can find case studies of companies from around the world who completed and earned a B Corp Certification.

3. Why would a business or organization want to get certified? What are some ways these companies stand out as socially responsible?



STEP 4. Answer the following questions.

1. How can the ideas discussed today apply to your school's real food business planning process?

A large rectangular area with a dotted green border, intended for the student's answer to question 1.

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

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

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