



Social enterprise from niche to norm

IBESI training, Riga, October 2023



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Innovation
Agency

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SOCIAL
ENTERPRISE
ESTONIA



KATALISTA
VENTURES

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Agenda

Time	Activity
02.00 - 02.30	Introduction: getting to know each other, aligning on the expectations, agenda
02.30 - 03.30	Social entrepreneurship - the definition and the overview of the situation in the Baltics. Our take on it?
03.30 - 03.45	Break
03.45 - 03.55	Who is a social entrepreneur?
03.55 - 04.15	Debate: "Social entrepreneurship will be the most common form of entrepreneurship in the future"
04.15 - 04.35	How to mainstream social entrepreneurship?
04.35 - 05.00	Q&A and wrap up





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Unleashing the power of local social entrepreneurs for children and youth



The problem

Children and youth around the world are facing challenges and barriers they had no role in creating. 42% of the global population is under 25. Too many don't go to school, there aren't enough jobs, more are exposed to violence than ever, and they will face the worst effects of climate change. In both rich and poor countries, children are significantly more likely to live in poverty than adults. And if trends continue, 60 million kids under five will die by 2030. UNICEF says a staggering 442 million children live in countries where SDGs remain out of reach.

The people

Local social entrepreneurs are the strongest force in creating long lasting social impact. Why?

The most effective solutions:

Deep connections to their communities and a profound understanding of local needs.

Innovation and sustainability:

Innovative and unbounded by tradition, they explore new ideas often missed by conventional systems, prioritizing lasting impact over quick fixes.

Empowerment and collaboration:

Empowering communities and engaging stakeholders, collaboration across sectors leverages resources and expertise

Measurable impact and systemic change:

They place a strong emphasis on data-driven measurable impact, tackling root causes to drive lasting systemic change

What we do

Empower local social entrepreneurs in pursuing and scaling their solutions through capacity building and ecosystem development, in order to reduce poverty, inequality, and climate change affecting children and youth.

Our method

Capacity development programs

- Provide **tools, knowledge and networks** to support increased reach and impact
- Tailored programs to fit **different stages** of the entrepreneurs' development

Ecosystem Development

- **Addressing systemic barriers** for local social entrepreneurs
- **Awareness-raising** of the sector, **advocacy** for improved legislation, facilitating **cross-sector** dialogue and partnership

Our Impact

2000

Change Leaders

4,6

million children
and youth

90%

survival rate

18

countries

92%

would have developed less



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The project: Integrated Baltic Ecosystems for Social Innovation (IBESI)

Two year project funded by the **EU HORIZON** fund, EU's key funding programme for research and innovation. The projects fits neatly with **Pillar III: Innovative Europe** - To stimulate market-creating breakthroughs and ecosystems conducive to innovation.

Aim of the Project: Foster creation of efficient, open, inclusive and interconnected European innovation ecosystems

The goal of IBESI is to ease the access of Baltic-based social entrepreneurs to the resources of innovation ecosystems. Two objectives will help achieve this goal:

- *First, the project aims to strengthen the social economy of the Baltic states by integrating social innovation actors with existing entrepreneurship ecosystems.*
- *Second, it aims to increase the number of the region's social economy actors having strong entrepreneurial skills.*

The project also intends to encourage the transfer of knowledge and learning between a more mature social innovation market (the Nordics) and the Baltic states, as well as at pan-Baltic level.

Expectations :)

A social enterprise is a company that is committed to creating a **positive impact** through a **business model**



The business model spectrum revisited

Primary value to achieve is **social value**

Traditional charity

Charitable funding from grants, donations or endowment

Additional market based revenue stream

Potentially self-sustaining <75% market revenues

Impact investing - social impact + financial return

Social enterprises

Social businesses - profits are reinvested

Mission-driven for-profit enterprise; B-corp

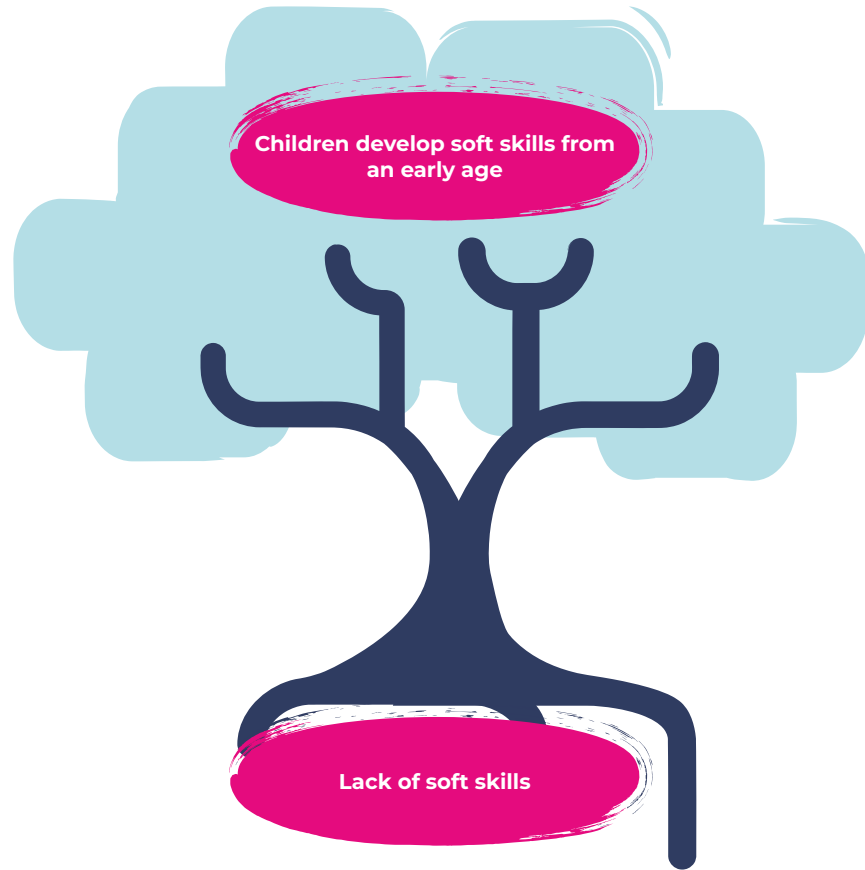
Primary value to achieve is **financial value**

Traditional business

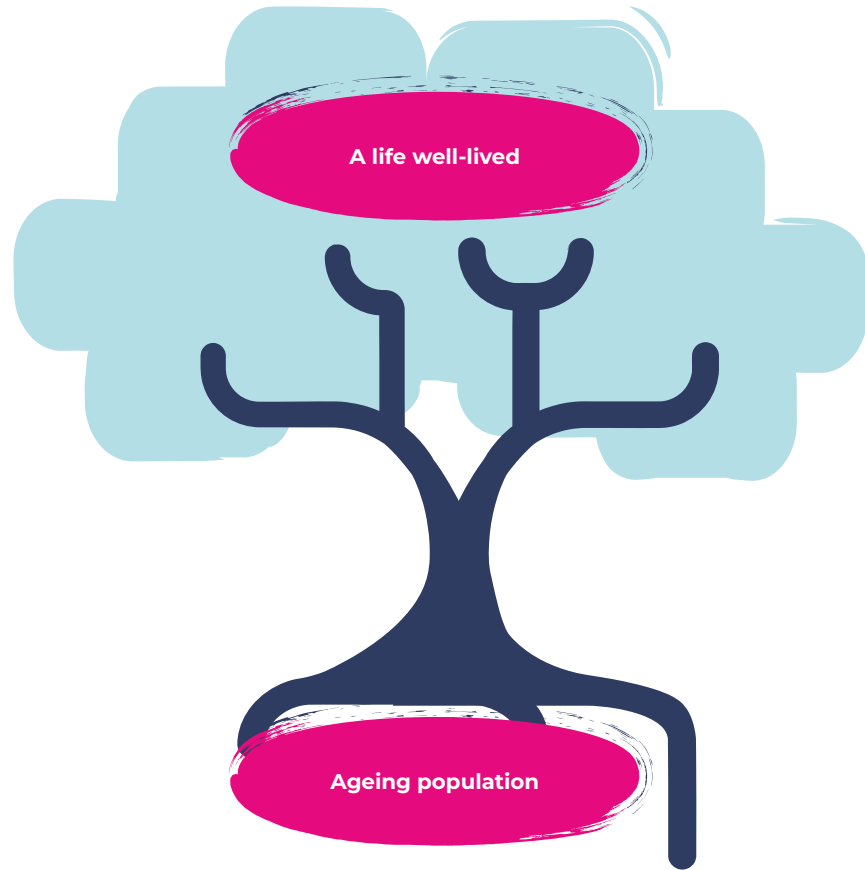
CSR & corporate philanthropy (target for SRI)

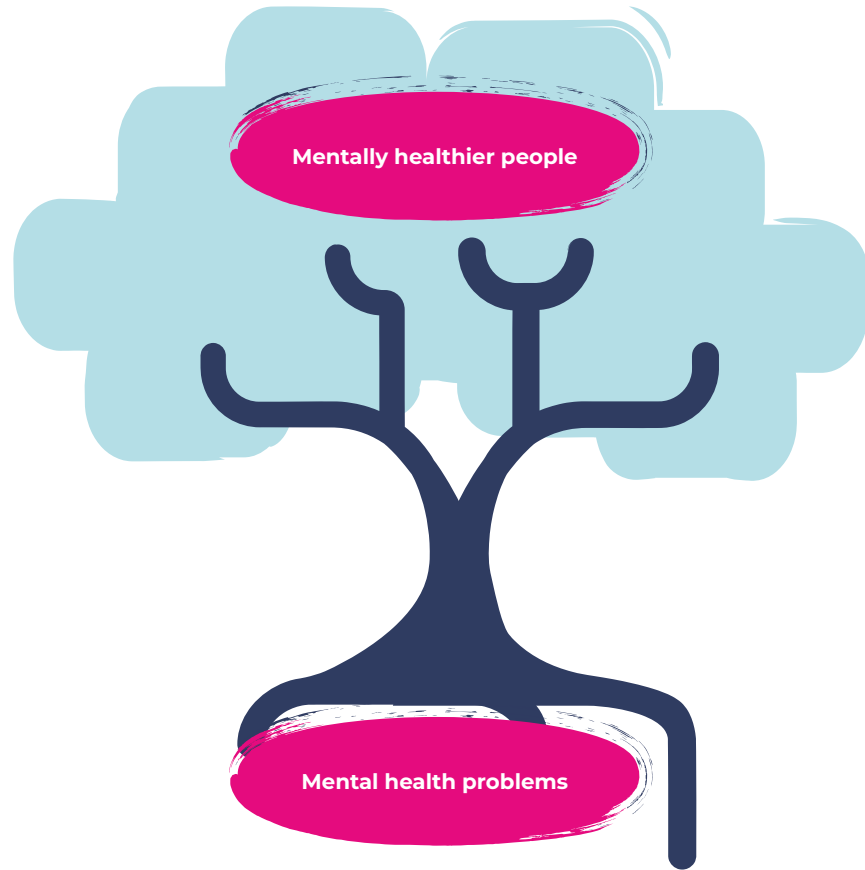
Pure profit orientation, mainstream investors

Good practice examples



correctly





Characteristics of social enterprises

- The main goal is to positively influence people's livelihood, well-being or the environment, which is measured
- A sustainable economic model
 - The company offers goods or services for a fee, earning a profit
- 50.1+% of the profit is reinvested in achieving the main goal

**How well are we doing with
social entrepreneurship?**

Break



**Social entrepreneurship will be the
most common form of
entrepreneurship in the future**

The debate

**How would
you bring
social
entrepreneurs
hip from niche
to norm?**



Before we wrap up

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