



# Social Entrepreneurship in the Digital Age (SEDA301)

## LECTURE 5



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### Diverse Forms of Social Enterprise

Dr Sophie Ross



Photo by John-Mark Hamilton on Unsplash



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### MODULE 1: Social entrepreneurship and social enterprise as forces for change

Learning Pathway	Topics
Introduction to Key Concepts	<ul style="list-style-type: none"> <li>Conceptualizing social entrepreneurship, social innovation and social enterprise</li> </ul>
Drivers of Social Entrepreneurship	<ul style="list-style-type: none"> <li>Hybridity and sustainable social impact</li> <li>Socio-political, economic, cultural and technological factors related to the growth of social entrepreneurship</li> </ul>
The Diverse Nature of Social Enterprise	<ul style="list-style-type: none"> <li><b>Diverse forms of social enterprise</b></li> <li>Social entrepreneurship in the Tasmanian, Australian and global contexts</li> <li>Guest lectures (Tasmanian-based social entrepreneurs)</li> </ul>
Developing Innovative Solutions	<ul style="list-style-type: none"> <li>Understanding social issues/needs in your local community</li> <li>How social entrepreneurs develop innovative ideas</li> </ul>



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### Social Enterprise...a recap

According to FASES, social enterprises are defined as organisations that:

- Are led by an economic, social, cultural, or environmental mission consistent with a public or community benefit
- Trade to fulfil their mission(s)
- Derive a substantial portion of income from trade, and
- Reinvests the majority of its profits/surplus in the fulfillment of its mission



Photo by [Ross Findon](#) on [Linsplash](#)

(Barraket et al. 2010, p.16)




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### Social Enterprise Motivations



EMPLOYMENT



COMMUNITY NEED



PROFIT REDISTRIBUTION

Image source: [www.socialtraders.com.au](http://www.socialtraders.com.au)




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EMPLOYMENT

Businesses that provide employment, training and support for disadvantaged groups.



Image source: [www.streat.com.au](http://www.streat.com.au)



Image source: [www.hamlet.org.au](http://www.hamlet.org.au)




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COMMUNITY NEED

Businesses that create or maintain products and/or services in response to social or economic needs in the community, not met by the market.

kiva



Image source: www.therecord.com.au



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PROFIT REDISTRIBUTION

Businesses that exist to generate profits which are redistributed to externally organised social programs or charitable activities.



Image source: <https://www.whogivesacrap.org/>



View this post on Flickr



Image source: <https://thankyou.co/>



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### Social Enterprise Operational Models

- Entrepreneur Support Model
- Market Intermediary Model
- Employment Model
- Fee-for-service Model/Low Income Client as Market Model
- Cooperative Model
- Market Linkage Model
- Service Subsidisation Model
- Organisational Support Model
- Mixed Model



Photo by [S.T.A and DEL NECK](#) on [iStockphoto](#)

Alter, 2007



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### Take Home Messages

- Social enterprises are different to non-profit organisations, and profit-oriented businesses
- There are many different types of social enterprises
- One way to classify social enterprises is according to their motivation – whether that be employment generating, community need or profit redistribution
- Social enterprises may also be grouped according to model – see the reading for this week by Alter, 2007



Photo by John Mark Kuntzistay on Unsplash




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### References

- Austin, J 2000, Strategic Collaboration Between Nonprofits and Business. *Nonprofit and Voluntary Sector Quarterly*, 29(1), 69-97
- Tennyson, R. 2003, The Partnering Toolbook. International Business Leaders Forum
- Alter, K 2007, *Social Enterprise Typology*, Virtue Ventures Washington, DC, <<http://www.virtueventures.com/resources/setypology>>.
- Social Traders 2018, Social Enterprise Definition, <http://www.socialtraders.com.au/about-social-enterprise/what-is-a-social-enterprise/social-enterprise-definition/>

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