

Become Busy Xelerator



SocialX – Social Entrepreneurship & Impact

PRESENTATION 1

WHAT IS SOCIAL ENTREPRENEURSHIP

Start Slide

Project number: 2023-1-EL02-KA220-YOU-000160907

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CREATING POSITIVE IMPACT THROUGH INNOVATION AND PURPOSE



This presentation introduces the world of social entrepreneurship, a model of business that exists to solve societal and environmental problems while remaining financially sustainable. Social entrepreneurs use creativity and innovation to make a difference, proving that economic growth and social good can go hand in hand. Through this presentation, participants will explore the foundations of social entrepreneurship, how it differs from traditional business, and how it creates long-term impact across communities.

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EMPOWERING YOUTH TO CREATE CHANGE

SocialX is a core part of the BBX Project, designed to help young people understand how entrepreneurship can create meaningful social change. It promotes inclusive, value-driven innovation, equipping youth with the knowledge and confidence to design solutions for issues like inequality, unemployment, or climate action. Through collaboration and mentorship, SocialX builds the next generation of leaders who combine empathy, creativity, and strategy to make the world more equitable.



SOLVING PROBLEMS THROUGH PURPOSE-DRIVEN BUSINESS

In today's world, global issues like poverty, inequality, and climate change require creative and sustainable solutions. Social entrepreneurship bridges the gap between nonprofit values and business efficiency — using market tools to create impact where governments and charities alone cannot. Social enterprises empower individuals, strengthen communities, and promote economic inclusion, proving that business can serve both profit and purpose.

OBJECTIVES OF THE PRESENTATION



Learning Objectives:

- Understand the definition and principles of social entrepreneurship.
- Learn how it differs from traditional business models.
- Explore examples of successful social enterprises in Europe.
- Recognize how youth can lead social innovation through SocialX and BBX.



Social entrepreneurship is the process of identifying social or environmental problems and developing sustainable solutions using entrepreneurial approaches. Unlike traditional businesses that prioritize profit, social entrepreneurs aim to achieve positive societal change while maintaining financial stability. Their ultimate goal is not only to earn revenue but also to generate measurable social impact — improving lives, protecting ecosystems, and empowering communities.

BUSINESS WITH A PURPOSE



ETHICS, PURPOSE, AND IMPACT

The European Green Deal (2019) is the EU's main strategy to achieve climate neutrality by 2050. It funds projects that reduce emissions, promote clean energy, and encourage sustainable consumption and production. For entrepreneurs, it represents both an environmental commitment and an economic opportunity to innovate within Europe's green transition.

- Focuses on clean energy, circular economy, and biodiversity.
- Aims for net-zero emissions by 2050.
- Encourages innovation in transport, agriculture, and industry.
- Provides grants, partnerships, and investment opportunities.



ETHICS, PURPOSE, AND IMPACT

Social entrepreneurship is grounded in values that guide decision-making and define impact. These values create a framework that blends compassion with innovation, ensuring that profit serves people and the planet rather than the other way around.

Core Values:

- **Purpose:** Every action serves a mission beyond profit.
- **Innovation:** Finding creative solutions to persistent problems.
- **Sustainability:** Ensuring long-term impact, not quick fixes.
- **Empowerment:** Enabling people and communities to thrive.
- **Accountability:** Measuring and reporting outcomes transparently.

BALANCING PEOPLE, PLANET, AND PROFIT



Social enterprises measure success using the Triple Bottom Line, a model that expands traditional business performance indicators to include social and environmental impact alongside profit. This holistic approach ensures that the venture benefits society while remaining financially viable.

The Three Dimensions:

1. **People:** Promoting equity, inclusion, and well-being.
2. **Planet:** Protecting the environment through sustainable practices.
3. **Profit:** Maintaining economic health to sustain operations.



LEADERS WITH EMPATHY AND VISION

Social entrepreneurs are driven by empathy and a strong sense of justice. They are change-oriented leaders who see opportunity where others see obstacles. Their approach combines business acumen with compassion, using innovation, partnerships, and persistence to achieve social transformation.

Key Traits:

- **Empathy:** Understanding people's real needs.
- **Vision:** Seeing beyond short-term goals.
- **Creativity:** Finding new ways to solve old problems.
- **Resilience:** Turning challenges into opportunities.
- **Collaboration:** Building partnerships for collective impact.



TRANSFORMING PROBLEMS INTO OPPORTUNITIES

Innovation is the driving force of social entrepreneurship. It's not just about technology, it's about rethinking systems and creating new models that deliver solutions where conventional methods fall short. From mobile apps that connect refugees to jobs, to community-owned renewable energy projects, innovation allows social entrepreneurs to scale their impact efficiently and inclusively.



ALIGNING IMPACT WITH GLOBAL GOALS

Social enterprises play a crucial role in achieving the United Nations Sustainable Development Goals (SDGs). They actively address issues like poverty, inequality, climate change, and education, turning abstract goals into real outcomes. By aligning their missions with the SDGs, social entrepreneurs contribute to building fairer and more resilient societies.

Direct SDG Links:

- SDG 1: No Poverty
- SDG 4: Quality Education
- SDG 8: Decent Work & Economic Growth
- SDG 10: Reduced Inequalities
- SDG 13: Climate Action

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FROM IDEA TO IMPACT WITH EU SUPPORT

A youth-led startup supported by Horizon Europe created AI-based systems to track and reduce food waste in restaurants. With EU funding and mentoring, it expanded across multiple countries, helping to cut emissions and save resources. This example shows how innovation, when supported by the right funding, can achieve real environmental impact.



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WHY MENTORING MATTERS

While traditional entrepreneurship focuses primarily on generating profit, social entrepreneurship seeks to balance financial sustainability with positive social and environmental outcomes. Both share tools like innovation, marketing, and management, but their core motivation is different. Social entrepreneurs reinvest profits to expand their mission, not to maximize shareholder returns.





DIFFERENT PATHS TO PURPOSE

Social enterprises use innovative structures to combine business performance with social responsibility. Their models vary depending on mission, target audience, and revenue sources. What they share is a commitment to using business as a tool for positive change.

- **Nonprofit with Earned Income:** An NGO that sells products or services to sustain operations (e.g., a charity café funding youth programs).
- **Hybrid Organization:** Combines nonprofit and for-profit activities to achieve long-term impact (e.g., fair-trade brands reinvesting profits).
- **Cooperative Model:** Owned and managed by its members to benefit a community or group (e.g., energy cooperatives).

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FUNDING WITH PURPOSE



Financing a social enterprise requires balancing mission-driven goals with financial sustainability. Because these ventures prioritize impact over high returns, they often seek ethical and mission-aligned funding sources. The rise of impact investing, investors seeking both social and financial returns has expanded opportunities for social entrepreneurs.



Main Sources of Funding:

- Impact investors supporting ethical businesses.
- EU programs like Erasmus+, Horizon Europe, and the European Social Fund.
- Crowdfunding platforms that engage local communities.
- Corporate partnerships through CSR (Corporate Social Responsibility) programs.



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MENTORING IN THE BBX PROJECT

In the GreenX strand of the BBX Project, mentoring is a cornerstone of sustainable learning. Participants receive one-on-one guidance from professionals in green innovation, business development, and EU project management. These mentors help refine ideas, prepare funding proposals, and connect young entrepreneurs to European networks. The mentoring process ensures that participants don't just learn about sustainability in theory but also gain the tools to act effectively in real contexts. GreenX demonstrates that mentorship can transform enthusiasm and creativity into tangible environmental and social impact.



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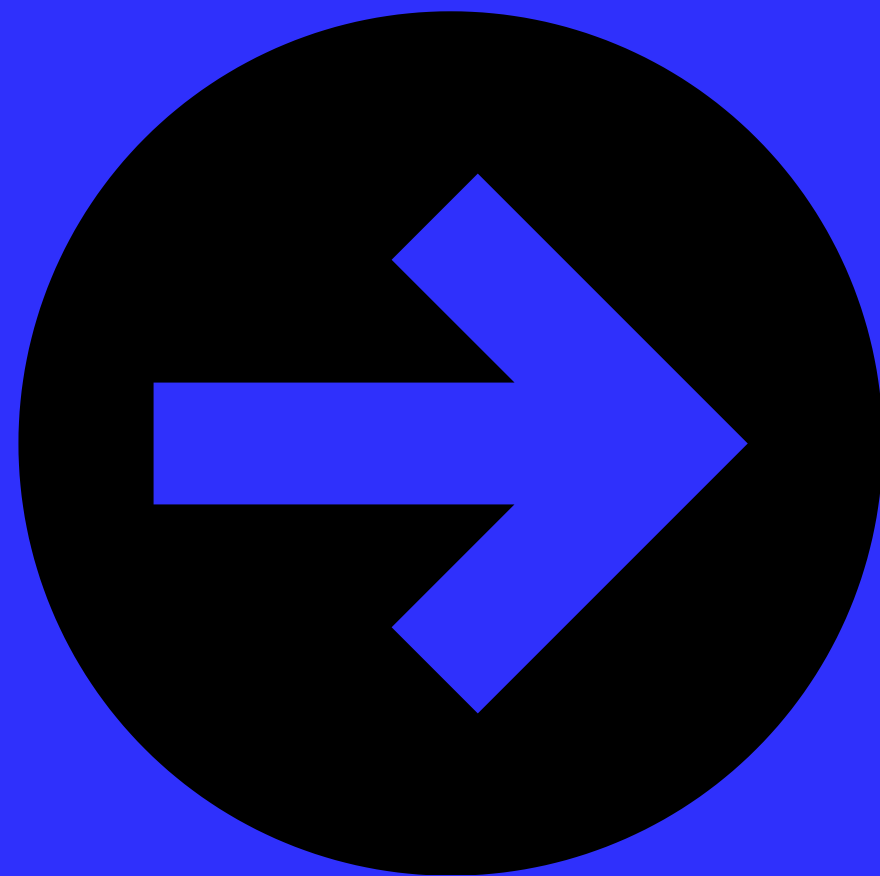
PROVING CHANGE THROUGH DATA

Impact measurement is at the heart of social entrepreneurship. It allows organizations to evaluate their effectiveness, communicate results, and attract partners. By using clear indicators, such as lives improved, waste reduced, or jobs created, social enterprises can demonstrate credibility and accountability.

Examples of Impact Indicators:

- Social: Number of people trained, employed, or supported.
- Environmental: Emissions reduced, resources saved, waste avoided.
- Economic: Income generated for marginalized communities.





WHAT ARE SOCIAL ENTERPRISES?

Social enterprises are organizations that use market strategies to achieve social or environmental missions. They combine entrepreneurial spirit with compassion, reinvesting profits into their causes. Across Europe, these businesses promote inclusion, sustainability, and innovation — proving that economic success and social responsibility can coexist.

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KEY TAKEAWAYS

The journey from idea to green project shows that sustainability and innovation can coexist and reinforce one another. Green entrepreneurship is not just about creating a business; it is about developing solutions that address environmental and social challenges while generating economic value. Designing a clear business plan, understanding funding opportunities, and seeking mentorship are key to achieving long-term impact. Each of these elements plays a role in transforming creativity into structured, results-oriented action.

Ultimately, the main takeaway is that innovation becomes sustainable when it is guided by purpose, supported by planning, and powered by collaboration.



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ETHICAL ELECTRONICS FOR A SUSTAINABLE WORLD

Fairphone is a Dutch social enterprise that designs smartphones with fairness and sustainability in mind. It challenges the electronics industry by promoting transparency, ethical sourcing, and repairability. Each phone is modular, allowing users to replace parts easily, reducing waste and extending product life.

Impact Highlights:

- Uses conflict-free minerals and fair labor standards.
- Promotes a circular economy through product repair and recycling.
- Encourages consumer awareness about responsible technology.



EMPOWERING PEOPLE THROUGH WORK AND DIGNITY



The shift toward sustainability begins with action. Every small step, from developing a green idea to joining a project or applying for funding, contributes to a larger movement for environmental and social well-being. Entrepreneurs, students, and organizations must work together to turn ambition into measurable impact. The tools are already available: EU funding, mentoring programs, and digital collaboration networks can make innovation accessible to all.

EMPOWERING PEOPLE THROUGH WORK AND DIGNITY



The Big Issue is one of the most well-known social enterprises in Europe. It offers employment opportunities to people experiencing homelessness, who sell the magazine to earn income and rebuild independence. The organization reinvests profits into social programs, housing, and training initiatives.



Impact Highlights:

- Supports thousands of vendors across the UK annually.
- Generates pathways out of homelessness through work.
- Expands impact via Big Issue Invest, a fund supporting other social enterprises.

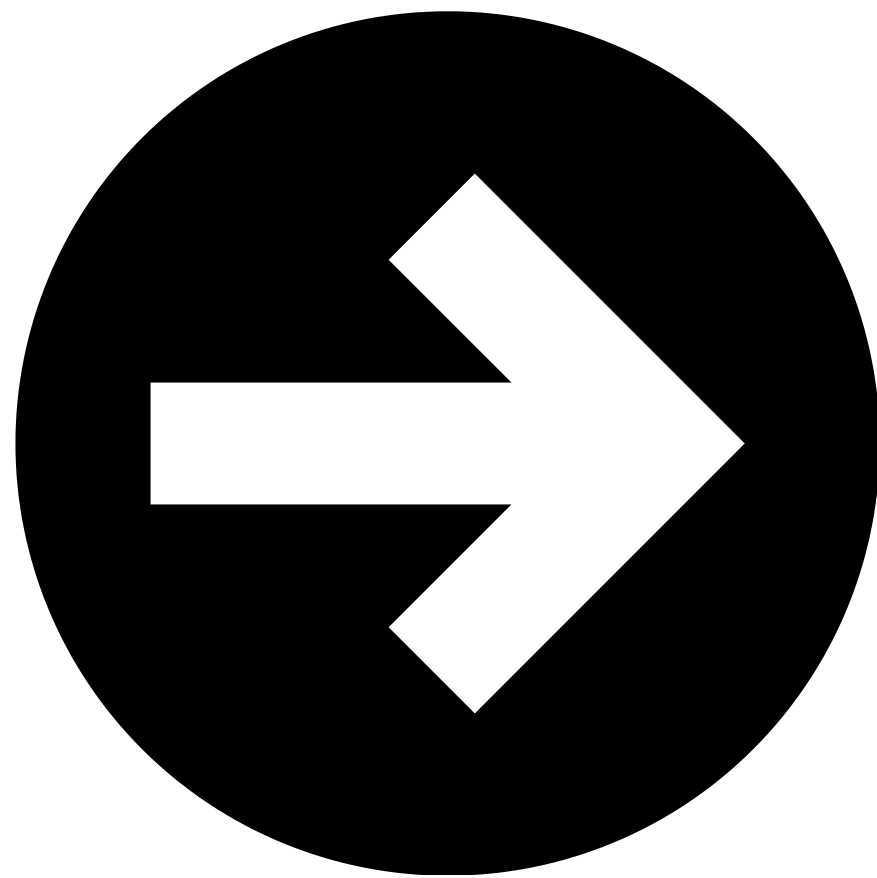


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FIGHTING FOOD WASTE WITH INNOVATION

Too Good To Go is a Danish social enterprise that connects consumers with restaurants and shops that have surplus food. Through its app, users can purchase unsold meals at a reduced price, preventing waste while promoting sustainable consumption.

Impact Highlights:

- Operates in over 15 European countries.**
- Has saved hundreds of millions of meals from going to waste.**
- Promotes climate-friendly habits and consumer awareness.**



INCLUSION THROUGH EXPERIENCE

Dialogue in the Dark offers a unique social and educational experience by employing visually impaired guides to lead visitors through darkened environments. The experience fosters empathy, understanding, and inclusion while providing meaningful employment opportunities for people with disabilities

Impact Highlights:

- Operates in over 30 countries worldwide, including several in Europe.
- Promotes social inclusion and disability awareness.
- Provides sustainable employment to visually impaired people.

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SUPPORTING CHANGEMAKERS ACROSS BORDERS

Ashoka is a global network that identifies and supports leading social entrepreneurs, known as “Ashoka Fellows.” In Europe, Ashoka has helped thousands of individuals scale ideas in education, health, sustainability, and civic engagement. It provides mentorship, funding, and access to a global community of innovators.

Impact Highlights:

- Over 3,800 Ashoka Fellows worldwide, including 600+ in Europe.
- Promotes systemic social change through collaboration and innovation.
- Strengthens social innovation ecosystems across countries.

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WHAT WE CAN LEARN FROM SOCIAL INNOVATORS

European social enterprises demonstrate that business can be both ethical and effective. Whether addressing waste, poverty, or inequality, these organizations share common traits, strong mission, measurable impact, and innovative models. They show that social entrepreneurship is not limited to one sector but can thrive wherever creativity meets compassion.

NEURODIVERSITY IN THE WORKPLACE

Auticon is a social enterprise that employs adults on the autism spectrum as IT consultants. Founded in Germany, it has expanded across Europe and beyond. Auticon recognizes the unique cognitive strengths of autistic individuals, such as attention to detail, logical thinking, and focus — and integrates them into high-quality IT projects. The company demonstrates how inclusion can drive both social and business performance.

Impact Highlights:

- Employs hundreds of neurodiverse professionals in Europe.
- Creates inclusive workplaces where diversity is an advantage.
- Raises awareness about neurodiversity in corporate culture.

BUILDING THE FUTURE OF IMPACT

Social enterprises thrive when supported by an ecosystem that includes government, education, and business partnerships. Policies such as the European Pillar of Social Rights, the Social Economy Action Plan, and funding through Erasmus+ and Horizon Europe create an enabling environment for innovation and growth. Collaboration ensures that social impact becomes embedded in Europe's economic model.



TURNING BARRIERS INTO OPPORTUNITIES

Social entrepreneurs often face challenges, limited funding, lack of visibility, or the pressure to balance mission and profit. However, these barriers can drive creativity. Each challenge is an opportunity to innovate, collaborate, and rethink how business can be more human-centered. With the right mentorship and support, obstacles become catalysts for progress.

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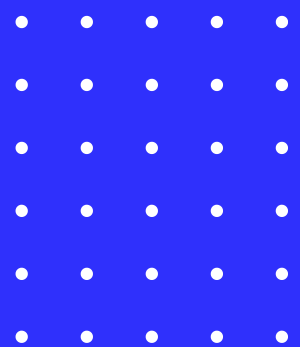
BE PART OF THE CHANGE

Everyone can contribute to a more equitable world. Whether starting a social business, supporting ethical brands, or volunteering locally, action matters. The SocialX program encourages participants to take the first step, to dream, design, and deliver projects that make a real difference.

Suggested Action Steps:

- Identify a social issue that inspires you.
- Brainstorm creative, sustainable solutions.
- Build a team and seek mentorship.
- Explore EU funding and community partnerships.





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