

i2P Social Entrepreneurship Lesson

Activity 1: Learning about social enterprises

Ask students to share what they know about the difference between social enterprises, non-profit organizations, and for-profit organizations. For the purpose of this activity, these definitions are useful guidelines:

- **Social enterprises** are businesses whose primary purpose is to create a positive community impact rather than to generate profits for individual shareholders. They apply the power of the marketplace to advance social, cultural and/or environmental agendas. Thus, they measure success with the attainment of both economic and social value.
- **For-profit organizations** are businesses in the traditional sense, whose primary purpose is making money for their owners and shareholders. They generally use financial return on investment as their measure of success, seeking to generate the maximum profit.
- **Non-profit organizations** seek to create the maximum social return on investment, in other words to make the biggest positive community impact. These organizations receive special status under the law and are exempt from many taxes. They usually depend on donations, grants, and volunteers to cover their operating costs. impossible2Possible is an example of a non-profit organization.

Next, split students into groups. Have them discuss and then share with the classroom the pros and cons of each model (ex: social enterprises generate their own capital so can do good without relying on grants or donations) and what social enterprises they know of in their communities.

Activity 2: Plan and pitch your own social enterprise Dragon's Den style

Dragon's Den is a TV show where people pitch business ideas to a panel of experts. A successful plan requires resiliency, creativity, teamwork, and lots of other qualities. The panel only endorses the best entrepreneurial projects, offering various funding deals. Here is a news story video about a student group's Dragon's Den social enterprise pitch:

<https://www.youtube.com/watch?v=Ix2rPMz-Tz0>.

Now, it's time for students to try out their own ideas. Split students into groups and challenge them to design a social enterprise. Remind them that a successful social enterprise has to have a positive social impact and make money, like Hope Blooms (from the above video). As an added challenge and to help focus student brainstorming, ask students to only use materials available in their classroom (or school) to invent their good or service.

Expedition connection: Before handing out the following worksheet, show students the video of i2P Lost Coast Youth Ambassadors trying out this activity using only materials available on expedition.

Dragon's Den Social Enterprise Challenge

GOAL

Invent a social enterprise idea that you will present to the judges in "Dragon's Den."

RULES

Make a difference! Come up with an idea that will create positive environmental or social change in your community while making money. Don't forget that for this activity, you must be able to use only supplies in your classroom to start your social enterprise. You have 20 minutes to plan your idea and prepare your two-minute presentation.

1) Brainstorm

- What is your mission? Are you trying to fix a health, communication, relationship, educational, athletic, or environmental problem?
- Do you have a viable business idea? Do your classmates want your product or service?
- Be creative! Think outside the box and have fun.

List your top three ideas.

1. _____

2. _____

3. _____

2) Project selection

Choose your best idea. You will have to present this idea to a panel of judges.

Project idea:

Goal-setting:

What steps do you need to make your idea happen? List the steps you will take to achieve your goal: supplies, authorizations, people, marketing, production, etc. Keep in mind the SMART goals criteria (specific, measurable, assignable, realistic, time-bound).

Sources:

<http://www.socialenterpriseCanada.ca/learn/nav/whatisasocialenterprise.html>

<http://www.canadabusiness.ca/eng/blog/entry/4257/>

<https://www.youtube.com/watch?v=Ix2rPMz-Tz0>

Brent Callahan, POP Teacher, Riverdale High School, Lester B. Pearson School Board