

## 4-H in Business: What is Social Entrepreneurship?

### Goals:

To teach 2017 Indiana 4-H Congress participants about social entrepreneurship and how they can become social entrepreneurs in their communities to make a positive difference.

### Objectives:

After this session, participants will be able to:

- Explain social entrepreneurship to another person
- Plan a social entrepreneurship venture
- Communicate their plan to others

### Materials:

- Laptop
- LCD projector
- Speakers and microphone
- Notebook paper (enough for each group of participants to have a few sheets)
- Pens/pencils
- Easel pads/large sticky notes (about 2 sheets per group)
- Markers (enough for each group to have 3-4)

## Introduction

Ask participants to gather in small groups and define characteristics of an entrepreneur.

### SLIDE 2

Start by asking, “Who do you think of when you think of an entrepreneur?”

*Potential answers could be: Mark Zuckerberg, Oprah Winfrey, Jeff Bezos, etc.*

### SLIDE 3

Then ask, “So, what are some characteristics of an entrepreneur?”

*Potential answers could include: leader, communicator, “people person,” good with money, innovative, etc.*

**Explain:** We often think of entrepreneurs as people who design a product or service and sell it. Often times we think the purpose of this is to make money. That’s certainly one goal. But, did you know entrepreneurs can have positive impacts on social movements? These people are called social entrepreneurs. Hold on to your characteristics, because we’ll come back to them in a few minutes.

## I. What is Social Entrepreneurship? (15 minutes)

“Social entrepreneurship is  
the art of simultaneously  
pursuing both a financial &  
a social return on investment  
(the double bottom line).”  
*Institute for Social Entrepreneurs*

### SLIDE 4

**Ask participants:** What do you think a social entrepreneur does? *Get a few answers from the participants.*

Utilize responses from participants to form a general definition that fits the one shown to the left.

### SLIDE 5

**SLIDE 6 Let’s learn more!** Show 3 minute video at [https://www.youtube.com/watch?v=9\\_g5RqwW51I](https://www.youtube.com/watch?v=9_g5RqwW51I)

**Explain and clarify:** Social entrepreneurs have very similar characteristics to other entrepreneurs. Looking at the list you came up with a few minutes ago, what characteristics do social entrepreneurs need? Are they the same skills? Different?

Say, “Social entrepreneurs focus on having a positive impact on their community, country, or world. That

sounds familiar!”

**SLIDES 7 & 8 – show examples of social enterprises.**

### SLIDE 9

**Ask:** Could some things that 4-H does be considered a social entrepreneurship enterprise?

## II. Plan a social entrepreneurship venture (30 minutes)

### SLIDE 10

**Explain:** Now that you know what social entrepreneurship is, you are going to work in your groups from your community to plan a social enterprise that will positively impact your community by solving a need. Ideally, this will be a plan you can actually implement when you go back home, so try to be realistic in the input costs and the scope.

Each group will receive brainstorm space to help you along. **Mention the worksheet they received.** You can brainstorm answers to these questions on the large sticky notes, or on the sheet itself. But keep in mind that we would like you to share these plans. We would also like you to share your ideas and plans at [bit.ly/in4hsocialbiz](http://bit.ly/in4hsocialbiz) **SLIDE 11**

*Instructor note: students and/or adults can use their cell phones to access the form. It is mobile compatible. Additionally, they can take a picture of their plan and upload the picture.*

You will have 30 minutes to brainstorm your plan. Like all true entrepreneurs, you will have to “pitch” your idea to get people interested, or even to raise money. We will have a few of the groups come up and pitch their idea near the end of our session, so be thinking about how you will present your idea.

## III. Share your plan (10 minutes)

Depending on how much time you have, choose an appropriate number of groups to come forward and share their social venture with the full workshop.

## IV. Apply/Debrief (5 minutes)

### SLIDE 12

Ask these questions and pick one person from the audience to share a response. The instructor(s) can also feel free to ad lib questions relevant to topics that came up during the session.

Now that you’ve learned what social entrepreneurship is:

- What was the most surprising part for you?
- What was easy/difficult about creating your plan?
- What problems or issues did you have in designing your plan? How did you solve them?
- How will you implement your plan when you get home?
- How could you apply this to other aspects of your life or other issues you might see in the state, nation or world?

## Resources

<http://www.pbs.org/now/enterprisingideas/asd.html>

[https://www.youtube.com/watch?v=9\\_g5RqwW51I](https://www.youtube.com/watch?v=9_g5RqwW51I)

Need some inspiration? Check out these social venture plans <http://spu.edu/acad/school-of-business-and-economics/SVPC2017.html>

# Social Enterprise Brainstorm Space

Use the spaces below, or use easel paper and/or sticky notes to answer the questions and begin creating your social enterprise.

**What are some social needs you can identify in your community?**

**Choose one need listed above. Based on that need, who is your “customer?” What are their characteristics? (Think about age, geographic location, social/cultural values, income, etc.)**

**Based on needs and customer characteristics, what is your solution? Why is your solution needed? How is it different from anything that currently exists?**

**Goals of your social enterprise:**

**Business Name:**

**Business Team Members and their Strengths:**

**How will you “spread the word” (market) about your business and what it does?**

**How will you define success for your business?**