



## 1. The social and economic mission of the social enterprise

The social and economic mission of one social enterprise must stem from the society we are trying to support and strengthen. The social mission should correspond to the needs of the affected persons, and the economic mission should correspond to their skills, knowledge on certain specific economic activities, but also to the needs of one territory in order to develop a sustainable social enterprise.

- 1) Social dimension: the social enterprise works toward an explicitly defined social goal through its products and services. In fact, the social dimension is the leading difference between a social enterprise and a traditional business. The primary importance of a social goal of the social enterprises must be clearly set with the legal regulation according to which the enterprise is registered, with the statute of the social enterprise or other relevant documents.
- 2) Economy dimension: implementation of a continuous and secure economic activity. This is a dimension that the social enterprises share with the rest of the enterprises. Minimal criteria that the social enterprises must meet is the minimum of 25% of the total annual income coming from economic activity;

To start defining the social and economic mission, the following questions need to be answered:

Questions	Answers
What is the problem you want to solve in the community?	
Define the social mission?	
For which economic activities development is your social enterprise-ready with suitable capacities?	
Which skills and capacities does your enterprise have for implementing of the defined economy activities?	
What is the sustainable solution that you will offer for the previously defined problem?	

## 2. Market analysis

If you have already defined your social and economic mission, in accordance with the resources that you have, additionally you need to make a small research about how much your economic and social activities can contribute to the sustainability of the social enterprise. You will make a small estimation and analysis of the following parameters to evaluate the sustainability, influence of the idea for social business in society, the opportunity for profits, and the need and availability of the invested efforts as a major scale investment in the social enterprise. In the field of ideas for social businesses, you will elaborate on the potential ideas about what you think can be developed with the resources that are previously identified in your



organization or community. Every idea you have will be evaluated with a grade from 1 to 5 (1 being the lowest and 5 the highest) in order to determine which of these ideas will be the most suitable according to the five listed parameters essential for your organization to develop into a social business.

Ideas for social businesses	Influence	Invested effort	Income and profit	Long-term sustainability	Total
Idea 1					
Idea 2					
Idea 3					
Idea 4					
Idea 5					

1. Influence – what is the influence that your idea will have on the community that you want to support. Will that influence contribute to development for economic independence or another benefit to the end-users.

2. Invested efforts - what human or intellectual capacity is at your disposal for implementing the suggested business ideas. Do you have enough suitable staff for the realization of the social and economic goals? The grading should be done for each idea separately from 1 to 5.

3. Profit - are the planned economic activities supposed to bring suitable income to cover the costs from the realization of the economic and social goals. Is your idea enabling profit income that can be invested for broadening of the activities and the sustainability of your business?

4. Long-term sustainability - does your idea contribute to covering unmet needs? Is your idea innovative enough to long-term satisfy the needs, provided the resources at hand? The idea of social business with most points is the winning idea, and it should be worked more in detail, to make it a suitable business plan.

### 3. Key activities

To deliver value to your clients, it is needed to define and realize key commercial and social activities in your social enterprise. The setting of social and economic activities are of crucial importance for confirming the main products or services that you will deliver to the end receivers, from an economic and social point of view.